



Sustainable Business Practices in Côte d'Ivoire: An African Perspective

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Abstract

Sustainable development in Côte d'Ivoire faces unique challenges due to its economic and environmental contexts. Mixed-methods approach combining qualitative interviews with quantitative surveys of small-scale businesses across the country. A notable trend emerged where approximately 40% of surveyed businesses adopted sustainable practices to reduce operational costs and improve brand reputation. Businesses in Côte d'Ivoire are increasingly integrating sustainability into their operations, driven by economic incentives and consumer preferences. Policy makers should incentivize small-scale business adoption of sustainable practices through subsidies and training programmes.

Keywords: *Côte d'Ivoire, Sustainable Development, Mixed-Methods, Quantitative Research, Qualitative Analysis, Environmental Economics, Geopolitics*

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