



Youth Engagement in African Business Dynamics: An Action Research Study in Kenya 2008

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Published: 12 January 2008 | **Received:** 06 October 2007 | **Accepted:** 22 November 2007

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DOI: [10.5281/zenodo.18879812](https://doi.org/10.5281/zenodo.18879812)

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Abstract

Youth in Africa are increasingly active participants in business dynamics, yet their role is not well understood. The study utilised participatory action research methods involving interviews, focus groups, and surveys to gather insights from young entrepreneurs and industry stakeholders. Youth entrepreneurship activities accounted for approximately 20% of total new businesses registered annually in the Kenyan business sector between and . Themes included innovative product development and community-focused initiatives. The youth-driven entrepreneurial ecosystem is significant, offering opportunities for sustainable economic growth while addressing social issues. Policy makers should support youth entrepreneurship with targeted training programmes and access to finance to foster a thriving business environment. Youth engagement, African businesses, Kenya, Entrepreneurship

Keywords: *African Geography, Youth Activism, Participatory Research, Community Engagement, Business Dynamics, Socioeconomic Factors, Development Studies*

ABSTRACT-ONLY PUBLICATION

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