



Ethical Dilemmas in Business Operations during Conflict-Affected Regions: A South African Perspective

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Abstract

Conflict-affected regions often present unique ethical challenges for businesses operating within them. An action research approach was employed to gather insights from interviews, surveys, and case studies conducted among stakeholders including businesses and community members. A key finding highlighted that over 70% of respondents experienced conflicts between profit motives and ethical obligations in their decision-making processes. Businesses operating in conflict regions must develop robust frameworks to navigate these ethical challenges, balancing economic viability with social responsibility. Develop comprehensive training programmes for employees on ethical business practices and engage more closely with local communities to ensure alignment with community values. Conflict zones, Business operations, Ethical dilemmas, South Africa

Keywords: *Geography, Africa, South, African, Business, Culture, Qualitative*

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