



# Youth Leadership in African Business Contexts: An Action Research Study from South Sudan

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## Abstract

Youth in South Sudan represent a significant demographic group with potential for economic development but face challenges related to access to education and adequate employment opportunities. An action research approach was employed, involving semi-structured interviews with 30 young entrepreneurs and focus group discussions with community leaders to gather insights on current challenges and opportunities for youth-led businesses. Youth entrepreneurs reported facing significant barriers such as limited access to capital and professional development resources, with a notable theme of mentorship programmes being seen as crucial for their growth and sustainability. The research highlights the importance of supportive policies and community initiatives in fostering youth-led businesses within South Sudan's business landscape. Developing targeted training programmes and establishing dedicated funding mechanisms are recommended to address identified challenges and support young entrepreneurs.

**Keywords:** *African geography, youth empowerment, leadership development, participatory action research, socio-economic development*

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