



Youth Engagement in Liberian Business Paradigms: A Comparative Analysis

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Abstract

Liberia is a West African country that has experienced significant social and economic upheavals over recent decades, including civil wars and natural disasters. A mixed-methods approach was employed, combining qualitative interviews with quantitative surveys to gather data from a representative sample of businesses across Liberia's major cities. Youth entrepreneurs in Liberia face significant financial constraints, with over 40% indicating they struggle to secure adequate funding for their ventures. Despite these challenges, there is evidence of innovative business models and community-based support networks emerging as key resilience mechanisms. The findings suggest that fostering a supportive ecosystem for youth entrepreneurship could be instrumental in Liberia's economic recovery and diversification. Policy makers should prioritise the development of financial products specifically tailored to meet the needs of young entrepreneurs, while also investing in educational programmes focused on business skills and leadership development. Youth Entrepreneurship, Business Paradigms, Liberian Economy, Youth Policy

Keywords: *African Youth, Entrepreneurship, Development Studies, Critical Theory, Postcolonialism, Qualitative Research, Gender Perspectives*

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