



## Youth Engagement in Nigerian Business Contexts,

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### Abstract

This study examines the role of youth in business contexts within Nigeria, a critical sector for economic growth on the African continent. Qualitative research methods were employed, involving semi-structured interviews and focus group discussions with a diverse sample of young entrepreneurs and stakeholders in Nigeria. Youth entrepreneurs reported significant interest in tech-driven businesses (60%) compared to traditional sectors. Challenges such as access to capital and mentorship support were identified as major obstacles. The findings highlight the importance of tailored interventions to foster youth entrepreneurship, particularly in technology areas. Policy makers should prioritise funding for tech incubators and mentorship programmes targeting young entrepreneurs.

**Keywords:** *Africanization, Contextual Analysis, Ethnography, Grounded Theory, Institutional Logics, Phenomenology, Qualitative Inquiry*

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