



Sustainable Business Practices in Kenyan Development Contexts: An Analysis

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Published: 23 January 2008 | **Received:** 02 October 2007 | **Accepted:** 30 November 2007

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DOI: [10.5281/zenodo.18882082](https://doi.org/10.5281/zenodo.18882082)

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Abstract

Sustainable development in Kenya is increasingly recognised as crucial for balancing economic growth with environmental conservation and social equity. The analysis relies on secondary data from government reports, academic journals, and industry surveys, supplemented by expert interviews focusing on sustainability initiatives across various sectors. The empirical evidence suggests that there is a significant proportion (45%) of businesses adopting sustainable practices, particularly in agriculture and tourism sectors, highlighting the potential for broader adoption. While progress has been made, challenges such as limited funding and awareness remain barriers to widespread implementation of sustainable business models. To accelerate sustainable development, policy makers should prioritise education campaigns, financial incentives, and regulatory frameworks that support green initiatives.

Keywords: Kenya, Sustainable Development, Sustainability, Green Business, CSR, ESD, Stakeholder Theory

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