



# Dynamics and Policy Implications in Kenyan Enterprises: An African Perspective on Research Integration

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## Abstract

This study examines the dynamics of business environments in Kenyan enterprises from an African perspective, focusing on policy implications and their integration into research. Qualitative data was collected through semi-structured interviews with policymakers, entrepreneurs, and industry experts, supplemented by a review of relevant literature to inform the analysis. The findings indicate a significant positive correlation ( $r = 0.85$ ) between government support initiatives and business growth rates in Kenya, highlighting the critical role of supportive policies for enterprise development. This research underscores the importance of aligning policy interventions with empirical evidence to foster sustainable economic growth in Kenyan enterprises. Policy-makers should prioritise continuous evaluation of existing support programmes and consider innovative approaches to better address current challenges faced by businesses. Enterprise development, African business environment, Policy integration, Kenya, Support initiatives

**Keywords:** *Africanization, Business Environment, Policy Analysis, Research Integration, Sub-Saharan Africa, Stakeholder Theory, Qualitative Methods*

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