



Ethical Dilemmas in Business Practices during Conflict-Afflicted Periods in Senegal

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Abstract

In Senegal, business operations have faced significant challenges during conflict-affected periods. Qualitative research was conducted through semi-structured interviews with business owners and stakeholders involved in operations within conflict zones. Data was analysed using thematic analysis. Businesses often faced decisions where profit maximization conflicted with ethical considerations, particularly regarding local employment and community welfare. The study reveals that businesses in Senegal need guidance on balancing economic viability with social responsibility during conflicts. Developing a comprehensive framework for business operations in conflict areas is recommended to mitigate ethical dilemmas.

Keywords: *African conflicts, qualitative methodology, business ethics, conflict resolution, cultural relativism, stakeholder theory, indigenous knowledge systems*

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