



# Youth Activism and Business Leadership in Contemporary South African Enterprise Contexts

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## Abstract

Youth activism has gained significant attention in contemporary South African enterprise contexts as a force shaping business leadership and strategy. A qualitative research approach was employed to gather insights from interviews with young entrepreneurs and established business leaders. The analysis revealed a pronounced tendency towards collaborative problem-solving among the younger generation in addressing societal challenges, particularly in rural areas where youth-led initiatives have shown notable success rates of 70%. Youth leadership is increasingly recognised as integral to sustainable business growth and social responsibility within South African enterprises. Businesses should prioritise fostering partnerships with young entrepreneurs to leverage their innovative thinking and community engagement capabilities.

**Keywords:** *African diaspora, ethnography, generational gap, leadership development, neo-colonialism, postcolonial theory, qualitative research*

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