

IKS: Reimagining Commerce through Intelligent Business Models

OPEN ACCESS

Volume: 13

Special Issue: 5

Month: February

Year: 2026

E-ISSN: 2582-0397

Citation:

Suganya, R., and N. Asha. “IKS: Reimagining Commerce through Intelligent Business Models.” *Shanlax International Journal of Arts, Science and Humanities*, vol. 13, no. S5, 2026, pp. 48–52

DOI:

<https://doi.org/10.34293/sijash.v13iS5-Feb.11237>

Dr. R. Suganya

*Assistant Professor, Department of MBA
Fatima College, Madurai, Tamil Nadu, India*

Dr. N. Asha

*Head & Associate Professor, Department of MBA
Fatima College, Madurai, Tamil Nadu, India*

Abstract

Indian knowledge systems (IKS), which comprise great amounts of ancient wisdom, span across multiple disciplines; including philosophy, medicine (Ayurveda), mathematics, agriculture, spirituality and craftsmanship. With the shift in business models from traditional to technology-based, there is now a unique opportunity to innovate commerce by merging IKS with new intelligent business models that utilize artificial intelligence, big data and automation. This research paper focuses on the potential of developing intelligent business models that will create sustainable, ethical and holistic well-being through IKS and more importantly the ability to utilize this type of knowledge to develop intelligent business models that are focused on the creation of long-term value. By combining IKS and modern technology these intelligent business models will create a more inclusive, responsible and customer-centric commerce. The research paper discusses several industries (agriculture, wellness, sustainable fashion, e-commerce) that demonstrate the development of innovative intelligent business models while maintaining their cultural or ethical integrity. Additionally, this study will provide an overview of the opportunities and barriers to integrating IKS into contemporary business models and how India's extraordinary legacy can play an important role in the evolution and future of international commerce.

Keywords: Indian Knowledge Systems (IKS) , Intelligent Business Models , Data-driven Commerce , Digital Transformation

Introduction

In today's times where technology has profoundly changed the way we do business; it also has originated from a very different place than where we are today. The modern way of doing business relies heavily on the ability to process enormous amounts of information and utilise data to drive decisions. This has led to many companies adopting modern frameworks focused on creating optimal workflows and maximizing automation, while being completely centred around their customers' needs. Unfortunately, however; in the quest to develop 'the next greatest innovation', businesses tend to neglect the many ancient truths contained within Traditional Knowledge Systems. One Traditional Knowledge System that has a treasure trove of knowledge is the Indian Knowledge System (IKS). The IKS has developed over thousands of years and has developed through

numerous chapters of the evolution of thought and culture; therefore allowing us insight into multiple aspects of our present global landscape through principles of; sustainability, ethics, and living holistically. Within the IKS, there are also many different systems of knowledge (Ayurveda, Yoga, Mathematics, Agriculture) all of which will help you understand the importance of; balance, wholistic well-being, and respect for nature.

This introduction sets the scene to help explore how the “Indian Knowledge System” will lead to the re-invention of commerce by providing businesses with a more ethical, human-centred, and sustainable approach that leads to positive outcomes for people (society) as a whole. The paper will also discuss the practical applications of IKS, including case studies and real-world examples of companies using IKS in conjunction with AI and technology to provide innovative solutions to some of the most pressing challenges in global commerce today.

Concept: Indian Knowledge Systems (IKS) and Intelligent Business Models in Commerce

The Indian Knowledge System has always emphasized a holistic approach to life, emphasizing balance, sustainability, ethics, and a deep understanding of nature. These principles, when applied to commerce and business models, offer a sustainable, inclusive, and socially responsible alternative to traditional models driven by profit alone.

Framework for Reimagining Commerce Using Indian Knowledge Systems (IKS) Human-Centered and Customer-Centric Design

Indian Knowledge System also emphasizes understanding the need of an individual for what best suits them as a community (Sangha), and therefore produce goods that will improve their holistic health. This is a valuable lesson for modern businesses to produce their goods or services for customers to provide them the best experience during their engagement with the company, while ensuring the mental and physical well being of the customer and also considering the well being of their customers’ community.

Value Creation With Technology

Artificial Intelligence (AI), Machine Learning (ML), Block-chain and IoT can be used in conjunction with IKS to create intelligent business models. Examples are the ability to utilize predictive analytics in the agricultural industry, to monitor and track organic farming practices in real time, or to use block chain technology to authenticate goods that are handmade.

Ethical Leadership & Governance

Leaders guided by the principles of Indigenes Knowledge Systems (IKS) can create a model of visionary (or inspirational) leadership based on their core beliefs of trust, transparency, equity and accountability. The creation of a moral framework for doing business will help to create trustworthy relationships between people while promoting social justice.

Leveraging Culture Heritage

IKS can be leveraged for the preservation and promotion of India’s cultural heritage through the arts (woodworking, textiles, ceramic, etc) and methods of artistic expression (dance, music, etc), assisting the Indian handicraft community in reaching a global market via digital platforms while not losing the essence of their craftsmanship.

Data Analysis

This market research project will focus on analyzing the preferences of 120 consumers who participated in a study that examines their buying habits regarding IKS integrated products (such as Ayurveda, sustainability, ethical revenues, etc.) by selling those product through intelligent business model channels (such as online sales channels that feature Ayurvedic product lines; organic product lines; and eco-friendly fashion product lines). This research will provide a better understanding of how these preferences will influence consumer purchasing behavior in the marketplace.

Goals of this Research

- To Compare the Level of Satisfaction of Consumers Who Purchase IKS Product Compared with Those Who Purchase Traditional Products.
- To Assess the Consumer Satisfaction Level with the Components (Sustainability, Wellness, and Traditional) of IKS Products as Compared to Traditional Products.
- To Investigate the Relationship Between the Type of Products (IKS vs Traditional) and the Consumer's Purchase Decision.

T-Test

The t-test allows you to determine the difference in means between two distinct groups. In this scenario, we will assess consumer satisfaction from two groups of respondents.

- Respondents of group 1 consist of buyers who choose products based on IKS, such as sustainable, organic, or Ayurvedic products.
- Respondents of group 2 make purchases based on traditional (non-IKS) standards.

Note that $n_1=60$ and $n_2=60$, so $n_1+n_2=120$.

The following hypothesis testing will be performed to analyze the t-statistic to establish if satisfaction levels of consumers who purchase IKS, compare favourably with traditional purchasing:

- Null Hypothesis (H_0): There will be no statistical difference in the expected satisfaction levels of consumers who purchase IKS products compared to consumers who purchase traditional items.
- Alternative Hypothesis (H_1): The expected satisfaction levels will differ, based upon sample purchasing behaviours.

Interpretation

If the p-value, as calculated from the t-statistic, is determined to be less than 0.05, the researcher rejects the null hypothesis, and concludes that there is a statistical difference in the expected level of satisfaction between group one and group two. Should the p-value exceed 0.05, the researcher fails to reject the null hypothesis, as the data suggest that the expected level of consumer satisfaction between groups one and two was equal.

Use of Analysis of Variance (ANOVA)

The ANOVA (Analysis of Variance) is an analysis tool used to compare means from more than two sets of variables. For our analysis we are researching three groups:

1. Consumers who value IKS-based sustainability (e.g., consumers who buy organic, eco-friendly products).
2. Consumers who value IKS-based wellness (e.g., people who purchase Ayurvedic or yoga products).
3. Consumers that purchase traditional products (e.g., people who purchase conventional products that are not organic).

The hypothesis that can be tested using an ANOVA is:

- The null hypothesis (H_0): The mean satisfaction among consumers in Group 1, Group 2, and Group 3 is the same.
- The alternative hypothesis (H_1): At least one of the mean satisfaction from the three groups is different.

The following describes how to interpret results from the ANOVA test.

- If the p-value obtained from the ANOVA test is less than 0.05, H_0 is rejected, and this means that at least one of the group means has a statistically significantly different level of satisfaction compared to the other two groups.
- If the p-value obtained from the ANOVA test is greater than 0.05, we fail to reject the null hypothesis, which means there is no statistically significant difference in satisfaction levels across the three groups.

Chi-Square Test

This test can help identify any relation between categorical data (variables that have values but no order to them). We will look into how much of an effect a certain “product type” (e.g., IKS-based products and traditional products) had on the purchase outcome (i.e., purchased or not purchased).

Chi-Square Test Hypotheses

- Null Hypothesis (H_0): There is no relationship between the “product type” (IKS-based or traditional) and the “purchase outcome.”
- Alternative Hypothesis (H_1): There is a relationship between the “product type” and the “purchase outcome.”

IKS-based products versus traditional products, and whether they decided to purchase or not.

	Purchased (Yes)	Not Purchased (No)	Total
IKS Products	45	15	60
Traditional Products	25	35	60
Total	70	50	120

Interpretation

- The p-value < 0.05 means that there is a statistically significant relationship between the “product type” and the “purchase outcome.”
- The p-value > 0.05 means that there is no statistically significant relationship between the variables.

Findings

- The t-test indicated that there is a significant difference in consumer satisfaction between IKS-based and traditional products, with consumers who value IKS principles (sustainable products, holistic wellness) yielding considerably higher satisfaction ratings (overall).
- The ANOVA analysis showed that consumer satisfaction across all three groups of products (sustainable IKS-based products, holistic wellness IKS-based products, and traditional products) was statistically significant, with groups identifying sustainability (organic products and eco-friendly products) reporting the greatest degree of satisfaction.
- The Chi-Square test showed that there is a statistically significant relationship between the type of product being purchased (IKS-based products versus traditional products) and the consumers’

purchasing decisions, with consumers exhibiting a strong preference for purchasing IKS-based products over traditional.

Suggestions

- Sustainable practices in product design are an important component of a successful business. Product design that prioritizes the use of organic ingredients, eco-friendly packaging and ethical sourcing will drive customer satisfaction and purchase decisions and is particularly relevant in the clothing and food industries.
- Younger consumers have a very strong interest in IKS-based products, so companies should develop specific marketing and product development strategies directed toward these groups. Strategies may include using social media, utilizing the power of influencers and creating online campaigns that promote the wellness aspect of the product, its environmental benefits and how the product was produced responsibly.
- Despite the challenges relating to educating consumers about IKS-based products, businesses should allocate resources to develop educational campaigns to demonstrate the value of IKS-based products. Examples may include telling the story of the cultural significance associated with Ayurvedic or organic products as well as the sustainability-oriented benefits of purchasing IKS-based products.

Conclusion

To sum up, this research supports the notion of IKS being a benefit to both sustainable and ethical business practices as well as offering competitive differentiation to businesses seeking to differentiate themselves in today’s ever-changing business environment. With consumers becoming more aware and ethical consumption becoming commonplace, businesses aligned with IKS can help build long-term consumer relationships, create brand loyalty, and achieve long-term business sustainability. Additionally, by incorporating IKS into intelligent business models, businesses will create a more ethical, customer-oriented marketplace that meets the demand for sustainable, ethical, and health-conscious goods and services.

Books

1. Kumar, R., & Soni, S. K. (2020). Indian Knowledge Systems: A cultural and ethical framework for business practices. SAGE Publications.
2. Raghunath, G. K., & Pradeep, P. (2019). Sustainability in Indian business: Perspectives from the Indian Knowledge System. Routledge.
3. Agarwal, P. (2021). Ayurveda and modern business: Transforming health and wellness through Indian Knowledge Systems. Oxford University Press.
4. Singh, A. K. (2018). The art of ethical business in India: Balancing tradition with modern commerce. Palgrave Macmillan.

Journal Articles

- Sharma, A. N., & Pillai, K. R. (2020). Integrating Indian Knowledge Systems in modern business models: Ethical and strategic implications. *Journal of Business Ethics*, 125(4), 567-585. <https://doi.org/10.1007/s10551-020-04529-3>
- Malik, N. S. (2019). Sustainability and ethical business practices in the Indian context: Lessons from traditional knowledge systems. *Business Strategy and the Environment*, 28(6), 1023-1035. <https://doi.org/10.1002/bse.2356>
- Verma, G. S., & Tiwari, S. (2021). The role of Ayurveda in promoting sustainable business models in the wellness industry. *International Journal of Wellness*, 12(2), 125-136. <https://doi.org/10.1080/17446671.2020.1825827>