



Sustainable Business Practices in Nigerian Contexts: A Qualitative Exploration

Suleiman Balogun^{1,2}, Salihu Abubakar³

¹ Ahmadu Bello University, Zaria

² Department of Research, National Institute for Medical Research (NIMR)

³ National Institute for Medical Research (NIMR)

Published: 11 March 2009 | **Received:** 22 October 2008 | **Accepted:** 24 January 2009

Correspondence: sbalogun@yahoo.com

DOI: [10.5281/zenodo.18897508](https://doi.org/10.5281/zenodo.18897508)

Author notes

*Suleiman Balogun is affiliated with Ahmadu Bello University, Zaria and focuses on Business research in Africa.
Salihu Abubakar is affiliated with National Institute for Medical Research (NIMR) and focuses on Business research in Africa.*

Abstract

Sustainable development has become increasingly important in addressing environmental challenges and promoting economic growth in African countries. Qualitative research methods were employed, including semi-structured interviews with key stakeholders from various sectors of the economy. Participant data was analysed using thematic analysis techniques. A significant proportion (27%) of interviewed companies reported integrating sustainable practices into their core business strategies, particularly in areas such as waste management and energy efficiency. The findings suggest that while there is growing awareness of sustainability within Nigerian businesses, more structured frameworks are needed to encourage deeper integration of sustainable practices. Policy makers should develop incentives for companies to adopt sustainable practices, alongside educational initiatives aimed at fostering a culture of sustainability among business leaders.

Keywords: *Sustainable Development, African Studies, Qualitative Research, Contextual Analysis, Ethnography, Sustainability Frameworks, Community Engagement*

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