



Youth Engagement in African Business: A Qualitative Exploration in Côte d'Ivoire

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Abstract

Youth unemployment in Africa is a significant challenge, particularly in Côte d'Ivoire where economic policies and business practices have evolved over time. Qualitative research methods were employed through semi-structured interviews with business owners and young employees across various sectors of the Ivorian economy. Interview data revealed a shift from traditional mentorship roles towards more collaborative partnerships where youth actively contribute to decision-making processes, especially in emerging tech and renewable energy ventures. The findings highlight the increasing role of youth in business innovation and leadership in Côte d'Ivoire's economy, necessitating re-evaluation of employment policies and educational curricula to better prepare young Ivorians for future market demands. Policy-makers should promote collaborative learning environments that integrate practical business experience into education systems, fostering a new generation of innovative entrepreneurs who can drive sustainable economic growth.

Keywords: *African geography, youth empowerment, qualitative analysis, business environment, cultural dynamics*

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