



# **Indigenous Knowledge Systems in Senegalese Business Practices: A Qualitative Exploration**

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## **Abstract**

Indigenous Knowledge Systems (IKS) play a significant role in traditional Senegalese practices, integrating environmental and cultural elements into decision-making processes. Qualitative research methods were employed, including semi-structured interviews with local entrepreneurs and focus group discussions in rural and urban areas across Senegal. A notable finding was the significant reliance on traditional ecological knowledge for land management and resource allocation, influencing business decisions and environmental outcomes in varying proportions across regions. The research underscores the importance of integrating IKS into modern business practices to enhance sustainability and cultural preservation. Recommendations focus on policy integration and educational programmes that recognise and utilise these systems effectively. Develop guidelines for incorporating indigenous knowledge into business education curricula, promoting collaboration between traditional and contemporary knowledge holders, and establishing policies that support sustainable development based on IKS principles.

**Keywords:** *African geography, qualitative research, ethnography, cultural studies, indigenous knowledge, oral tradition, hermeneutics*

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