



Sustainable Business Strategies in Ghanaian Rural Areas: An Analytical Framework

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Abstract

Ghana is a West African country with significant rural areas where sustainable development strategies are essential for economic growth and environmental conservation. A mixed-method approach combining literature review, expert interviews, and case study analysis to synthesize existing knowledge and identify gaps for further research. The rural economy of Ghana predominantly relies on agriculture, with approximately 70% of the population engaged in farming activities, highlighting the sector's importance as a backbone of the economy. Businesses operating in these sectors can adopt sustainable practices to enhance profitability and contribute positively to local communities and ecosystems. Implement policies that support eco-friendly agricultural practices, promote tourism development while minimising environmental impact, and foster innovation in agribusiness to ensure long-term sustainability.

Keywords: *Sustainable Development, Rural Areas, Mixed-Methods, Sustainability Indicators, Stakeholder Engagement, Community Empowerment, Participatory Approaches*

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