



# Indigenous Knowledge Systems in Senegalese Business Practice: A Mixed-Methods Exploration

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## Abstract

Indigenous Knowledge Systems (IKS) in Senegalese business practices have received limited scholarly attention despite their potential to inform modern management strategies. The research methodology includes semi-structured interviews with 50 business owners, focus group discussions with 20 community members, and the administration of an online survey to 100 small businesses. Quantitative data will be analysed using descriptive statistics, while thematic analysis will be applied to qualitative data. Themes emerging from the semi-structured interviews include reliance on traditional agricultural practices and communal decision-making processes that have been integrated into business operations in various ways. The integration of indigenous knowledge systems within Senegalese businesses appears to enhance operational efficiency, particularly in rural settings where these systems are more deeply entrenched. Business leaders should consider incorporating elements of traditional IKS into their strategic planning processes to better align with local contexts and community values.

**Keywords:** *African, Senegalese, Indigenous, Knowledge, Systems, Methods, Framework*

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