



The African Contextual Dynamics of Sustainable Development in Egyptian Enterprises

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Abstract

The review focuses on a book that explores sustainable development within Egyptian enterprises in an African context. No empirical results were provided; therefore, this review focuses on summarizing the theoretical perspectives discussed in the book. The findings emphasise the significant role of local environmental regulations and cultural norms in shaping sustainable development initiatives within Egyptian enterprises. The conclusion underscores the need for tailored sustainability strategies that account for both national context and international best practices. Businesses are recommended to engage with local stakeholders to develop comprehensive, culturally sensitive sustainability plans.

Keywords: *Africanization, Contextual Dynamics, Development Studies, Ecocentrism, Sustainability Theory, Stakeholder Engagement, Ethno-Business Analysis*

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