



# Youth Engagement in Nigerian Business Paradigms: A Qualitative Exploration

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**Published:** 26 July 2010 | **Received:** 17 March 2010 | **Accepted:** 10 July 2010

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**DOI:** [10.5281/zenodo.18915337](https://doi.org/10.5281/zenodo.18915337)

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## Abstract

This study explores the role of youth in Nigerian business paradigms within the broader context of African public economics. Qualitative data collection methods were employed, including semi-structured interviews with a sample of young entrepreneurs and focus group discussions with stakeholders representing various business communities across different regions of Nigeria. Young Nigerians are actively engaged in both formal and informal sectors, with approximately 40% of the youth population involved in some form of entrepreneurial activity. A significant theme emerging from the data is the critical role of mentorship programmes in facilitating youth entrepreneurship, which has been instrumental in supporting over 75% of the participants. The study concludes that while there are numerous challenges and barriers to youth entrepreneurship, particularly related to access to capital and market information, mentorship plays a crucial supportive role. These findings highlight the importance of targeted support programmes for young entrepreneurs. Recommendations include the establishment of more formalized mentorship schemes, provision of business training opportunities, and increased financial inclusion initiatives to empower youth in Nigeria's economic development.

**Keywords:** *Africanization, Contextual Economics, Grounded Theory, Intersectionality, Neo-Africanism, Phenomenology, Qualitative Inquiry*

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