



Comparative Business Practices in Senegal: An African Perspective

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Abstract

Business practices in Senegal reflect a unique blend of traditional African values and modern business strategies influenced by globalization. The study employed ethnographic research methods involving semi-structured interviews with a diverse sample of 100 participants across various sectors in both urban Dakar and rural regions. Data was analysed using thematic content analysis. Urban business practices show more emphasis on formal contracts and professional networking, while rural settings prioritise community-based agreements and oral commitments. The study highlights the importance of cultural context in understanding Senegalese business practices, suggesting a nuanced approach to business education and policy development. Educational curricula should incorporate local cultural contexts to better prepare students for diverse business environments. Policymakers could consider implementing community-based development initiatives alongside formal economic policies.

Keywords: *Sub-Saharan, Africanization, Bureaucracy, Heterarchy, Diaspora, CulturalDifferences, SocioeconomicFrameworks*

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