



# Indigenous Knowledge Systems in Ghanaian Business Practice: A Mixed-Methods Inquiry

Opoku Kwesi Afriyie<sup>1</sup>, Esi Kwasi Ayensu<sup>2</sup>, Ameyaw Aggrey Annan<sup>3</sup>

<sup>1</sup> University for Development Studies (UDS)

<sup>2</sup> Department of Research, University for Development Studies (UDS)

<sup>3</sup> Department of Advanced Studies, Food Research Institute (FRI)

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**Correspondence:** [oafriyie@hotmail.com](mailto:oafriyie@hotmail.com)

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## Author notes

*Opoku Kwesi Afriyie is affiliated with University for Development Studies (UDS) and focuses on Business research in Africa.*

*Esi Kwasi Ayensu is affiliated with Department of Research, University for Development Studies (UDS) and focuses on Business research in Africa.*

*Ameyaw Aggrey Annan is affiliated with Department of Advanced Studies, Food Research Institute (FRI) and focuses on Business research in Africa.*

## Abstract

Indigenous Knowledge Systems (IKS) play a significant role in traditional business practices across various cultures. A mixed-methods approach combining ethnographic fieldwork with structured questionnaires was employed. The study also utilised a grounded theory framework for data analysis. The findings suggest that IKS significantly impact decision-making processes in small-scale businesses by providing culturally specific solutions to market challenges, with approximately 70% of business owners reporting reliance on such knowledge systems. This study provides valuable insights into the integration and influence of Indigenous Knowledge Systems within Ghanaian business practices. It underscores the importance of recognising and valuing indigenous wisdom in contemporary business contexts. Business education curricula should be enriched with modules that incorporate IKS, fostering a more inclusive approach to problem-solving and decision-making processes.

**Keywords:** *Ghana, Indigenous Knowledge Systems, Ethnography, Qualitative Research, Quantitative Analysis, Mixed Methods, Community Engagement*

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