



Indigenous Knowledge Systems in Zambian Business Practices: A Comparative Study

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Abstract

Indigenous Knowledge Systems (IKS) in Zambia encompass traditional practices that influence business decision-making processes. Understanding these systems is crucial for businesses aiming to integrate them into their operations, thereby enhancing cultural sensitivity and effectiveness. The research employs a comparative case study approach, utilising secondary data from reputable industry reports and interviews with key stakeholders. The sample includes businesses operating in agriculture, mining, hospitality, and retail sectors. A notable finding is the significant role of traditional medicine in agricultural business practices, where indigenous healers are consulted for crop health advice, influencing yield predictions and pest control strategies. The study reveals a complex interplay between Western management practices and IKS, highlighting the necessity for businesses to integrate cultural knowledge effectively to achieve sustainable growth. Businesses should engage with local communities through partnerships that respect and incorporate traditional wisdom. This approach can lead to more culturally aligned business strategies and improved market acceptance.

Keywords: *Zambian, Africanization, Indigenization, Dualism, Hermeneutics, Appropriation, Localization*

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