



Sustainable Development Strategies in Mali's Business Sector: An Integrated Quantitative and Qualitative Exploration

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Abstract

Sustainable development in Mali's business sector is a critical area of focus as the country seeks to balance economic growth with environmental and social sustainability. The methodology combines survey research with in-depth interviews, utilising a structured questionnaire designed to gather quantitative metrics alongside semi-structured interview guides for qualitative data collection. Quantitative results indicate that approximately 45% of businesses implement environmental management systems (EMS), while qualitative analysis reveals common themes such as reliance on government subsidies and perceived regulatory uncertainty. The study concludes with a nuanced understanding of the challenges and opportunities in implementing sustainable practices within Mali's business environment, emphasising the importance of stakeholder engagement and policy support. Recommendations include fostering greater collaboration between businesses, policymakers, and civil society to enhance the adoption of sustainable development strategies and reduce regulatory barriers.

Keywords: *African Geography, Sustainable Development, Mixed Methods, Qualitative Research, Quantitative Analysis, Participatory Action Research, Stakeholder Engagement*

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