



# Ethical Quagmires in Business Praxis amidst Conflict Zones: An Egyptian Perspective

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## Abstract

Business operations in conflict zones present unique ethical challenges that extend beyond traditional business ethics frameworks. A qualitative research approach was employed, involving semi-structured interviews with key stakeholders including business leaders, civil society organizations, and government officials. Data analysis focused on thematic content. Interviews revealed that businesses often grapple with a need to balance profit motives with community welfare in complex socio-political environments, where compliance with local laws can be challenging due to ongoing conflict. The findings underscore the necessity for tailored CSR strategies and ethical guidelines specific to conflict zones, which were not adequately addressed by existing frameworks. Businesses operating in Egypt's conflict-affected regions should develop more flexible ethical codes and engage more closely with local communities and civil society organizations to foster sustainable development.

**Keywords:** *Conflict Zones, Ethical Quagmires, Geopolitics, Peacebuilding, Humanitarian Aid, Stakeholder Theory, Qualitative Research*

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