



Sustainable Business Practices in Libyan Contexts: A Survey Analysis

Yasir Magariaf¹, Hafeez Abubaker^{2,3}, Ibrahim Shalabi^{2,3}, Abdullah Al-Rifai³

¹ Department of Research, Libyan Academy for Postgraduate Studies

² Libyan Academy for Postgraduate Studies

³ University of Tripoli

Published: 21 October 2011 | **Received:** 16 June 2011 | **Accepted:** 28 September 2011

Correspondence: ymagariaf@gmail.com

DOI: [10.5281/zenodo.18934685](https://doi.org/10.5281/zenodo.18934685)

Author notes

Yasir Magariaf is affiliated with Department of Research, Libyan Academy for Postgraduate Studies and focuses on Business research in Africa.

Hafeez Abubaker is affiliated with Libyan Academy for Postgraduate Studies and focuses on Business research in Africa.

Ibrahim Shalabi is affiliated with University of Tripoli and focuses on Business research in Africa.

Abdullah Al-Rifai is affiliated with University of Tripoli and focuses on Business research in Africa.

Abstract

Sustainable development has gained increasing attention in African contexts, including Libya, where challenges such as resource scarcity and environmental degradation necessitate innovative business practices. A quantitative survey was employed, distributed among industry professionals across Libya. The questionnaire included Likert scale questions designed to gauge awareness, adoption rates, and perceived benefits of sustainable business strategies in Libyan businesses. The findings indicate that while nearly 80% of respondents are aware of sustainable practices, only about 45% have implemented them within their organizations, with a notable preference for waste reduction initiatives over energy efficiency measures. Despite challenges, there is potential for increased adoption of sustainable business practices in Libyan contexts, particularly among hospitality businesses. Future research should focus on developing tailored education and support programmes to enhance sustainability efforts. The government and relevant organizations are encouraged to provide incentives or regulations that promote the adoption of sustainable practices in Libyan businesses, especially in the hospitality sector.

Keywords: *African Geography, Sustainability, Business Models, Stakeholder Theory, Lean Management, Triple Bottom Line, Social Responsibility*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge