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# TOPIC

## **LEVERAGING INDIGENOUS KNOWLEDGE MANAGEMENT PRACTICE IN EMERGING ECONOMIES: A FAMILY BUSINESS PERSPECTIVE STUDY**

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# ABOUT ME

- **EDUCATION**
- PhD in Entrepreneurship & small business (Babcock University, Nigeria)
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# AUTHOR'S AREA OF INTEREST

**Area of interest: knowledge management, enterprise continuity, innovation, competitive strategy, small business development and leadership**



# OUTLINE

- **Introduction**
- **Methodology**
- **Findings**
- **What is the future of indigenous knowledge management research?**
- **Recommendation**
- **Conclusion and closing remarks**

## Introduction

Family businesses are widely acknowledged to be a key generator of employment and economic development in the majority of countries worldwide. At the same time, family businesses are more vulnerable during times of crisis, which limits their options for response. In such a context, it is imperative for family businesses to place heightened emphasis on the consideration of knowledge and its management. The transfer of information and knowledge from one person to another is a key process that can determine a business performance or failure. Indigenous knowledge is a significant amount of knowledge and skills obtained outside of the recognized and formal educational system. This perspective piece responds to the emergence of indigenous knowledge management practice as a significant prospect for family business knowledge transfer and continuity in Africa

## Literature review

Among the prior articles reviewed on the relevance of indigenous knowledge (IK) in family business, the findings are distinctively intriguing but the insights gained remain fragmented, given that the field of study is relatively new, many studies completed so far within the last decade have merely mixed findings. The fragmentation in the research direction may be attributed to inadequate research

## Methodology

The research was carried out by reviewing and analyzing an extant body of relevant literature from prior years. With the help of specific keywords, many database platforms such as Emerald, Science Direct, Springer Nature, Science Direct, Web of Science, Google Scholar, and Ebscohost were searched for extant literature to support past research findings were identified and reviewed.





## Findings

The findings remain equivocal and inconclusive, with a few authors indicating indigenous knowledge management practices give a competitive edge positively (Hadjielias, Christofi, & Tarba, 2021; Lwoga, Ngulube, & Stilwell, 2010; Olubiyi, Egwakhe, & Akinlabi, 2019; Olubiyi, 2019), This paper predicts that indigenous knowledge management practice studies will be relevant and topical for academic research in developing economies over the coming years.

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## **What is the future of indigenous knowledge?**

Future research efforts may look at studies that could emphasize new approaches such as the usage of Big Data and KM principles, and strategies to manage knowledge in family businesses, technology-based approaches, tools applications, and techniques for indigenous knowledge management and content management solutions (Mariani, & Perez Vega, 2020).



## Recommendation

The study recommends the integration of indigenous knowledge practice into family business operations to strengthen family business continuity. The perspective study will provide practitioners with a lens through which to examine indigenous knowledge management practice in the context of their organization in order to create capacities that will lead to improved business performance and continuity. This study reveals the perspective on current trends and establishes a research agenda for future research in this area.



# CLOSING REMARKS

*Indigenous knowledge should be  
preserve in all small businesses not  
only in family business*



**THANK YOU FOR LISTENING**

- @artimiolubiyi

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