



## Policy Dynamics in Business Research: A Mixed-Methods Inquiry into Tanzanian Contexts

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### Abstract

Business research in Africa often faces unique challenges due to varying policy environments and economic conditions. A mixed-methods approach combining semi-structured interviews with a stratified random sampling survey of small businesses across Tanzania. The survey revealed that 65% of respondents experienced policy-induced disruptions in their business operations, highlighting the need for more flexible regulatory frameworks. Tanzanian business policies significantly impact operational stability and innovation, necessitating tailored adjustments to support sustainable development. Develop a comprehensive policy review cycle with periodic consultations with small business owners to inform policy revisions.

**Keywords:** *Tanzania, Policy Dynamics, Mixed Methods, Qualitative Inquiry, Quantitative Analysis, Ethnography, Grounded Theory*

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