**ABSTRACT**

**THE ROLE OF AFRICAN STORYTELLING IN BUSINESS AND INFORMATION TECHNOLOGY.**

**ENGLISH ABSTRACT**

African storytelling, a rich cultural tradition passed down through generations, plays a vital role in preserving history, imparting wisdom, and fostering community. This narrative tradition is not only a cornerstone of African culture but also offers valuable insights for the field of Business and Information Technology (BBIT). The principles embedded in African storytelling—such as clear communication, ethical guidance, and the importance of collective knowledge—are increasingly relevant in today's digital and globalized business environments.

In the realm of Business Information Technology, effective communication is crucial for the success of projects, the management of teams, and the development of user-centered technologies. African storytelling emphasizes the power of narrative to convey complex ideas in an accessible and engaging manner. This approach can be applied to modern business practices, where storytelling is used in marketing, leadership, and change management to connect with audiences and stakeholders on a deeper level.

Moreover, African storytelling traditions underscore the importance of ethics and communal values. Stories often convey lessons about integrity, responsibility, and the consequences of one's actions—principles that are essential in business decision-making and IT governance. In a field where technology increasingly shapes societal norms and behaviors, the ethical lessons from African storytelling can guide the responsible development and deployment of digital solutions.

Furthermore, the communal aspect of African storytelling, where knowledge is shared and preserved collectively, mirrors the collaborative nature of modern IT practices such as open-source development and knowledge-sharing platforms. By fostering a culture of collaboration and shared learning, African storytelling can inspire innovative approaches to problem-solving and knowledge management in Business Information Technology.

**MUHTASARI:**

****UMUHIMU WA USIMULIZI WA HADITHI ZA KIAFRIKA KATIKA BIASHARA NA TEKNOLOJIA YA HABARI****

Usimulizi wa hadithi za Kiafrika, ambao ni utamaduni tajiri uliorithiwa kizazi baada ya kizazi, unachukua nafasi muhimu katika kuhifadhi historia, kuelimisha, na kuimarisha jamii. Utamaduni huu wa simulizi siyo tu msingi wa utamaduni wa Kiafrika, bali pia unatoa maarifa muhimu kwa uwanja wa Biashara na Teknolojia ya Habari (BBIT). Kanuni zilizomo katika usimulizi wa hadithi za Kiafrika—kama vile mawasiliano ya wazi, mwongozo wa kimaadili, na umuhimu wa maarifa ya pamoja—zinazidi kuwa muhimu katika mazingira ya kisasa ya kibiashara na kidigitali yanayoendelea kuunganishwa kimataifa.

Katika uwanja wa Biashara na Teknolojia ya Habari, mawasiliano yenye ufanisi ni muhimu kwa mafanikio ya miradi, usimamizi wa timu, na maendeleo ya teknolojia inayolenga watumiaji. Usimulizi wa hadithi za Kiafrika unasisitiza nguvu ya hadithi katika kueleza mawazo magumu kwa njia inayoweza kufahamika na kuvutia. Mbinu hii inaweza kutumika katika mazoea ya kisasa ya biashara, ambapo usimulizi wa hadithi hutumiwa katika masoko, uongozi, na usimamizi wa mabadiliko ili kuungana na hadhira na wadau kwa kiwango cha ndani zaidi.

Aidha, mila za usimulizi wa hadithi za Kiafrika zinatia mkazo umuhimu wa maadili na thamani za kijamii. Hadithi mara nyingi hubeba mafunzo kuhusu uadilifu, uwajibikaji, na matokeo ya matendo ya mtu—kanuni ambazo ni muhimu katika kufanya maamuzi ya kibiashara na utawala wa teknolojia ya habari. Katika uwanja ambapo teknolojia inazidi kuunda kanuni na tabia za kijamii, mafunzo ya kimaadili kutoka kwa usimulizi wa hadithi za Kiafrika yanaweza kuongoza maendeleo na utekelezaji wa suluhisho za kidigitali kwa njia inayowajibika.

Zaidi ya hayo, kipengele cha kijamii cha usimulizi wa hadithi za Kiafrika, ambapo maarifa yanashirikiwa na kuhifadhiwa kwa pamoja, kinaakisi asili ya ushirikiano ya mazoea ya kisasa ya teknolojia ya habari kama vile maendeleo ya programu huria na majukwaa ya kushiriki maarifa. Kwa kukuza utamaduni wa ushirikiano na kujifunza kwa pamoja, usimulizi wa hadithi za Kiafrika unaweza kuhamasisha mbinu za kibunifu katika kutatua matatizo na usimamizi wa maarifa katika Biashara na Teknolojia ya Habari.

Kwa kumalizia, usimulizi wa hadithi za Kiafrika siyo tu utamaduni muhimu bali pia chanzo cha mafunzo muhimu kwa uwanja wa BBIT. Kwa kuingiza kanuni za mawasiliano yenye ufanisi, mwongozo wa kimaadili, na maarifa ya pamoja katika mazoea ya biashara na teknolojia ya habari, wataalamu wanaweza kuboresha uwezo wao wa kuongoza, kuvumbua, na kuunda suluhisho za kiteknolojia ambazo ni bora na nyeti kiutamaduni.

**LUO**

**ABSTRAKT**

**TIJ MAR CHIKE MAG LUORO MAR JO-AFRIKA E WECHE MAG TICH GI TEKNOLOJIA**

Luoro mar jo-Afrika, ma en kido makare modhi nyaka modhi e ndalo mogik, timo gima ber e kinde magi, ka rit gi weche mag kinde mogik, kendo kel yore mag rieko e dier joma ni. Kido ma kama tich mar jo-Afrika en nying mar yore mag luoro, kendo omiyo weche mogundho e wi tich gi teknoloji (BBIT). Kit mag chike mag luoro manie luoro mar jo-Afrika—kaachiel gi wach maler, ratiro, gi kaka mag yore mag riekone joma ni—en gima ber e dwe mar lobo mangima mar tich gi teknoloji (BBIT) manie ndalogi mag lobo.

E dier weche mag Tich gi Teknolojia, wach maler en gima ber kaka tich kendo kaka omenda timre. Luoro mar jo-Afrika ratiro e tij mar yore mag luoro mondo omi wach molony kendo makare e kit ma ji ni kende gin gi wach, ka luoro e yore mag riwruok, rito tich, kod loko makare mondo omi joma ni gi wacho kaka gidwaro gi kaka ginene.

Apar kod Luoro mar jo-Afrika oketo e nyiseche mar ratiro kod weche mag jomoko. Weche mag luoro okonyori mondo omi gi tieko tich malong'o, ratiro mar tich, kod mana kaka kido gi rito mag yore manie. E tich kaka teknologi mondi omiyo piny gimi ni omiyo yore mag chike kod wende ma ji gi miyo ratiro makare mondo gichak kel yore mag ratiro e weche mag teknolojia.

Kendo mana kit mar rieko kod luoro mar jo-Afrika, kama mondo omi ji winji, nyiso kaka kido, mondo omi gi puonjo yore mag ratiro kod weche mag chike manie joma kaka joma okoro tich ka gigoyo mago mana kaka gik moko mag lwedo kod tich kod weche mag ngima maneno e magi kaka mag chike. Kendo ma kata kamano, chike mag luoro mar jo-Afrika omiyo winjo weche mag tich gi teknoloji mar BBIT.

Kata kamano, luoro mar jo-Afrika en tich makare makare kendo okonyore kata kata ka otiyo kod ji, ratiro mar tich gi teknolojia, kod kaka ratiro mar joma kata kata ka okonyore kaka joma.