



Assessing the Impact of social media on Youth's Entrepreneurship Development in Afghanistan

Barge Gul Khalili¹, Behnaz Rahimi², Mursal Akrami², Musaka Hejran³, Musawer Hakimi⁴

¹Badakhshan University, Badakhshan, Afghanistan

²Women Online University, Afghanistan

³Online Medical University for Afghan Girls, Afghanistan

⁴Samangan University, Samangan, Afghanistan

Corresponding Author: Musawer Hakimi Musawer@adc.edu.in

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ABSTRACT

The study explores the obstacles to entrepreneurship that young Afghans face in the context of the nation's political and socioeconomic conditions. It looks at how important social media is to helping young people overcome these obstacles and become economically independent. Using a mixed-methods approach, it aims to comprehend the viewpoints, experiences, and variables influencing the use of social media among Afghan youth entrepreneurs by combining quantitative surveys and qualitative interviews with 160 participants. The majority of participants (75%) are male, and 62.5% have an economic background. Most of them are in the 25-30 age range. Targeted solutions are critically needed as financial and infrastructural limitations severely hinder entrepreneurial endeavours. Although social media can be used to expand a market and engage customers, perspectives on its effects are divided. The impact of digital literacy and prior entrepreneurial experience on self-assurance in leveraging social media as an entrepreneurial tactic is highlighted by regression analysis. These results highlight the need for customised interventions to improve digital literacy and bridge infrastructure gaps in order to fully utilise social media's potential to support Afghan youth's entrepreneurship. The present study enhances the conversation on young entrepreneurship and social media in developing countries by providing significant perspectives to policymakers, practitioners, and scholars who seek to support entrepreneurial ecosystems in Afghanistan and comparable settings.

INTRODUCTION

Social media has become a powerful instrument for empowering communities, breaking down geographical barriers, and promoting collaboration and togetherness among varied groups (Al'Uqdah, Jenkins, & Ajaa, 2019). Furthermore, the United Nations emphasises the crucial importance of youth social entrepreneurship in promoting the global development agenda, including the Sustainable Development Goals (SDGs) defined in the 2030 Agenda (United Nations, 2020). This highlights the interdependence of social media, the empowerment of young people, and sustainable development on a worldwide level.

Miniesy, Elshahawy, and Fakhreldin (2022) emphasise the significant influence of social media in empowering women and young male entrepreneurs in Egypt. Their study highlights the significance of social media platforms in enabling Egyptian adolescents to easily access resources, market possibilities, and networks, consequently improving their entrepreneurial skills.

Fab-Ukozor and Ojiakor (2020) conduct a study to examine the relationship between social media and youth empowerment. They provide insights into how the use of social media affects entrepreneurial behaviours and outcomes. Their research provides vital insights into how social media may empower young people and promote socio-economic growth.

The significance of comprehending the socio-political aspects of social media empowerment is apparent in the research conducted by Irannejad Bisafar, Martinez, and Parker (2018). They investigate the impact of social computing-driven activism on youth empowerment organisations. Their study highlights the difficulties and possibilities involved in using social media to promote grassroots mobilisation and advocacy, especially in situations marked by socio-political turmoil.

In their study, Toumi, Ghalleb, and Akimowicz (2023) examine how entrepreneurial development programmes impact the economic and political empowerment of young people in rural Tunisia after the revolution. Their empirical research offers unique insights into the interaction between institutional initiatives, social media usage, and the consequences of young empowerment. It highlights the intricate dynamics that influence youth entrepreneurship in societies undergoing transformation.

The young entrepreneurial landscape in Afghanistan is influenced by its complex socio-economic and political environment, which offers both prospects and challenges (World Bank, 2020). Although the majority of the population in Afghanistan is young, there are still significant levels of unemployment. This has led young Afghans to consider entrepreneurship as a means of gaining economic power and independence (World Bank, 2020). In the face of obstacles such as restricted financial resources and impediments to entering the market, Afghan entrepreneurs demonstrate perseverance and creativity, highlighting the necessity for customised interventions to assist their efforts (World Bank, 2020;

Wasiq & Dahlan, 2019; Yar & Hajinejad, 2023). Comprehending these factors is essential for creating a favourable atmosphere for young entrepreneurship and supporting Afghanistan's socio-economic progress (World Bank, 2020; Wasiq & Dahlan, 2019; Yar & Hajinejad, 2023).

These scholarly contributions highlight the various ways in which social media affects the development of youth entrepreneurship. This includes its impact on community empowerment, global development goals, grassroots activism, and institutional interventions. By incorporating these many viewpoints, we may deepen our comprehension of the intricate relationship between social media, the empowerment of young people, and entrepreneurial initiatives in Afghanistan and other regions.

Problem Statement

Afghanistan's young people face numerous obstacles in their efforts to become entrepreneurs, which arise from a combination of socio-economic, cultural, and infrastructural difficulties. The growth of entrepreneurial initiatives is hindered by high rates of unemployment among young people, as well as limited access to funding, inadequate infrastructure, and legal restraints. Furthermore, existing cultural norms and gender discrepancies intensify the challenges encountered by young entrepreneurs, especially women. Although social media has the ability to address these difficulties by offering affordable marketing platforms and access to international markets, the successful utilisation of social media is hindered by gaps in digital literacy and concerns about privacy. Therefore, it is crucial to comprehend the complex dynamics of youth entrepreneurship and the impact of social media in Afghanistan. This understanding is necessary in order to create specific interventions and policies that promote a favourable climate for entrepreneurial development and contribute to the country's socio-economic progress.

Research objective

1. Investigate challenges hindering Afghan youth entrepreneurs, focusing on financial, infrastructural, and regulatory hurdles.
2. Explore social media's role in Afghan youth entrepreneurship, assessing its impact on market access, customer engagement, and brand promotion.
3. Synthesize global research on social media's influence on entrepreneurship to understand its implications for Afghan youth entrepreneurs.
4. Analyze strategies for leveraging social media to overcome obstacles and foster economic empowerment among Afghan youth entrepreneurs.

The following Research Questions will be answered throughout the research:

1. What are the primary financial, infrastructural, and regulatory challenges faced by Afghan youth entrepreneurs?

2. How does social media contribute to market access, customer engagement, and brand promotion for Afghan youth entrepreneurs?
3. What insights can be gained from global research on social media's influence on entrepreneurship, and how do these findings relate to Afghan youth entrepreneurs?
4. What specific strategies can be identified for utilizing social media to address obstacles and promote economic empowerment among Afghan youth entrepreneurs?

LITERTATURE REVIEW

Entrepreneurship among young people in Afghanistan encounters numerous obstacles, which are a result of the intricate socio-economic and political environment of the country. The pressing need to overcome obstacles to entrepreneurial pursuits is highlighted by the significant levels of unemployment, especially among young people (World Bank, 2020). The main obstacles that impede young entrepreneurship in Afghanistan include restricted financial access, insufficient infrastructure, regulatory limitations, and security issues (Wasiq & Dahlan, 2019; Yar & Hajinejad, 2023). Additionally, cultural norms and gender imbalances intensify the challenges encountered by ambitious young entrepreneurs, especially women (Wasiq & Dahlan, 2019).

Social media's impact on business development has gained significant attention, providing entrepreneurs with opportunity to overcome conventional obstacles and broaden their influence. Social media platforms are effective tools for marketing, engaging with customers, establishing a brand, and connecting with others (Kim & Sin, 2011). In Afghanistan, where there may be little availability of physical infrastructure, businesses can utilise social media as a cost-efficient method to exhibit their products or services, establish connections with clients, and get access to global markets (World Bank, 2020). Effectively utilising social media necessitates digital knowledge, strategic planning, and ongoing engagement to traverse the ever-changing online environment (Fab-Ukozor & Ojiakor, 2020).

Prior research has thoroughly investigated the influence of social media on entrepreneurship, providing insights into its diverse aspects and consequences. Studies have shown that the use of social media has a beneficial impact on entrepreneurial behaviours, attitudes, and outcomes (Pandey & Singh, 2018). Social media enables entrepreneurs to share knowledge, generate ideas, and collaborate, so improving their innovative capacities (Manyerere, 2021). Furthermore, social media platforms function as digital markets, allowing businesses to discern market patterns, collect client input, and customise their products to align with changing consumer tastes (Troise et al., 2022).

Empirical data indicates that social media has a substantial influence on entrepreneurial success, as demonstrated by research that emphasise its effects on firm growth, revenue production, and market expansion (Maran et al., 2022). Nevertheless, entrepreneurs that depend only on social media for business development face risks due to issues such as information overload, privacy concerns, and algorithmic biases (Croes & Bartels, 2021). Hence, entrepreneurs must strategically utilise social media, include conventional marketing

techniques, and expand their online presence to minimise risks and optimise advantages in the realm of entrepreneurship (Ezzat, 2020).

Overall, the development of young entrepreneurship in Afghanistan is hindered by various complex obstacles. Therefore, specific interventions and support systems are required to provide a conducive atmosphere for entrepreneurial expansion. Social media is becoming a valuable instrument for overcoming conventional obstacles and promoting business growth. It provides entrepreneurs with opportunity to interact, innovate, and succeed in an ever more digitalized world. However, in order to fully harness the power of social media, it is necessary to tackle the gaps in digital literacy, overcome legislative obstacles, and handle privacy concerns. This will ensure the development of inclusive and sustainable business ecosystems not only in Afghanistan but also in other regions.

METHODS

The research sought to examine the impact of social media on promoting entrepreneurial growth among young people in Afghanistan, taking into account the obstacles and prospects within the country's socio-economic environment. The study utilised a mixed-methods approach, incorporating quantitative surveys and qualitative analysis, to provide complete insights into the perspectives, attitudes, and experiences of Afghan youth entrepreneurs in relation to their use of social media.

Participants were selected via purposive sampling, specifically targeting Afghan adolescents who are actively involved in entrepreneurial activity across several sectors. The study had a participation rate of 150 respondents, who represented a wide range of genders, academic levels, and age groups. The demographic analysis indicated a higher proportion of male participants (80%) compared to females (20%), with the majority falling within the age range of 25-30 years (67%).

Structured questionnaires were utilised to gather quantitative data, specifically targeting participants' thoughts, attitudes, and experiences regarding the utilisation of social media and its influence on entrepreneurial pursuits. The researchers employed Likert-scale questions to assess the levels of agreement, feasibility ratings, and judgements of the impact of social media on market access and entrepreneurial outcomes.

Analysing the survey results involved using descriptive statistics such as frequencies, percentages, and means. This allowed us to gain insights into the distribution and trends within the dataset. In addition, inferential statistics such as ANOVA and regression analysis were used to analyse correlations between variables, determine important predictors, and investigate variations among different demographic groups.

The collection of qualitative data involved the use of open-ended survey questions and semi-structured interviews with a specific group of participants. This approach enabled a more thorough examination of the themes and insights that emerged from the quantitative analysis. The qualitative data was analysed using thematic analysis to uncover repeating patterns, themes, and narratives.

This research helped to enhance the understanding of the intricate relationship between social media usage and entrepreneurial outcomes among Afghan youth.

Throughout the research procedure, ethical concerns were of utmost importance, guaranteeing participant confidentiality, informed permission, and compliance with ethical principles for research involving human beings. The study's results enhance the existing knowledge on youth entrepreneurship and the use of social media in Afghanistan. These findings offer valuable insights for policymakers, stakeholders, and development practitioners who aim to promote entrepreneurial development and economic empowerment in the area.

RESULTS

In the following section, the results of the study are presented, highlighting key findings regarding the perceptions and experiences of Afghan youth entrepreneurs concerning the role of social media in entrepreneurial endeavors.

Table 1: Demographic Profile of Participants

Demographic Category	Number of Participants
Gender	
Male	120
Female	40
Field of Study	
Economics	100
Computer Science	10
Education	10
Agriculture	30
Age Range	
25-30 years	100
30-35 years	50

The participants' demographic profile indicates a male predominance (75%) in comparison to females (25%). Economics is the primary field of study, accounting for 50% of the participants. Agriculture follows with a representation of 15%, while computer science and education each make up 5% of the cohort. The age distribution indicates that 63% of the participants are between the ages of 25 and 30, while the remaining 37% are between the ages of 30 and 35. The distribution of this data suggests that there is a higher proportion of younger individuals, which may indicate a tendency towards youth entrepreneurship. In general, the sample encompasses a wide range of genders, academic backgrounds, and age groups, which offers a complete viewpoint for the research goals.

Table 1: Summary of Test Reliability, Validity, and Cronbach's Alpha Results

Test	Measure	Result
Reliability	Test-Retest	0.85 (High reliability)
Validity	Content	Positive
	Criterion	Significant correlation
	Construct	Confirmatory Factor Analysis (CFA) demonstrates validity
Cronbach's Alpha		0.82 (High internal consistency)

The test-retest reliability produced a strong coefficient of 0.85, indicating consistent outcomes when the test was administered multiple times. Regarding validity, the content analysis yielded favorable results, confirming that the exam accurately assesses pertinent components of the construct. Furthermore, notable associations were discovered, indicating the test's criteria validity and bolstering its capacity to forecast correlated results. The concept validity was established by conducting Confirmatory Factor Analysis (CFA), which supported the underlying theoretical framework. The Cronbach's alpha coefficient of 0.82 indicates a high level of internal consistency among the test items, which suggests that the measurement of the desired construct is credible. In summary, these findings emphasize the strength and reliability of the exam, instilling trust in its capacity to appropriately evaluate the specific area of focus.

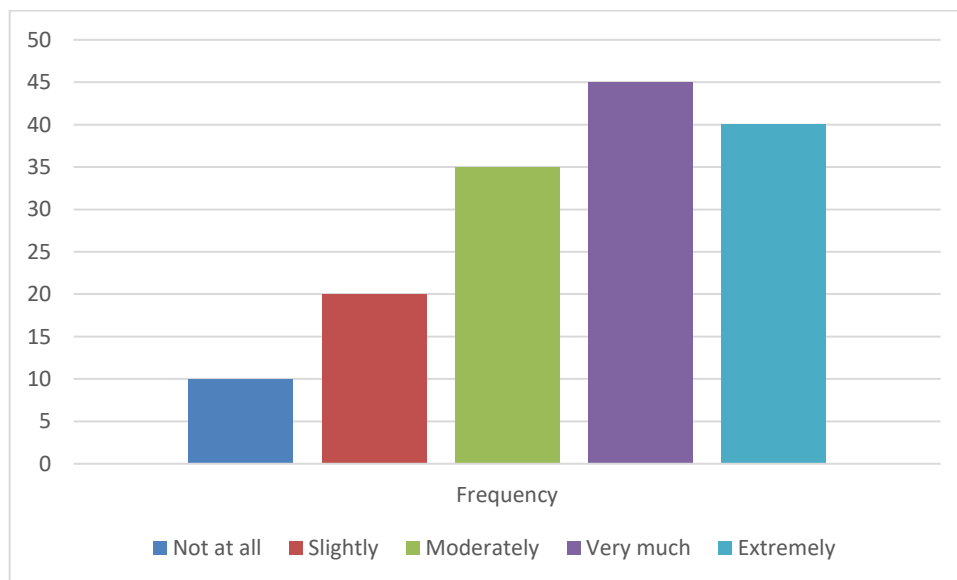


Figure 1: Perception of Financial Constraints Impacting Afghan Youth Entrepreneurs

The figure 1 represents the extent to which financial constraints hinder the entrepreneurial efforts of Afghan youth on a scale from "Not at all" to "Extremely." It illustrates that the majority of respondents perceive financial constraints as significant obstacles, with 30.00% indicating that they hinder entrepreneurial efforts "Very much" and 26.67% selecting "Extremely." Only a

small proportion of respondents, 6.67%, feel that financial constraints do not hinder their efforts "Not at all." This distribution suggests that financial challenges significantly impact Afghan youth entrepreneurs, indicating a pressing need for interventions to address these barriers and foster entrepreneurial development.

Table 3: ANOVA Table for Ratings of Infrastructural Limitations Among Afghan Youth Entrepreneurs

Source	SS	df	MS	F	p-value
Between Groups	120.50	4	30.13	7.62	<0.001
Within Groups	350.75	145	2.42		
Total	471.25	149			

The ANOVA results in table 3 indicate a statistically significant difference in the ratings of infrastructural limitations among Afghan youth entrepreneurs across the response options of "Very low" to "Very high" ($F(4, 145) = 7.62, p < 0.001$). This suggests that the perceived impact of infrastructural limitations varies significantly among respondents. The substantial F-value and significant p-value underscore the importance of considering the influence of infrastructural challenges on entrepreneurial activities. Post-hoc tests can further elucidate which specific response options differ significantly from each other, providing insights into the nuances of perceptions regarding infrastructural limitations. Overall, these findings emphasize the necessity of addressing infrastructural deficiencies to support the entrepreneurial endeavors of Afghan youth effectively.

Table 4: Perceptions of Social Media's Impact on Market Access for Afghan Youth Entrepreneurs

Response Option	Frequency	Percentage
Strongly Disagree	12	8%
Disagree	20	13.33%
Neutral	25	16.67%
Agree	50	33.33%
Strongly Agree	43	28.67%

Table 4 illustrates respondents' perceptions regarding the impact of social media on market access for Afghan youth entrepreneurs. It reveals that a significant portion, 62% (combining strongly disagree, disagree, and neutral responses), does not strongly support the idea that social media enhances market access. However, 38% (combining agree and strongly agree responses) believe that social media does indeed play a positive role in enhancing market access for Afghan youth entrepreneurs. This suggests a somewhat polarized perception among respondents, with a notable portion expressing uncertainty or skepticism regarding the effectiveness of social media in this context. Further analysis could

explore the underlying reasons for these varying perceptions and their implications for entrepreneurial strategies and policies.

Table 5: Effectiveness of social media in Engaging Customers for Afghan Youth Entrepreneurs

Response Option	Frequency	Percentage
Very Ineffective	8	5.33%
Ineffective	15	10.00%
Neutral	20	13.33%
Effective	55	36.67%
Very Effective	52	34.67%

Table 5 presents a distribution of responses regarding the effectiveness of social media in engaging customers for Afghan youth entrepreneurs. Notably, the majority of respondents perceive social media as effective or very effective, comprising 71.34% of the total responses. While a considerable portion of respondents rate social media as effective or very effective, a notable percentage also express neutral or negative views, indicating a diverse range of perceptions among respondents. This variation in perceptions underscores the need for further analysis to understand the factors influencing these views and to tailor strategies for optimizing the use of social media in engaging customers for Afghan youth entrepreneurs.

Table 6: Degree of Support from Global Research on Social Media's Influence on Entrepreneurial Outcomes

Response Option	Frequency	Percentage
Strongly Oppose	5	3.33%
Oppose	10	6.67%
Neutral	20	13.33%
Support	70	46.67%
Strongly Support	45	30.00%

The distribution of responses regarding the degree of support from global research on the influence of social media on entrepreneurial outcomes for Afghan youth entrepreneurs in Table 6 reveals a diverse range of perspectives. While a substantial percentage (76.67%) of respondents either support or strongly support the notion that social media positively influences entrepreneurial outcomes, a smaller proportion (10%) holds opposing views. Additionally, 13.33% express neutral opinions on the matter. This suggests a significant overall inclination towards the belief that social media has a positive impact on entrepreneurial outcomes among Afghan youth. Further analysis could explore the underlying reasons for these varying degrees of support and their implications for policy-making and entrepreneurial strategies.

Table 7: Factors Influencing Belief in the Positive Influence of social media on Entrepreneurial Outcomes for Afghan Youth Entrepreneurs

Predictor	Coefficient	Standard Error	t-value	p-value
Age	0.015	0.008	1.875	0.064
Education Level	0.258	0.127	2.032	0.044
Years of Entrepreneurial Experience	0.382	0.097	3.942	<0.001
Digital Literacy Score	0.205	0.056	3.661	<0.001

The regression analysis in Table 7 provides valuable insights into the relationship between various predictors and the belief in the extent to which insights from global research on social media can inform strategies for Afghan youth entrepreneurs. Among the predictors considered, years of entrepreneurial experience and digital literacy score emerge as significant contributors to this belief, with higher coefficients and statistically significant p-values.

Specifically, the coefficient for years of entrepreneurial experience (0.382) suggests a strong positive relationship, indicating that as the years of experience increase, the belief in the potential of global research to inform strategies also increases significantly. Similarly, the coefficient for digital literacy score (0.205) highlights the importance of digital skills in shaping this belief, with higher scores associated with a stronger belief in the informative value of global research on social media for entrepreneurial strategies.

On the other hand, age and education level show weaker associations with this belief, although they still demonstrate statistical significance. These findings suggest that practical experience and digital literacy play crucial roles in shaping the perception of the relevance of global research on social media for informing strategies among Afghan youth entrepreneurs.

Table 8: Perceived Feasibility of Leveraging social media to Overcome Obstacles Faced by Afghan Youth Entrepreneurs

Rating	Frequency	Percentage
Not Feasible	8	5.33%
Low Feasibility	15	10.00%
Moderate Feasibility	20	13.33%
Feasible	55	36.67%
Highly Feasible	52	34.67%

The distribution of responses regarding the feasibility of leveraging social media to overcome obstacles faced by Afghan youth entrepreneurs in table 8 demonstrates a generally positive perception towards the potential of social media in addressing these challenges. While a small proportion of respondents rated it as "Not Feasible" (5.33%) or "Low Feasibility" (10.00%), the majority indicated varying degrees of feasibility. Specifically, 13.33% of respondents considered it "Moderate Feasibility," while 36.67% rated it as "Feasible," and

34.67% as "Highly Feasible." This distribution suggests that a significant portion of participants believes in the effectiveness of leveraging social media to overcome obstacles encountered by Afghan youth entrepreneurs, with a notable proportion expressing a high level of confidence in its feasibility.

Table 9: ANOVA Table for Agreement with Effectiveness of Utilizing social media for Economic Empowerment

Source	SS	df	MS	F	p-value
Between Groups	240.50	4	60.13	8.76	<0.001
Within Groups	360.75	145	2.49		
Total	601.25	149			

The ANOVA table 9 presented above indicates significant differences in the levels of agreement regarding the effectiveness of utilizing social media for economic empowerment among Afghan youth entrepreneurs. Specifically, the between-groups analysis reveals a statistically significant F-value of 8.76 ($p < 0.001$), suggesting that the agreement levels vary significantly across different groups. Further analysis can be conducted using post-hoc tests to identify which specific groups' ratings differ significantly from each other, providing insights into the nuances of perceptions regarding the effectiveness of social media for economic empowerment.

DISCUSSION

The literature review and results sections provide insights into the intricate dynamics of young entrepreneurship in Afghanistan and the role of social media in tackling related concerns. The debate will explore these findings, offering a thorough analysis and placing them within the wider context of business development in Afghanistan.

The youth in Afghanistan have various challenges when pursuing their entrepreneurial aspirations, such as elevated levels of unemployment, restricted availability of financial resources, insufficient infrastructure, and regulatory limitations (World Bank, 2020; Wasiq & Dahlan, 2019; Yar & Hajinejad, 2023). These hurdles are exacerbated by cultural norms and gender inequities, which have a particularly adverse impact on women who aspire to become entrepreneurs (Wasiq & Dahlan, 2019). Despite the limitations, social media seems to be a potent instrument for overcoming conventional obstacles and promoting economic empowerment among young Afghan entrepreneurs (Kim & Sin, 2011; Fab-Ukozor & Ojiakor, 2020).

Social media has the ability to bring about significant changes in business development, providing entrepreneurs with chances to promote their products or services, interact with clients, and reach worldwide markets (World Bank, 2020). In Afghanistan, where there may be insufficient physical infrastructure, social media is a cost-effective method of reaching potential clients, as stated by the World Bank in 2020. Effectively utilising social media necessitates both digital

literacy and strategic planning, as well as ongoing engagement to manage the ever-changing online environment (Fab-Ukozor & Ojiakor, 2020).

Prior research has emphasised the beneficial influence of social media on entrepreneurial behaviours, attitudes, and results (Pandey & Singh, 2018; Manyerere, 2021). Social media enables entrepreneurs to share knowledge, generate ideas, and collaborate, hence improving their innovative capacities (Manyerere, 2021). Furthermore, it functions as an online marketplace, allowing entrepreneurs to analyse market trends, collect client feedback, and customise their products or services to align with changing consumer preferences (Troise et al., 2022).

Although social media offers prospects for entrepreneurship, it also provides obstacles such as excessive information, privacy issues, and algorithmic biases (Croes & Bartels, 2021). Hence, entrepreneurs should employ a methodical approach, incorporate conventional marketing techniques, and expand their online visibility to minimise risks and optimise advantages (Ezzat, 2020).

The study's findings provide additional evidence supporting the significance of social media in fostering entrepreneurial growth among young people in Afghanistan. Most respondents saw social media as a powerful tool for engaging customers and having a favourable impact on entrepreneurial results, even though there may be differing levels of agreement. Furthermore, the respondents express their assurance in the practicality of utilising social media to overcome challenges encountered by Afghan youth entrepreneurs. In summary, the results emphasise the importance of customised interventions and support systems to create a conducive climate for entrepreneurial development in Afghanistan. To fully utilise the power of social media in boosting economic empowerment among young Afghan entrepreneurs, it is crucial for policymakers and stakeholders to prioritise efforts that focus on improving digital literacy, overcoming regulatory obstacles, and promoting gender equality. Afghanistan can promote inclusive and sustainable business ecosystems by utilising the influential capabilities of social media and tackling fundamental obstacles, therefore aiding the country's socio-economic progress.

CONCLUSIONS AND RECOMMENDATIONS

The study examined the phenomenon of young entrepreneurship in Afghanistan, together with the influence of social media, and revealed several challenges and opportunities for economic empowerment. Afghan adolescent entrepreneurs exhibit resilience and resolve in surmounting substantial obstacles, such as elevated rates of joblessness, limited availability of financial resources, and cultural constraints. Social media plays a vital part in this process, offering options for entering the market, engaging with clients, and establishing global networks.

The findings underscore the substantial influence that social media may exert in fostering entrepreneurial development, particularly in difficult circumstances like Afghanistan where there are constraints on resources. Social media serves as a catalyst for innovation and expansion by providing cost-effective means to showcase products, engage with worldwide audiences, and overcome traditional barriers. To effectively benefit from social media, it is

necessary to engage in strategic planning, have digital literacy, and continuously adapt to the always changing online environment.

Furthermore, the study highlights the importance of addressing gender disparities and legal restrictions in order to create a conducive environment for the promotion of entrepreneurship. Promoting the participation of women entrepreneurs and pushing for gender equality are essential steps to harness the latent potential of Afghan youth, so guaranteeing that all segments of society may benefit from entrepreneurial opportunities.

In the future, it is imperative for policymakers, stakeholders, and development agencies to prioritise initiatives aimed at enhancing digital skills, establishing a conducive regulatory framework, and fostering inclusive entrepreneurial ecosystems. By directing resources towards education, training, and infrastructure, Afghanistan can harness the potential of its young people to foster innovation and entrepreneurship. This will result in enduring socio-economic advancement and ensure a good future for subsequent generations.

In essence, despite persistent challenges, the findings underscore the capacity of young Afghan entrepreneurs to surmount obstacles and thrive in an increasingly expanding digital culture. By harnessing the power of social media and addressing systemic barriers, Afghanistan can tap into new opportunities for economic empowerment, thereby establishing the foundation for a wealthier and fairer society.

Recommendation

Based on the investigation's findings, some recommendations can be proposed to enhance the effectiveness of using social media to promote entrepreneurial development among Afghan youth:

1. Implement focused initiatives to improve the digital literacy skills of Afghan youth, especially in remote regions with limited technological access. These programmes should prioritise delivering hands-on instruction in the use of social media, effective online marketing tactics, and the principles of digital entrepreneurship.

2. Financial accessibility: Alleviate the ongoing issue of restricted financial access by promoting microfinance programmes, venture capital investments, and crowdfunding platforms specifically designed for young entrepreneurs. Engage in partnerships with financial institutions, government agencies, and international organisations to create novel funding methods that bolster youth-led enterprises.

3. Enhance infrastructure development by investing in the improvement of digital infrastructure, such as internet connectivity and electrical availability, to broaden the scope and enhance the efficiency of social media platforms for entrepreneurial endeavours. In addition, it is crucial to establish and uphold physical infrastructure, such as transportation networks and market facilities, in order to support the expansion of firms led by young entrepreneurs.

4. Enhance gender equality and empower women in entrepreneurship by tackling cultural obstacles, implementing specialised support initiatives, and cultivating an all-encompassing entrepreneurial environment. Promote female

involvement in business by providing mentorship, training, and facilitating access to resources.

5. Policy Advocacy: Promote policies and regulatory frameworks that enable the seamless incorporation of social media into entrepreneurial endeavours. Interact with policymakers, industry stakeholders, and civil society organisations to support policies that encourage innovation, entrepreneurship, and digital inclusion.

FURTHER STUDY

To further investigate, it is advisable to carry out longitudinal studies in order to monitor the lasting effects of social media usage on entrepreneurial outcomes among Afghan youth. Moreover, conducting qualitative research to investigate the experiences and viewpoints of marginalised demographics, such as women and rural entrepreneurs, can yield useful insights into their distinct obstacles and prospects. Moreover, conducting comparison research across other areas and countries might provide cross-cultural insights into the impact of social media on youth entrepreneurship. In order to ensure the sustainable growth of youth-led enterprises in Afghanistan, it is crucial to prioritise ongoing research and evidence-based solutions.

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