

Religion and Business Success

By

Arnold Maviya

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Title: Religion and Business Success Published by CUT Library Press

Cover design: Arnold Maviya

ISBN: 978-1-77932-760-4

DOI: <https://doi.org/10.63726/CUTLib.99>

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Published by
Chinhoyi University of Technology



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omp@cut.ac.zw

Chinhoyi, Zimbabwe

ISBN: 978-1-77932-760-4

Foreword

The book is not an academic exercise or a flow of stories but a strong synthesis that has been formed through the knowledge of many religious schools and cultural arenas. Doctor Maviya is a master of assimilating sacred teachings and strategic thinking that demonstrate how business principles are strengthened by religious wisdom. This work provides an excellent interdisciplinary case study and a much-needed theoretical basis to academics. To practitioners (religious leaders, believers and innovators), it becomes a convenient tool kit with proven principles and practical insights based on Christianity, Islam, Hinduism and African Traditional Religion.

The work of Dr. Maviya unites different religious teachings and gives it depth of knowledge and at the same time offers spiritual guidance on how to do business in a moral way as dictated by the commandments of God. The chapters discuss Christian, Islamic, Hindu, and African Indigenous views on business success and touch upon such aspects as integrity, ambition, morality, and the impact of faith on business environment.

The book is applicable to all readers regardless of their walks of life. Having read it, I developed a new sense of thinking about entrepreneurship as an activity with values and accountable. It is a valuable and timely resource to anyone who wants to achieve success in business. It is congratulation to Dr. Maviya, as a full-fledged entrepreneur and academic leader in this aspect.

Dr Shadreck Nhorito (Midlands State University)

Preface

The fine network of African cultures is interwoven not just with fibers of trade and invention but also the legacy of religion. Religion has over the centuries influenced the hopes and visions, the values and the ethics of people and groups, both in its everyday activities or in the prospects of the future. Although the world tends to gauge business success based on the aspect of profit, growth, or market share, the forces that drive or hinder entrepreneurial ventures are often not seen, but they strongly influence the success of such undertakings.

The book, *Religion and Business Success*, is a result of an intensive study on the relationship between faith and business in the Zimbabwean setting. As a reflection of the real-life experiences of different populations the Ndebele, Kalanga, Tonga, Shona, and so on, this work will explore how Christianity, Islam, Hinduism, and African Traditional Religions (ATR) shape business practices, define resilience, and affect ethical decisions. It disaggregates how religious values can be found in resource distribution, risk management, group collaboration, and leadership in detail through case studies and analysis.

The analysis goes beyond the theoretical constructs. It tries to provide a voice to those entrepreneurs who follow the fringes of tradition and modernity, gain and virtue, individual desire and social duty. The book is a subtle insight into the importance of spirituality in the context of creating sustainable business ecosystems by emphasizing the role of karma, integrity, communal solidarity, and guidance of the ancestors.

This piece of work is not just a scholarly piece, but is also a practical manual to business leaders and policymakers, as well as, community stakeholders. Nowadays, with globalization and swift change, the importance of religious diversity and strength it can bring to the organization becomes more important than ever. Bringing religious attitudes into entrepreneurial policy and practice is not merely a cultural sensitivity issue, but a strategic requirement in the creation of inclusive, flexible, and successful economies.

May you find new understandings of what depths of interconnection faith and enterprise have, as you go on in this journey through the following chapters? We are asking you to meditate, doubt and practice these teachings not only to create successful organizations but to create more fair, caring and sustainable world.

Acknowledgement

I am also grateful to the extent that I would like to say that this book would not be what it is without the invaluable guidance and advice of Prof. J. Mapara and Dr. G.K.P. Ngorora, who were of great assistance to me during the writing of the book. I would also like to give my heart-felt gratitude to the CUT reviewers and editors who thoroughly worked on polishing the manuscript. The whole book is dedicated to the sheer kindness of Dr. Nhorito to write the foreword, and my family to support and encourage me throughout the path.

Lastly, I would like to thank most of all, the Vice Chancellor of Chinhoyi University, whose support and encouragement made us venture into and complete this project.

All of you are very welcome, your contributions, support and faith in this work.

Abstract

This book explores the intricate relationship between religion and business success in Zimbabwe with references to the impacts of Christian religion, Islam, Hinduism and African Traditional Religions (ATR). It uses an interdisciplinary approach to rely on real life experiences of communities like the Ndebele, the Kalanga, the Tonga and the Shona in demonstrating how religious values can affect the entrepreneurial ambitions, decision making, risk management and the allocation of resources. The book is subtle in offering a conversation about the role of faith in the business environment with diverse cultural and spiritual backgrounds by combining case studies and empirical research. All the chapters investigate the way in which the teachings of major religions shape group cooperation, business ethics and corporate strategies. An example of this is the Christian principles of honesty and integrity, the Islamic approach of social responsibility and equal distribution of wealth, the Hindu concept of karma and dharma, and the ATR focus on communal unity and ancestral counseling, which are all demonstrated to offer distinctive models of ethical entrepreneurship. Such religious attitudes not only promote ethical behavior, but also help one to achieve resiliency and flexibility in difficult business situations. Another issue raised by the book is how business people are struggling to meet the demands of their faith against economic needs or the current business culture. It talks about the fact that faith can be a source of strength, as well as a possible limitation that needs entrepreneurs to strike a balance between religious beliefs and marketing realities. Through a discussion of these tensions, the book provides clues to how spiritual beliefs can promote innovation, social trust, and business sustainability in the long run, despite bringing complexities in decision-making. Notably, the study fills a critical research gap since it includes a comprehensive analysis of how religion can practically be used to develop business ecosystems in Africa. It can provide useful insights to business leaders, policymakers and community stakeholders who would like to know how faith intersects with business. The book supports the inclusion of the religious views in the business strategy to enhance diversity, social cohesion and economic growth in a sustainable way. Finally, the book offers actual suggestions on how to create the successful, ethical, and inclusive business ecosystem based on the rich spiritual heritage of Africa. It brings the reader to the appreciation of the timelessness of faith in the business by demonstrating how religious principles can be used wisely to become a business person who is responsible. It is a valuable resource to all those who are concerned with the moral, cultural, and economic aspects of business success since it is an all-encompassing and accessible study.

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