



## **Youth Engagement in Ghanaian Business Practices: A Socioeconomic Survey**

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### **Abstract**

Youth engagement in Ghanaian business practices has gained attention due to its potential to drive economic growth and social development. A mixed-methods approach was employed, integrating quantitative surveys with qualitative interviews among a diverse sample of young entrepreneurs and corporate executives. Youth constitute approximately 35% of the workforce in selected businesses, significantly contributing to innovation and market responsiveness. The findings underscore the necessity for tailored training programmes and policy support to enhance youth participation and leadership within Ghanaian enterprises. Businesses should prioritise inclusive hiring practices and mentorship opportunities to foster a more diverse and engaged workforce.

**Keywords:** *Geographic, Africa, Youth, Socioeconomic, Empirical, Ghanaian, Business*

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