



Indigenous Knowledge Systems in Tanzanian Business Practice: A Comparative Analysis

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Abstract

Indigenous Knowledge Systems (IKS) in Tanzania are an integral part of traditional business practices, reflecting a blend of local customs and modern economic activities. A mixed-methods approach combining qualitative interviews with surveys to gather data from diverse Tanzanian businesses, emphasising the integration of local wisdom and contemporary market dynamics. The study revealed that traditional IKS significantly influence business strategies in terms of decision-making processes and customer relationships, particularly among small-scale enterprises in rural areas where these systems are more deeply embedded. Indigenous knowledge plays a crucial role in shaping the business landscape of Tanzania by providing practical solutions to economic challenges faced by local businesses. Business leaders should consider incorporating indigenous practices into their operations for better adaptation and sustainability, while policymakers can support initiatives that foster this integration through education and policy frameworks.

Keywords: *Tanzania, Indigenous Knowledge Systems, Ethnoscience, Feminist Methodology, Postcolonial Theory, Cross-Cultural Analysis, Sustainability Practices*

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