



Youth Leadership in South African Business: Insights from an African Perspective

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Abstract

Youth in South Africa are increasingly entering leadership roles within businesses, reflecting broader demographic shifts and economic development. This study aims to explore the role of youth as leaders in African business contexts. The research employs a qualitative study approach, drawing insights from semi-structured interviews with South African youth leaders across various industries. Data collection was guided by thematic analysis to ensure comprehensive understanding of the subject matter. Findings indicate that young leaders in South Africa often seek mentorship and guidance primarily from older peers rather than formal institutions or networks, highlighting a need for more informal support structures. The study underscores the importance of fostering supportive environments for youth entrepreneurs to thrive in South African business landscapes. Recommendations include developing tailored mentorship programmes and enhancing access to resources. Developing tailored mentorship programmes that align with young leaders' needs, alongside efforts to increase accessibility to resources such as training and networking opportunities, are recommended strategies for supporting youth leadership in South Africa's business sector.

Keywords: *Africanization, Contextual Leadership, Emic Understanding, Grounded Theory, Hermeneutics, Narrative Inquiry, Pan-Africanism*

ABSTRACT-ONLY PUBLICATION

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