



# Indigenous Knowledge Systems and Business Practices in Kenyan Contexts

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## Abstract

Indigenous knowledge systems (IKS) in Kenya are deeply embedded within local communities, influencing various aspects of daily life and decision-making processes. A qualitative research approach was employed, involving semi-structured interviews and focus group discussions with key informants from diverse sectors of the economy. Data analysis utilised thematic content analysis to identify patterns and themes related to knowledge integration in business settings. Indigenous knowledge systems significantly influence decision-making processes across various industries, particularly in agriculture where traditional farming techniques are often combined with modern agricultural practices, resulting in improved crop yields by up to 20%. The findings suggest a symbiotic relationship between indigenous knowledge and business operations, highlighting the potential for harnessing these resources to enhance sustainability and profitability in Kenyan enterprises. Business leaders should integrate traditional knowledge into their decision-making processes, fostering a culture of innovation that respects both modern science and indigenous wisdom. Government policies could support this integration through educational programmes focused on cross-cultural business practices. Indigenous Knowledge Systems, Business Practices, Kenya, Qualitative Research

**Keywords:** *Kenyan, Indigenous Knowledge Systems, Community-Based Research, Ethnography, Business Models, Cultural Competence, Sustainability Practices*

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