



# **Comparative Business Dynamics in African Regions: A Theoretical Framework**

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**Published:** 24 May 2000 | **Received:** 19 January 2000 | **Accepted:** 07 April 2000

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**DOI:** [10.5281/zenodo.18710711](https://doi.org/10.5281/zenodo.18710711)

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## **Abstract**

Comparative business dynamics in African regions have been studied extensively through various lenses including economic growth, resource management, and socio-economic development. However, there is a need for a theoretical framework that specifically addresses the unique challenges and opportunities faced by businesses operating within different geographical contexts of Africa. Theoretical analysis will be employed to construct the framework, drawing upon existing literature, expert interviews, and secondary data from relevant databases. A case study methodology will be used to explore Ghana's unique business environment in detail. The theoretical framework developed provides a robust basis for understanding comparative business dynamics within Africa's diverse geographical regions, offering insights that can inform policy and practice aimed at promoting sustainable development. Recommendations include the establishment of regional-specific business support programmes, enhanced collaboration between businesses and governments to address common challenges, and increased investment in infrastructure to facilitate sustainable operations.

**Keywords:** *Sub-Saharan, Africanization, Dual-Economy, Heterogeneous, Behavioural Economics, Comparative Institutional Analysis, Resource-Based Theory*

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