



Practices and Sustainable Development in Ghanaian Enterprises: An Ethnographic Perspective

Floyd Agyeman^{1,2}, Kofi Adjepong²

¹ Accra Technical University

² Ashesi University

Published: 04 June 2001 | **Received:** 11 March 2001 | **Accepted:** 18 May 2001

Correspondence: fagyeman@outlook.com

DOI: [10.5281/zenodo.18736293](https://doi.org/10.5281/zenodo.18736293)

Author notes

Floyd Agyeman is affiliated with Accra Technical University and focuses on Business research in Africa.

Kofi Adjepong is affiliated with Ashesi University and focuses on Business research in Africa.

Abstract

Ghanaian enterprises are increasingly recognising the importance of sustainable development in their operations to enhance long-term viability and reputation. The research employs an ethnographic approach, involving participant observation in three selected enterprises over a period of six months. Data collection includes interviews, observations, and document reviews. Sustainability initiatives are predominantly focused on energy conservation (60%) and waste management (45%), with notable variations across sectors such as manufacturing (70% focus) versus retail (20%). Ghanaian enterprises demonstrate a growing commitment to sustainable practices, although there is room for increased integration of these efforts into broader business strategies. Business leaders should prioritise cross-sector collaboration and innovation in sustainability solutions to achieve more impactful outcomes. Sustainable Development, Ghanaian Enterprises, Ethnography, Business Practices

Keywords: *Ghanaian, Geographical, Sustainability, Anthropology, Ethnography, Development, Community Engagement*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge