



# **Sustainable Development Strategies in Gambian Businesses: A Mixed-Methods Inquiry**

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## **Abstract**

Sustainable development is critical for businesses in Africa, particularly those operating in the Gambian economy. Recognising this need, studies have increasingly focused on identifying and implementing sustainable practices. The methodology integrates semi-structured interviews with purposive sampling for in-depth insights, complemented by a comprehensive questionnaire survey of Gambian businesses across various sectors. Data analysis includes thematic coding and statistical testing to ensure robustness and validity. Findings indicate that while approximately 60% of surveyed businesses have adopted some form of sustainability initiative, there is significant room for improvement in policy adherence and resource management strategies. The mixed-methods approach has provided a nuanced understanding of sustainable development challenges and opportunities within Gambian business landscapes. Recommendations include the implementation of more stringent environmental regulations, fostering public-private partnerships to enhance sustainability efforts, and increasing access to financial resources for small businesses.

**Keywords:** *African geography, sustainable development, qualitative methods, quantitative analysis, mixed methods, environmental sustainability, stakeholder engagement*

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