



*Edited by*

David Mhlanga · Mufaro Dzingirai

---

# Fostering Long-Term Sustainable Development in Africa

Overcoming Poverty,  
Inequality, and  
Unemployment

---

palgrave  
macmillan

# Fostering Long-Term Sustainable Development in Africa

David Mhlanga • Mufaro Dzingirai  
Editors

# Fostering Long-Term Sustainable Development in Africa

Overcoming Poverty, Inequality,  
and Unemployment

palgrave  
macmillan

*Editors*

David Mhlanga  
College of Business and Economics  
The University of Johannesburg  
Johannesburg, South Africa

Mufaro Dzingirai  
Department of Business Management  
Faculty of Commerce  
Midlands State University  
Gweru, Zimbabwe

ISBN 978-3-031-61320-3

ISBN 978-3-031-61321-0 (eBook)

<https://doi.org/10.1007/978-3-031-61321-0>

© The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer Nature Switzerland AG 2024

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Palgrave Macmillan imprint is published by the registered company Springer Nature Switzerland AG.

The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

If disposing of this product, please recycle the paper.

## ACKNOWLEDGEMENTS

This book is the product of a collective journey, weaving together the wisdom, dedication, and insights of a diverse group of individuals, whose contributions have been vital in transforming a vision into a tangible reality. We extend our heartfelt appreciation to the constellation of editors and contributors who have each infused this project with their unique expertise, perspectives, and experiences. Their commitment to excellence and passion for sustainable development in Africa has been the cornerstone of this endeavour. Our gratitude also goes out to the numerous researchers, practitioners, and policy experts whose work has informed and inspired the content of this book. Their groundbreaking studies and practical experiences have been invaluable in enriching our discussions and perspectives. We owe a special debt of gratitude to our editorial team. Their steadfast support, meticulous attention to detail, and thoughtful guidance have been critical in shaping the narrative and essence of this book. Their ability to weave together diverse viewpoints into a coherent and compelling narrative has been nothing short of remarkable. They have not just curated a collection of chapters but fostered an intellectual symphony that resonates with the complexities and nuances of sustainable development in Africa. We also wish to thank the communities and individuals across Africa whose stories and experiences form the backbone of this book. Their resilience and innovation in the face of challenges are a constant source of inspiration and a reminder of the book's purpose. Lastly, our families, friends, and colleagues deserve our deepest appreciation for their enduring support and patience throughout this journey. Their encouragement and

belief in the importance of this work have been a source of strength and motivation. This book is a testament to the power of collaborative effort and shared vision. We are humbled by the dedication of all those involved and hope that our collective effort will contribute meaningfully to the discourse on sustainable development in Africa.

## ABOUT THE BOOK

*Fostering Long-Term Sustainable Development in Africa—Overcoming Poverty, Inequality, and Unemployment* is an insightful and critical examination of the enduring challenges that impede sustainable development across African nations. This book navigates through the complexities of Africa's economic, social, and environmental landscapes, recognizing the continent's position as home to some of the fastest-growing economies globally, yet simultaneously grappling with severe issues such as widespread poverty, deep-rooted inequality, high unemployment, inadequate infrastructure, and environmental degradation. The book offers a thorough critique of the traditional development strategies that have been implemented in Africa, pointing out their limited effectiveness, short-term focus, and lack of sustainability. In response, it explores alternative approaches that emphasize long-term sustainability and community involvement, drawing on successful strategies and interventions within Africa itself. Through detailed analysis and case studies, the book provides valuable insights into innovative methods that have shown promise in addressing Africa's developmental challenges. It focuses on the importance of adopting strategies that are sustainable, community-centric, and tailored to the specific needs and contexts of African nations. A key objective of this book is to guide African policymakers and practitioners towards sustainable development paths that are not only effective but also just and inclusive. By highlighting successful African examples of overcoming poverty, inequality, and unemployment, the book serves as a roadmap for replicating and scaling such successes across the continent. This book is an essential resource for anyone engaged in African development, offering a

fresh perspective on the potential for internal solutions and encouraging a shift towards sustainable, community-focused, and long-term strategies in African development policies and practices. Its focus on fostering long-term sustainable development aligns closely with the critical needs of the continent, making it a valuable guide for shaping Africa's future.



# CONTENTS

<b>1</b>	<b>Fostering Long-Term Sustainable Development in Africa: Overcoming Poverty, Inequality, and Unemployment—An Introduction</b>	<b>1</b>
	David Mhlanga and Mufaro Dzingirai	
<b>2</b>	<b>Sustainable Development Goals Mirage in African Economies: Reconciling the Competing Interests of Materialism, Sustainable Consumption and Well-Being</b>	<b>9</b>
	Asphat Muposhi and Miriam Mugwati	
<b>3</b>	<b>Challenges Faced in Elderly Entrepreneurship: Evidence from Zimbabwean Older Entrepreneurs</b>	<b>29</b>
	Mufaro Dzingirai and Takawira M. Ndofirepi	
<b>4</b>	<b>Analysis of Development Finance and Sustainable Infrastructure Development in Zimbabwe</b>	<b>49</b>
	Clainos Chidoko	
<b>5</b>	<b>Cooperative Entrepreneurship and Rural Poverty Alleviation in Africa</b>	<b>77</b>
	Mufaro Dzingirai and David Mhlanga	
<b>6</b>	<b>Green Entrepreneurship Education in Zimbabwe</b>	<b>95</b>
	Wilson Mabhandu, Notion Mabwe, and Batsirai Mashiri	

<b>7</b>	<b>Exploring Sustainable Marketing Applicability in South Africa</b>	<b>121</b>
	Peter Chihwai	
<b>8</b>	<b>Aptitude of Worker Cooperatives as Alternative Entrepreneurial Path in South Africa: A Critical Exploration</b>	<b>139</b>
	Shadreck Matindike, Stephen Mago, and David Damiyano	
<b>9</b>	<b>Green Practices and Challenges in Zimbabwean Organisations: A Multidimensional Perspective</b>	<b>163</b>
	Pilot Ndhlovu and Kebiat Mukuze	
<b>10</b>	<b>Challenges and Possibilities for Sustainable Marketing in the Agricultural Sector of Sub-Saharan Africa</b>	<b>189</b>
	Takawira M. Ndofirepi	
<b>11</b>	<b>ESG and SDG Reporting Practices: A Qualitative Review of the Lessons from the Top 30 FTSE/JSE-Listed Companies</b>	<b>211</b>
	Marlon Lonah Mbhalati and Freddy Kgabo Masehela	
<b>12</b>	<b>An Analysis of the Role of Savings Groups in Promoting Resilience of Rural Semi-arid Regions' Women to Drought in Zimbabwe: Evidence from Umzingwane District</b>	<b>245</b>
	Givemore Moyo and Linnet Zimusi	
<b>13</b>	<b>Entrepreneurial Bricolage Behavior in Navigating Small Businesses Conundrums in South Africa</b>	<b>267</b>
	Shadreck Matindike, Stephen Mago, David Damiyano, and Thandoluhle Kwanhi	
<b>14</b>	<b>Savings Groups and Poverty Alleviation Among Rural Communities in Zimbabwe During COVID-19</b>	<b>291</b>
	Linnet Zimusi and Givemore Moyo	

<b>15</b>	<b>The Effect of Green Transformational Leadership on Green Performance: A Systematic Review</b>	<b>309</b>
	Lawrence Poperwi	
<b>16</b>	<b>Sustainable Use of Artificial Intelligent Technology: What Is It for the Global South in Achieving Inclusive Development Goals?</b>	<b>343</b>
	Fabiano Jamba and Sheltar Marambi	
<b>17</b>	<b>Women’s Empowerment in Africa Through Industry 4.0</b>	<b>375</b>
	David Mhlanga	
<b>18</b>	<b>Artificial Intelligence in Elderly Care: Navigating Ethical and Responsible AI Adoption for Seniors</b>	<b>411</b>
	David Mhlanga	
<b>19</b>	<b>Digital Transformation of the Agricultural Industry in Africa</b>	<b>441</b>
	David Mhlanga	
<b>20</b>	<b>Harnessing Artificial Intelligence and Machine Learning for Enhanced Agricultural Practices: A Pathway to Strengthen Food Security and Resilience</b>	<b>465</b>
	David Mhlanga, Farai Mlambo, and Mufaro Dzingirai	
<b>21</b>	<b>Fostering Long-Term Sustainable Development in Africa—Overcoming Poverty, Inequality, and Unemployment a Conclusion</b>	<b>485</b>
	David Mhlanga and Mufaro Dzingirai	
	<b>Index</b>	<b>495</b>

## NOTES ON CONTRIBUTORS

**Clainos Chidoko** holds a PhD in Economics from the University of Zimbabwe, Zimbabwe. He is the Acting Dean of the School of Law and Business Sciences at Great Zimbabwe University and is also a senior lecturer in the Department of Economics and Finance. He is a keen economist who has a passion for economic development and trade issues. He has published various articles and books with leading publishing houses. He joined Great Zimbabwe University in 2005 and has over the years taught various courses that include development economics, international trade, international economics, industrial economics, and agricultural economic development, among many others.

**Peter Chihwai** is a PhD holder and a current postdoctoral fellow at Vaal University of Technology. He has published a Springer-edited book titled *COVID-19 Impact on Tourism Performance in Africa*. He also published an edited book titled *Tourism Marketing and Management*. He has published peer-reviewed book chapters and journal articles with vast experience as a lecturer, corporate trainer, researcher, SETA accredited assessor and moderator, manager, commander, marketing, and public relations practitioner in both government and private sectors.

**David Damiyano** is a postdoctoral research fellow at Nelson Mandela University in South Africa. He has numerous roles in local and international universities fostering collaborations. He has teaching, examination, and supervision experience up to PhD level in Zimbabwe and South African universities. Damiyano has evidence of consultancy, research

scholarship and creative work, innovation, industrialization, teaching and learning, university service, and community engagement. He holds a PhD in Management Sciences, Public Administration, MSc and BSc in Economics, and PGTE, among other certificates. As an interdisciplinary researcher, Damiyano has a keen interest in trending agendas like development and growth economics, SDGs, and BRICS debates. He has authored numerous articles and book chapters.

**Mufaro Dzingirai** is a lecturer in the Department of Business Management at Midlands State University (MSU) and a PhD candidate in Business Management at Midlands State University. He is also currently a senior fellow at the Nexus Think Tank (Zarawi Trust). He received his Master of Commerce degree in Strategic Management and Corporate Governance from Midlands State University in 2016. He was hired as a teacher by the Ministry of Education from 2014 to 2016. In 2013, he received the MSU Book Prize as the best graduating student. His research interests include higher education, strategy, management, finance, entrepreneurship, and development.

**Fabiano Jamba** is a holder of an MSc in Information System Management and a BSc in Information Systems from Midlands State University (MSU). His educational journey also includes a Diploma in the Management of Training from the Institute of Personnel Management of Zimbabwe (IPMZ) and a Diploma in Education from the University of Zimbabwe. Currently, Jamba is pursuing a PhD at Durban University of Technology, where his research delves into emerging technologies such as artificial intelligence and machine learning, as well as innovative project-based learning methods in computing.

**Thandoluhle Kwanhi** is a postdoctoral fellow at Nelson Mandela University in the Department of Development Studies. She holds a Bachelor in Agribusiness Management, Honours in Agriculture Economics (Cum Laude), Master's in Agricultural Economics, and a PhD in Agricultural Economics. Her research interest is in sustainable rural development, development finance, and climate change.

**Wilson Mabhandu** is a PhD holder from the University of South Africa (UNISA). He is a full-time lecturer in the Management Sciences Department at Midlands State University in Gweru Zimbabwe. He is also associated with the Higher Education Examination Council (HEXCO) as

a chief examiner, the Zimbabwe Schools Examination Council (ZIMSEC), and Zimbabwe Open University (ZOU) as an examinations supervisor, moderator, and examiner. His research interests include entrepreneurship, higher education, small to medium enterprises (SMEs), and green innovation. He publishes in high-impact journals accredited by Scopus. He has presented many research papers at local and international conferences. Lastly, he supervises postgraduate students.

**Notion Mabwe** holds a PhD in Management from Western Cape University in South Africa. He is a full-time lecturer in the Department of Management Sciences at Midlands State University. His research interests include human capital management, organization leadership, change management, and development. He has published several articles on various management topics. He supervises postgraduate students in the department and at Zimbabwe Open University.

**Stephen Mago** is a professor at Nelson Mandela University in the Department of Development Studies. He is an interdisciplinary researcher who holds a BSc Honours degree in Economics, a Master's in Business Administration (MBA), and a PhD in Development Studies. Mago's research interests are in development finance, entrepreneurship (including rural entrepreneurship), local economic development, development theory, research ethics, and social science research methods.

**Sheltar Marambi** holds a Master of Science in Information Systems from Midlands State University (MSU) and a Bachelor of Science Honours in Information Systems from MSU. She further strengthened her expertise in education by obtaining a Post Diploma in Tertiary Education (PDTE). As a lecturer, she is committed to equipping her students with the knowledge and practical skills to navigate the evolving technological landscape. Her research interests focus on emerging technologies and their impact across various industries, with a particular emphasis on the role of technology in driving sustainable development, especially in the context of developing countries.

**Freddy Kgabo Masehela** is a Certified Tax Advisor (CTA), SA, who is affiliated with a professional body, the South Africa Institute of Tax Advisors (SAIT), and a lecturer at the University of Johannesburg (RSA). Masehela is currently lecturing taxation for the third year diploma students in the Department of Commercial Accounting. Masehela's highest

qualification is a Master in Commerce (specializing in South African and International Tax) and research interest is in the following fields, taxation, accounting and auditing. Masehela also serves as a supervisor of Master's students in the areas of Taxation and served as the Co-Chair for the I-CAB Conference in South Africa during the year 2022.

**Batsirai Mashiri** attained a PhD in Business Management with Chinhoyi University of Technology in Zimbabwe. She is a full-time lecturer in the Department of Management Sciences at Midlands State University. Her research interests include human capital development, entrepreneurship, management, human resources, innovation, and technopreneurship. The incumbent lecturer supervises postgraduate students and she is also a research supervisor, an examiner, and a moderator at Chinhoyi University of Technology.

**Shadreck Matindike** is a postdoctoral fellow at Nelson Mandela University in the Department of Development Studies. He holds a BCom Honours Degree in Economics, BSc Special Honours degree in Monitoring and Evaluation, Postgraduate Diploma in Tertiary Education, MCom degree in Economics, MSc in Agricultural Informatics and Data Analytics, and a PhD in Development Studies. Matindike's research interests are in development finance, entrepreneurship (including rural entrepreneurship), cooperatives and cooperating behaviour, gender issues, devolution and public policy, and social science research methods.

**Marlon Lonah Mbhalati** is a senior lecturer at the University of Johannesburg, Department of Commercial Accounting. She is a qualified Chartered Accountant with experience working in both industry and academia. Prior to her university lecturing role, she worked as a Tax Manager in the banking sector. Mbhalati holds a BCom Honours and CTA from the University of Johannesburg, as well as a Master of Accounting Sciences (MCompt) from the University of South Africa. Alongside her academic work, she serves as a board member at the Young African Entrepreneurs Institute (YAEI). Mbhalati's research areas include corporate social responsibility, education for sustainable development, sustainable development goals, digitalization in higher education, and community engagement in higher education. She has presented her work at various international conferences.

**David Mhlanga** is a Professor at the University of Johannesburg, South Africa. His research includes fintech, financial inclusion, poverty studies, Industry 4.0, and the application of artificial intelligence and machine learning in business economics and finance. Subject areas include development economics, digital economics, economics of artificial intelligence, health, and education economics.

**Farai Mlambo** is Lecturer in Mathematical Statistics within the School of Statistics and Actuarial Science at the University of the Witwatersrand (Wits University) in Johannesburg, South Africa. He has been teaching full-time at Wits for six years. Prior to this, he held contract positions as a statistical analyst, institutional researcher, and lecturer at Fever Tree Finance, the Office of the Vice-Chancellor, and the Department of Statistics at Nelson Mandela University (NMU).

**Givemore Moyo** is a holder of a Bachelor's Honours Degree in Banking (National University of Science and Technology), a Postgraduate Diploma in Tertiary Education (Midlands State University), and a Master of Science in Finance and Investment (National University of Science and Technology). He is a former lecturer at Catholic University in the Department of Business Management. He is currently a lecturer at Midlands State University in the Department of Accounting Sciences, Harare Campus. His research interests are savings groups, financial inclusion, fintech, and climate change.

**Miriam Mugwati** is the Executive Dean of the Faculty of Business Sciences at Midlands State University. She is dedicated to promoting marketing culture and marketing effectiveness through board gender composition.

**Kebiat Mukuze** is a member of the academic staff at Midlands State University, Gweru main campus, where he has devoted ninety per cent of his practice as a lecturer and researcher since 2020. He teaches quantitative research methods, labour productivity, and research methodology and statistics to undergraduate and master's students, respectively. Mukuze is a seasoned Labour Consultant who has provided consultancy services to companies in the Harare Metropolitan Province and many other cities and towns around Zimbabwe. Mukuze is a holder of a DPhil in Human Resource Management, a Master of Science in Human Resource Management, and a BCom (Honours) in Human Resource Management.



**Asphat Muposhi** (PhD, DTech) is a lecturer in the Department of Information and Marketing Sciences at Midlands State University, Gweru, Zimbabwe. He has published several articles in international peer-reviewed journals. His research interests are in green consumerism, environmental sustainability, and environmental education.

**Pilot Ndhlovu** a holder of a Master's in Human Resource Management and a Bachelor of Science (Hons) in Human Resource Management, is a seasoned Human Resources Professional passionate about creating positive and supportive work environments. He began his career as a Labour Officer, gaining valuable experience in labour law, collective bargaining, disciplinary issues, and dispute resolution. As a lecturer and researcher, his work has been published in leading academic journals and has significantly advanced the understanding of human resource management practices and industrial relations. He has made a voice in human resource management and continues to make significant contributions through his research, teaching, and consulting activities.

**Takawira M. Ndofirepi** is a postdoctoral research fellow at UNISA SBL and senior lecturer (currently on research development leave) at the National University of Science and Technology's Graduate School of Business. He holds a Doctor of Business Administration from Central University of Technology, South Africa, and an MBA from Zimbabwe Open University. A National Research Foundation Y-rated researcher, Ndofirepi has supervised numerous MBA dissertations to completion and authored numerous peer-reviewed publications. His research focuses on entrepreneurship development, consumer behaviour, and general management.

**Lawrence Poperwi** earned his Doctor of Philosophy in Strategic Management in 2018. In addition, he has a Master of Commerce in Strategic Management with a merit and university book prize, Master of Business Administration, Bachelor of Business Administration and Management with a First Class and Chancellor's Award, Bachelor of Education, and several diplomas. Interestingly, he has vast experience in university teaching and supervision of Master of Commerce students. He is currently supervising two Doctor of Business Leadership candidates and one Doctor of Philosophy in Management Studies candidate. His area of specialization is strategic management. He is currently teaching at

Midlands State University in Zimbabwe in the Department of Management of Sciences.

**Linnet Zimusi** is a holder of a Bachelor's (Honours) Degree in Finance (Great Zimbabwe University), Master's in Finance and Investment (National University of Science and Technology), and Postgraduate Diploma in Tertiary Education (Midlands State University). She is currently a lecturer at Midlands State University in the Department of Accounting Sciences, Gweru Campus. Her research interests are savings groups, fintech, and financial inclusion.

# LIST OF FIGURES

Fig. 4.1	Illustration of desk research done	57
Fig. 6.1	Demographic distribution of gender. Source: Field survey (2022)	107
Fig. 6.2	Participants' age group. Source: Field survey (2022)	107
Fig. 6.3	Qualification of participants. Source: Field survey (2022)	108
Fig. 6.4	Participants' status. Source: Field survey (2022)	109
Fig. 7.1	Top five sectors greenhouse gas emitters in Africa. Source: Author data based on McKinsey 2021 and IEA CO <sub>2</sub> Emissions from Fuel Combustion 2020 Edition with bottom-up allocation from McKinsey DLL and Expert estimates, Worldsteel, IHS, the Global Cement Report, Tradeship Publications Ltd. (UK), USGS; top-down allocation from IHS, DIM, World Bank and UNID	129
Fig. 7.2	Major Africa's contributors to greenhouse gas emissions. <i>Source:</i> Author data based on McKinsey 2021 and IEA CO <sub>2</sub> Emissions from Fuel Combustion 2020 Edition with bottom-up allocation from McKinsey DLL and Expert estimates, Worldsteel, IHS, the Global Cement Report, Tradeship Publications Ltd. (UK), USGS; top-down allocation from IHS, DIM, World Bank and UNID	130
Fig. 11.1	Percentage of companies using ESG metrics in their reporting. Source: Biz Community (2022)	218
Fig. 11.2	The SDGs through the lens of ESG. Source: Sætra (2021)	222
Fig. 11.3	FTSE/JSE ESG ratings objectives. Source: JSE Ltd. (2023)	227
Fig. 11.4	ESG concepts cloud for top 30 FTSE/JSE-listed companies. Source: Researchers' own work, generated from ATLAS.ti (version 23)	228

Fig. 11.5	ESG reporting themes and concepts of the top 30 FTSE/JSE-listed companies. Source: Researchers' own diagram	230
Fig. 11.6	The SDG reporting practices of the top 30 FTSE/JSE-listed companies. Source: Researchers' own diagram	233
Fig. 15.1	Flow chart of study selection process. Adapted from Sharif et al. (2019: 17)	324
Fig. 16.1	PRISMA flow diagram Mulrow et al.	353
Fig. 16.2	Flow diagram of the reviewed papers	355
Fig. 16.3	Documents by years	356
Fig. 16.4	Documents by Subject Area	356
Fig. 16.5	Documents by type	357
Fig. 16.6	Documents by territory/Country	357
Fig. 17.1	Opportunities for women in the 4IR on the African continent	384
Fig. 17.2	Challenges for women in the 4IR on the African continent	399
Fig. 18.1	Keywords used in the Investigation	421
Fig. 19.1	Distribution of articles across databases. Source: Authors	449
Fig. 19.2	The obstacles in the process of digitizing the agricultural industry in Africa	450
Fig. 20.1	Machine learning models	468
Fig. 20.2	Machine learning Methods	470
Fig. 20.3	Flow diagram of the screening and selection of studies	473

## LIST OF TABLES

Table 2.1	List of selected articles	13
Table 3.1	Profile of participants	38
Table 4.1	Government of Zimbabwe infrastructure development	51
Table 6.1	Role of green entrepreneurship	110
Table 6.2	Mean ratings and standard deviations of respondents on challenges that affect TVET institutions in implementing green entrepreneurship curriculum	112
Table 11.1	The UN sustainable development goals	220
Table 11.2	FTSE/JSE responsible investment top 30 index	226
Table 16.1	Search phrases used in the review	352
Table 18.1	Nature of documents consulted in the study	421



## CHAPTER 1

---

# Fostering Long-Term Sustainable Development in Africa: Overcoming Poverty, Inequality, and Unemployment—An Introduction

*David Mhlanga and Mufaro Dzingirai* 

## INTRODUCTION

The urgent economic, social, and environmental concerns facing the continent have long been the focus of development initiatives in Africa. Many African nations continue to encounter challenges in achieving long-term sustainable development despite recent great accomplishments (Asongu & Eita, 2023; Dzingirai et al., 2023; UNICEF, 2023). Worryingly, the

---

D. Mhlanga (✉)

College of Business and Economics, The University of Johannesburg,  
Johannesburg, South Africa

M. Dzingirai

Department of Business Management, Faculty of Commerce, Midlands State  
University, Gweru, Zimbabwe

e-mail: [dzingiraim@staff.msu.ac.zw](mailto:dzingiraim@staff.msu.ac.zw)

© The Author(s), under exclusive license to Springer Nature  
Switzerland AG 2024

D. Mhlanga, M. Dzingirai (eds.), *Fostering Long-Term Sustainable  
Development in Africa*,

[https://doi.org/10.1007/978-3-031-61321-0\\_1](https://doi.org/10.1007/978-3-031-61321-0_1)

emergence of the COVID-19 crisis weakened the capacity of African countries to achieve Agenda 2030 (Atangana, 2022; Dzingirai et al., 2021; Reliefweb, 2023). Specifically, COVID-19 limited the ability of African countries to alleviate poverty by 2030 in line with the United Nations' Sustainable Development Goal (SDG) 1 (UNICEF, 2023). SDG 1 states that "End poverty in all its forms everywhere". Policymakers and practitioners can learn from other places, especially the Global South, where similar problems have been solved to varied degrees of success, to overcome these obstacles. This book examines important Global South lessons that can be used to promote long-term sustainable development in Africa. Some of the fastest-growing economies in the world are found in Africa. But the continent continues to face severe economic, social, and environmental problems that could stall its development (Akanle et al., 2022; Andargie, 2023; Henry, 2022). High levels of poverty, inequality, and unemployment are just a few of these problems, along with poor infrastructure, constrained access to healthcare and education, and environmental deterioration (Abay et al., 2023; Asongu & Eita, 2023; Dzingirai, 2020; Dzingirai, 2021; Dzingirai, 2023; Dzingirai & Baporikar, 2023; Matyana & Thusi, 2023).

African policymakers and practitioners have progressively turned to international development partners for assistance in addressing these issues. However, a lot of the old development strategies applied in Africa have come under fire for their limited effectiveness, short-term orientation, and lack of sustainability (Atangana, 2022; World Bank, 2023). Due to this, interest in alternative development models has increased, especially those coming from the Global South and emphasizing long-term sustainability and community ownership. The term "Global South" designates a collection of southern hemisphere nations with comparable development possibilities and problems. These nations frequently have a history of colonization, economic exploitation, and political instability, which has influenced the course of their development (Ghanayem et al., 2023; Mendy, 2023; Prince et al., 2023).

Despite the existence of the abovementioned difficulties, several nations in the Global South have achieved great strides in tackling poverty, inequality, and other development issues by employing creative strategies that place a priority on community ownership and long-term sustainability. This book is associated with a plethora of unique selling points as it offers a comprehensive examination of Africa's sustainable development journey, incorporating valuable perspectives and experiences from various

countries in the Global South. More interestingly, it delves into real-life case studies and success stories from Africa, providing practical examples of how sustainable development initiatives have been effectively implemented. With a focus on Africa's unique context and the lessons from the Global South, the book addresses both the local and global relevance of sustainable development efforts. As sustainability becomes an increasingly critical global concern, this book is timely in its exploration of Africa's sustainable development trajectory.

Notably, drawing from various disciplines, including economics, social sciences, environmental studies, and governance, this book presents a multi-faceted analysis of sustainable development. As such, it examines various methods to pinpoint important lessons that can be used to promote Africa's long-term sustainable development. To address issues that are like those in Africa, the book will showcase successful tactics and interventions that have been employed in case studies from the Global South. The goal is to give African policymakers and practitioners a path for just and sustainable development that incorporates the finest global practices.

### TRENDS IN FOSTERING LONG-TERM SUSTAINABLE DEVELOPMENT IN AFRICA

There are urgent economic, social, and environmental concerns facing the African continent that are worth the attention of researchers and policymakers when it comes to long-term sustainable development. It is in this context that African nations frequently have a history of colonization, economic exploitation, and political instability, which has influenced the course of their development. Therefore, it is necessary to critically analyze the trends in Africa that are linked to social, economic, historical or political, and environmental concerns. Firstly, in terms of political or historical trends, many African nations experienced painful exploitation during the colonization period. Colonization of African countries contributed to the exploitation and marginalization of the blacks or local people as compared to white colonizers. This development led to engineered poverty in Africa (Lephakga, 2017). For instance, the institutionalization of poverty was witnessed in South Africa during the apartheid.

Although South Africa is one of the African countries associated with a sharp increase in economic growth, it has major socio-economic challenges rooted in colonization. The problems like unemployment, abject



poverty among blacks, sharp inequalities, increase in crime, and high levels of violence emanated from colonization (Lephakga, 2017; Mhlanga & Dzingirai, 2023). Specifically, the painful history of Africans led to the institutionalization of poverty among the blacks through colonization policies like Apartheid in South Africa and the Land Apportionment Act of 1930 in Rhodesia (now Zimbabwe). This historical trend is normally neglected in the development discourse with then threatens the effectiveness of developmental initiatives towards long-term sustainability in Africa. Interestingly, Maistry (2023) lamented that anti-blackness and colonization in Africa significantly contributed to inherited poverty which requires a deeper analysis of contemporary black suffering. Going forward, there are some political developments that have been witnessed in Africa after the colonization period. These developments include political instability in many African countries, civil protests, coups, armed conflicts, riots, and political violence. In terms of political instability in Africa, Andargie (2023) and Alao and Alola (2022) underscored that foreign aid in Africa is mainly influenced by the political instability of the respective countries. Moreover, Ghanayem et al. (2023) document that political instability as a negative effect on the economic performance of African countries. According to Mendy (2023), ethnicity in African politics plays a fundamental role in fostering political violence which can go a long way in engineering poverty, unemployment, and inequality. With this in mind, it is discouraging to observe that 534 million people in sub-Saharan Africa live in abject poverty (Mhlanga & Ndhlovu, 2023; Reliefweb, 2023). In terms of children, UNICEF (2023) documented that seven out of ten of the world's extremely poor children are from Africa.

In terms of social trends, it emerged that many African countries do not have robust social protection systems. This has been a result of poor social policies, bad governance, and corruption cases (Mhlanga, 2023a; Mhlanga, 2023b; Prince et al., 2023). It is worth mentioning that social policies play a critical role in fostering long-term sustainable development as they cater for social protection programs, job creation strategies, provision of education, and healthcare systems and initiatives. As such, poverty is a multifaceted issue that requires robust social interventions in Africa (Abay et al., 2023; Asongu & Eita, 2023; Mhlanga, 2023c; Mlambo & Mhlanga, 2023). It has been also observed that environmental concerns in Africa have been a challenge in fostering long-term sustainable development. In this respect, environmental issues like the emission of greenhouse gases contribute to climate change. As such, many African countries experience

floods and drought. Given the existence of floods and drought in Africa, poverty is eminent.

## VOLUME OUTLINE

The book *Fostering Long-Term Sustainable Development in Africa: Overcoming Poverty, Inequality, and Unemployment* is structured as follows: this chapter introduces the book, highlighting sustainable development challenges in Africa, including poverty, unemployment, and inequality. Chapter 2 discusses the Sustainable Development Goals and their implementation challenges in Africa, focusing on the balance between sustainability, materialism, and well-being. Chapter 3 explores the challenges faced by elderly entrepreneurs in Zimbabwe. Chapter 4 analyzes development finance and sustainable infrastructure development in Zimbabwe. Chapter 5 investigates the role of cooperative entrepreneurship in alleviating rural poverty in Africa. Chapter 6 examines green entrepreneurship education in Zimbabwe and its role in reducing graduate unemployment. Chapter 7 explores sustainable marketing applicability in South Africa. Chapter 8 discusses the potential of worker cooperatives as an entrepreneurial path in South Africa. Chapter 9 investigates green practices and challenges in Zimbabwean organizations. Chapter 10 analyzes challenges and possibilities for sustainable marketing in the agricultural sector of sub-Saharan Africa.

Chapter 11 reviews ESG and SDG reporting practices among the top 30 FTSE/JSE-listed companies. Chapter 12 focuses on the role of savings groups in promoting resilience to drought in Zimbabwe. Chapter 13 discusses entrepreneurial bricolage in South Africa. Chapter 14 explores the role of savings groups in poverty alleviation in Zimbabwe during COVID-19. Chapter 15 examines the effect of green transformational leadership on green performance. Chapter 16 discusses the sustainable use of artificial intelligence technology for inclusive development in the Global South. Chapter 17 investigates women's empowerment in Africa through Industry 4.0. Chapter 18 explores ethical and responsible AI adoption for elderly care. Chapter 19 examines digital transformation in Africa's agricultural industry. Chapter 20 analyzes the use of AI and machine learning for enhanced agricultural practices and food security. Chapter 21 concludes the book, revisiting its main themes. Each chapter offers a distinct perspective and analysis on various aspects of sustainable development in Africa.

## REFERENCES

- Abay, K. A., Yonzan, N., Kurdi, S., & Tafere, K. (2023). Revisiting poverty trends and the role of social protection systems in Africa during the COVID-19 pandemic. *Journal of African Economics*, 32(Supplement\_2), ii44–ii68.
- Akanle, O., Kayode, D., & Abolade, I. (2022). Sustainable development goals (SDGs) and remittances in Africa. *Cogent Social Sciences*, 8(1), 2037811.
- Alao, R. O., & Alola, A. A. (2022). The role of foreign aids and income inequality in poverty reduction: A sustainable development approach for Africa? *Journal of Social and Economic Development*, 24(2), 456–469.
- Andargie, L. (2023). *The effect of political instability on foreign aid: The case of Sub-Saharan African countries*. Doctoral dissertation, St. Mary's University.
- Asongu, S. A., & Eita, J. H. (2023). The conditional influence of poverty, inequality, and severity of poverty on economic growth in sub-Saharan Africa. *Journal of Applied Social Science*, 17(3), 372–384.
- Atangana, E. (2022). With the continuing increase in sub-Saharan African countries, will sustainable development of goal 1 ever be achieved by 2030? *Sustainability*, 14(16), 10304.
- Dzingirai, M. (2020). Demographic determinants of youth entrepreneurial success. *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility*, 5(2), 1–16.
- Dzingirai, M. (2021). The role of entrepreneurship in reducing poverty in agricultural communities. *Journal of Enterprising Communities: People and Places in the Global Economy*, 15(5), 665–683.
- Dzingirai, M. (2023). Health financing challenges towards accomplishment of sustainable development goals. In U. Akkucuk (Ed.), *Handbook of research on quality and competitiveness in the healthcare services sector* (pp. 63–83). IGI Global.
- Dzingirai, M., & Baporikar, N. (2023). Role of microfinance for entrepreneurial success. In I. Management Association (Ed.), *Research anthology on microfinance services and roles in social progress* (pp. 193–210). IGI Global.
- Dzingirai, M., Chagwasha, M., & Mudzurandende, F. (2021). Challenges and opportunities from COVID-19 vis-à-vis informal cross-border women entrepreneurs scenario in Zimbabwe. In N. Baporikar (Ed.), *Handbook of research on sustaining SMEs and entrepreneurial innovation in the post-COVID-19 era* (pp. 40–59). IGI Global.
- Dzingirai, M., Karonga, B. F., & Mazenge, T. (2023). Demystifying governance of Zimbabwean public sector enterprises in attainment of the sustainable development goals. In N. Baporikar (Ed.), *Governance as a catalyst for public sector sustainability* (pp. 50–70). IGI Global.

- Ghanayem, A., Downing, G., & Sawalha, M. (2023). The impact of political instability on inflation volatility: The case of the Middle East and North Africa region. *Cogent Economics and Finance*, 11(1), 2213016.
- Henry, J. (2022). Why poverty mentality matter for achieving the first sustainable development goals (SDGs) in Nigeria. *FORCE: Focus on Research in Contemporary Economics*, 3(2), 357–367.
- Lephakga, T. (2017). Colonial institutionalisation of poverty among blacks in South Africa. *Studia Historiae Ecclesiasticae*, 43(2), 1–15.
- Maistry, S. M. (2023). Colonisation and the genesis and perpetuation of anti-blackness violence in South Africa. *Genealogy*, 7(4), 72.
- Matyana, M., & Thusi, X. (2023). Unemployment and poverty in South Africa: Assessing the National Development Plan 2030 predictions. *International Journal of Development and Sustainability*, 12(6), 212–226.
- Mendy, T. (2023). Ethnically as the cause of political instability in the Gambia (the case of the 2016-2021 presidential election). *Jurnal Ilmiah Mahasiswa Fakultas Ilmu Sosial and Ilmu Politik*, 8(2).
- Mhlanga, D. (2023a). Digital transformation in the healthcare sector: The role of artificial intelligence for inclusive long-term care around the world, lessons for Africa. In *Economic inclusion in post-independence africa: An inclusive approach to economic development* (pp. 347–362). Cham.
- Mhlanga, D. (2023b). Block chain for digital financial inclusion towards reduced inequalities. In *FinTech and artificial intelligence for sustainable development: The role of smart technologies in achieving development goals* (pp. 263–290). Cham.
- Mhlanga, D. (2023c). Artificial intelligence (AI) solutions for financial inclusion of the excluded: What are the challenges? In *Economic inclusion in post-independence Africa: An inclusive approach to economic development* (pp. 257–272). Cham.
- Mhlanga, D., & Dzingirai, M. (2023). Good governance in Africa in the era of the fourth industrial revolution. In *Handbook of public management in Africa* (pp. 61–73). Edward Elgar Publishing.
- Mhlanga, D., & Ndhlovu, E. (2023). Digital technology adoption in the agriculture sector: Challenges and complexities in Africa. *Human Behavior and Emerging Technologies*, 2023, 6951879.
- Mlambo, F., & Mhlanga, D. (2023). The potential of the fourth industrial revolution to promote economic growth and development in Africa. In *The fourth industrial revolution in Africa: Exploring the development implications of smart technologies in Africa* (pp. 71–87). Cham.
- Prince, A. I., Ehi, O. E., Brown-Ofoeme, M. N., Collins, O., & Alobele, I. A. (2023). Social policies and poverty reduction in Africa: A Nigeria-centered perspective. *IIARD Journal of Humanities and Social Policy*, 9(1), 49–77.

- Reliefweb. (2023). *25 countries halved multidimensional poverty within 15 years, but 1.1 billion remain poor*. <https://reliefweb.int/report/world/global-multidimensional-poverty-index-2023-unstacking-global-poverty-data-high-impact-action>
- UNICEF. (2023). *Good news or bad news for Africa: Recent trends in monetary child poverty in Sub-Saharan Africa*. <https://www.unicef.org/esa/media/13246/file/UNICEF-ESA-Policy-Note-Sub-Saharan-Africa-Child-Poverty-2023.pdf>
- World Bank. (2023). *The World Bank in Africa*. <https://www.worldbank.org/en/region/afr/overview>



## CHAPTER 2

---

# Sustainable Development Goals Mirage in African Economies: Reconciling the Competing Interests of Materialism, Sustainable Consumption and Well-Being

*Asphat Muposhi and Miriam Mugwati*

## INTRODUCTION

In 2015, United Nations member countries adopted the 2030 Sustainable Development Goals (SDGs) as a pathway for stimulating sustainable development (Royo et al., 2022; Zheng et al., 2021). The SDGs, which succeeded the Millennium Development Goals (MDGs), strategically positioned sustainability as a pathway for reducing poverty and inequalities, protecting the planet, promoting sustainable production, and consumption (United Nations, 2015). On inception, the holistic perspective of SDGs was lauded as ideal for reorienting developing economies towards inclusive sustainable development (Akinlolu, 2017; Mugagga & Nabaasa,

---

A. Muposhi (✉) • M. Mugwati  
Department of Information & Marketing Sciences, Midlands State University,  
Gweru, Zimbabwe  
e-mail: [muposhia@staff.msu.ac.zw](mailto:muposhia@staff.msu.ac.zw); [mugwatim@staff.msu.ac.zw](mailto:mugwatim@staff.msu.ac.zw)

© The Author(s), under exclusive license to Springer Nature  
Switzerland AG 2024

D. Mhlanga, M. Dzingirai (eds.), *Fostering Long-Term Sustainable  
Development in Africa*,  
[https://doi.org/10.1007/978-3-031-61321-0\\_2](https://doi.org/10.1007/978-3-031-61321-0_2)