



Indigenous Knowledge Systems in Egyptian Business Practices: A Framework Approach

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Abstract

Indigenous Knowledge Systems (IKS) in Egypt have been largely underexplored within academic research, despite their significant role in various sectors including business practices. This research adopts a qualitative approach, utilising semi-structured interviews and focus group discussions with key stakeholders in Egyptian businesses. Data analysis is conducted through thematic content analysis. The findings indicate that IKS significantly influence decision-making processes across multiple business domains, particularly in areas such as marketing strategies and customer service approaches. An integrated model of Indigenous Knowledge Systems for business practice is proposed, highlighting the need for further empirical studies to validate these insights. Business leaders are encouraged to incorporate IKS into their decision-making processes, fostering a more culturally sensitive and effective approach in Egyptian enterprises.

Keywords: *Cultural Geography, Geopolitics, Ethnography, Community-Based, Reflexive Inquiry, Knowledge Mapping, Place-Specific Approaches*

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