



Moroccan Grounds for Sustainable Business Practices in Africa: A Theoretical Framework

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Abstract

Morocco's diverse economic landscape presents unique challenges and opportunities for sustainable business practices in Africa. Theoretical approach based on literature review and expert consultations. A theoretical model is proposed, highlighting key factors such as environmental regulations and consumer awareness that influence sustainable practices. Policy recommendations aim at fostering a supportive environment for sustainable business development in Morocco and Africa.

Keywords: *Sub-Saharan, sustainability, stakeholder theory, green entrepreneurship, development economics, qualitative research, comparative analysis*

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