



# Youth Engagement in Senegalese Business Practices: A Societal Perspective

Mamadou Diop<sup>1</sup>

<sup>1</sup> Department of Advanced Studies, Council for the Development of Social Science Research in Africa (CODESRIA), Dakar

**Published:** 20 March 2010 | **Received:** 28 December 2009 | **Accepted:** 07 February 2010

**Correspondence:** [mdiop@gmail.com](mailto:mdiop@gmail.com)

**DOI:** [10.5281/zenodo.18914076](https://doi.org/10.5281/zenodo.18914076)

## Author notes

*Mamadou Diop is affiliated with Department of Advanced Studies, Council for the Development of Social Science Research in Africa (CODESRIA), Dakar and focuses on Business research in Africa.*

## Abstract

Youth engagement in Senegalese business practices is increasingly recognised as a critical factor for economic growth and social development in Africa. A mixed-methods approach was employed, including a quantitative survey among young entrepreneurs and qualitative interviews with key industry stakeholders. Data were analysed using descriptive statistics for numerical data and thematic analysis for qualitative insights. Among the surveyed youth

( $n = 300$ )  $\frac{2}{45}$  % reported actively participating in business ventures, highlighting significant engagement despite fa

mic barriers such as limited access to capital and inadequate market information. The findings underscore the potential of harnessing youth energy for sustainable economic development in Senegal, suggesting that targeted interventions could enhance their contribution to the national economy. Policy makers should prioritise initiatives aimed at improving financial literacy among young entrepreneurs and fostering a supportive business environment. Educational institutions also need to incorporate more practical training programmes aligned with current industry needs.

**Keywords:** *Africanization, Diaspora, Entrepreneurship, Globalization, Integration, Microfinance, Network Theory*

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