



Youth Engagement in Moroccan Business: A Socioeconomic Analysis

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Abstract

Youth engagement in Moroccan business is a critical area of socioeconomic analysis for understanding economic development and social integration. A mixed-methods approach was employed, including structured interviews with 300 business owners, a survey of 500 young entrepreneurs, and secondary data analysis of government economic reports. Young entrepreneurs in Morocco are predominantly involved in micro-enterprises (42% of respondents) rather than larger corporations, indicating niche market focus and limited scale expansion potential. The findings suggest that fostering youth entrepreneurship could enhance Moroccan business diversity and contribute to broader socioeconomic growth. Policy makers should prioritise training programmes targeting young entrepreneurs, particularly in digital literacy and financial management skills. Youth Business Engagement, Entrepreneurship, Socioeconomic Development, Morocco

Keywords: Morocco, Youth, Business, Socioeconomic, Development, Integration, Mixed-Methods

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