Strategic Management in Africa: Tracing Gaps in Sustainable Business Development

Abstract
Sustainable business development in Africa is a debatable issue. Different theoretical frameworks have been advanced to explain the phenomena. This paper explores studies to argue that the late and slow adoption of strategic management perspectives could explain the low business development. Models that accounted for growth of businesses in other parts of the world like firm internationalization, market liberalization, strategic planning became common in Africa much later. The business landscape was characterized by colonial legacy, state controls and unexploited resources. Recent environmental changes have seen great transformation. This paper contends that strategy tools could enhance sustainable business development in Africa.

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poor governance policies, and a general lack of long-term focus. As observed by Bagire and Namada (2011), the models which accounted for growth of businesses in other parts of the world like firm internationalization, market liberalization, and strategic planning became common in Africa much later. They argue that African growth was stunted for lack of strategic management models, whether borrowed from more developed nations, adapted, or locally evolved.