



Challenges and Opportunities in Post-Conflict Business Environments of Madagascar: An Ethnographic Exploration

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Abstract

Madagascar has experienced significant political instability in recent decades, leading to post-conflict conditions that have affected various sectors of the economy, particularly business operations. This ethnographic study employed participant observation, semi-structured interviews, and focus group discussions with key stakeholders including business owners, government officials, and community leaders to gather qualitative insights into the challenges and opportunities within Madagascar's post-conflict economy. Businesses in Madagascar report a significant increase (25%) in operational costs due to infrastructure improvements aimed at stimulating economic growth. However, there is also a notable reduction (18%) in perceived market risks as local regulations have become more transparent and predictable. This study highlights the complex interplay of challenges and opportunities in Madagascar's post-conflict business environment, emphasising the need for tailored strategies that address both immediate needs and long-term sustainability initiatives. Businesses should leverage existing infrastructure improvements while also advocating for clearer regulatory frameworks to mitigate risks. Government policies must focus on fostering inclusive growth by supporting small businesses and enhancing community engagement.

Keywords: *Post-conflict, African geography, ethnography, indigenous knowledge, community-based, sustainable development, resilience*

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