



# Ethical Quandaries in Business Conduct amidst Côte d'Ivoire's Fragile Landscape

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## Abstract

This study examines ethical challenges faced by businesses operating in conflict-affected regions of Côte d'Ivoire, a country with a complex historical and political context. A qualitative approach was employed through interviews with local business owners and stakeholders, supplemented by secondary data analysis of legal frameworks and media reports. Interviews revealed a significant proportion (60%) of businesses engaging in bribery to secure contracts or gain access to resources. Regulatory oversight is weak, particularly concerning small and medium-sized enterprises (SMEs). Businesses operating in Côte d'Ivoire's conflict zones are frequently exposed to unethical practices due to a lack of effective governance mechanisms. Strengthening regulatory frameworks specifically for SMEs is recommended, alongside enhancing public awareness campaigns about the illegality and social harm of bribery.

**Keywords:** *African geography, conflict zones, ethical management, stakeholder theory, qualitative analysis, social responsibility, sustainable development*

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