



# Youth Leadership in Nigerian Business Enterprises: A Qualitative Exploration

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## Abstract

Youth in Nigeria are increasingly playing pivotal roles in business enterprises, contributing to economic growth and development. Qualitative research was employed through semi-structured interviews with key informants from various sectors in Nigeria. Data were analysed using thematic analysis for coherence and depth. Youth leaders reported significant influence over strategic decision-making processes, demonstrating a direct impact on business growth by leveraging innovative strategies and community outreach initiatives. The findings underscore the critical role of youth leadership in catalyzing economic development through their strategic vision and community-centric approaches. Nigerian businesses are encouraged to foster an inclusive environment that values and empowers youth leaders, thereby enhancing organisational resilience and sustainable growth.

**Keywords:** *Nigerian, Leadership, Qualitative, Youth, Entrepreneurship, Contextual, Phenomenology*

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