



Youth Engagement in Liberian Business Practices: A Mixed Methods Exploration

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Abstract

Youth in Liberia are increasingly participating in business activities, driven by economic opportunities and a growing entrepreneurial spirit. A mixed methods approach combining qualitative semi-structured interviews with a stratified random sampling survey of businesses across Liberia's major regions. Youth entrepreneurs reported higher levels of innovation (52%) compared to established firms, indicating potential for economic growth. The study highlights the importance of youth in driving business innovation and suggests targeted policy interventions to support their growth. Supportive policies should focus on education and access to finance to enhance youth entrepreneurship in Liberia.

Keywords: *Africanization, Entrepreneurship, Mixed Methods, Qualitative Research, Youth Participation, Community Engagement, Development Studies*

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