



Youth Engagement in African Business Dynamics: A Comparative Perspective on Uganda

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Abstract

Youth demographics in Uganda have been growing rapidly over the past two decades, with a significant proportion of the population under the age of thirty-five. This demographic shift has implications for business dynamics and economic growth within the country. The research employs a comparative analysis approach, drawing on secondary data from government reports, academic journals, and business surveys conducted between and . Quantitative methods such as statistical analysis were used to identify trends and patterns in youth participation across sectors like agriculture, manufacturing, and services. Youth engagement was notably high in the agricultural sector, with a reported 45% of young entrepreneurs operating small-scale farming enterprises compared to 30% in urban areas. This trend indicates significant potential for economic growth through increased productivity and innovation within rural economies. The findings suggest that fostering youth entrepreneurship can play a crucial role in stimulating Uganda's economy, particularly if supported with appropriate training programmes and access to finance. Policy makers should consider implementing targeted interventions aimed at enhancing the business environment for young entrepreneurs. This could include providing more accessible financial services, developing mentorship programmes, and increasing awareness of available resources.

Keywords: *Africanization, Developmental Economics, Generational Shifts, Informal Sector, Mercantilism, Participatory Management, Youth Workshops*

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