



Digital Literacy and Entrepreneurship Success among Senegalese Youth in Guinea: A Mixed Methods Exploration

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Abstract

Digital literacy has become increasingly important for young entrepreneurs in contemporary economies. In Guinea, where digital access is uneven and entrepreneurial opportunities are growing, understanding its role in youth success is crucial. A mixed methods approach combining quantitative surveys and qualitative interviews was employed. The survey assessed digital skills and entrepreneurial success, while interviews explored contextual factors. Senegalese youth entrepreneurs demonstrated higher levels of digital literacy (75%) compared to their peers in Senegal, with a notable proportion (40%) indicating digital skills as critical for their business growth. The findings suggest that enhancing digital literacy could significantly boost entrepreneurship success among young entrepreneurs in Guinea. Policies should focus on improving digital access and training programmes tailored to the needs of Senegalese youth operating in Guinea.

Keywords: *Sub-Saharan, Senegalese, Afrobarometer, Qualitative, Quantitative*

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