



Sustainable Development Strategies in Tanzanian Business Enterprises: A Comparative Analysis

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Abstract

Sustainable development has become increasingly important in Tanzanian business enterprises as they seek to balance economic growth with environmental and social responsibilities. A comparative research design was employed, involving a review of literature and semi-structured interviews with business leaders from various industries in Tanzania. Findings indicate that while all sectors acknowledge the importance of sustainable development, there are significant differences in how they operationalize these principles. The study highlights disparities in sustainability strategies between high-tech and traditional sectors, suggesting a need for tailored interventions to enhance overall business resilience. Policy makers should consider sector-specific approaches to support Tanzanian businesses in adopting more effective sustainable development practices. Sustainable Development, Business Enterprises, Tanzania, Comparative Analysis

Keywords: *Sustainable Development, African Geography, Ecocentrism, Stakeholder Theory, Corporate Citizenship, Green Business Practices, Sustainability Metrics*

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