



Digital Platforms in Ghana's Volta Region: 18-Month Youth Entrepreneurship Growth and Sustainability Analysis

Ameyaw Quarmyne¹, Kofi Amoako¹

¹ University of Professional Studies, Accra (UPSA)

Published: 28 December 2012 | **Received:** 07 September 2012 | **Accepted:** 29 November 2012

Correspondence: aquarmyne@outlook.com

DOI: [10.5281/zenodo.18966759](https://doi.org/10.5281/zenodo.18966759)

Author notes

Ameyaw Quarmyne is affiliated with University of Professional Studies, Accra (UPSA) and focuses on Arts & Humanities research in Africa.

Kofi Amoako is affiliated with University of Professional Studies, Accra (UPSA) and focuses on Arts & Humanities research in Africa.

Abstract

Digital platforms have emerged as significant tools for fostering entrepreneurship among young people in Ghana's Volta Region. The analysis employs qualitative research methods including interviews with participants, focus group discussions, and review of platform data logs. Data was analysed using thematic content analysis. A notable theme emerging from the findings is the high rate of business growth among participants (75% reported increased sales within six months). The study concludes that digital platforms can significantly enhance youth entrepreneurship in Ghana's Volta Region, provided they are well-integrated with local resources and support structures. Policy recommendations include the development of comprehensive training programmes for platform operators, integration of traditional business skills into online courses, and fostering partnerships between digital platforms and regional economic development initiatives.

Keywords: *Ghana, Volta Region, Youth Entrepreneurship, Digital Platforms, Participatory Research, Socioeconomic Factors, Stakeholder Analysis*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge