

Chapter 4

Accelerating Entrepreneurship in MENA Region: Opportunities and Challenges

Amir Manzoor
Bahria University, Pakistan

ABSTRACT

The Middle East and North Africa (MENA) region is at a turning point in its development. How MENA region addresses the employment needs of its rapidly increasing population of young people will determine whether the MENA region will become a region characterized by stable, knowledge-based economies that have a dynamic working middle class. Entrepreneurship is considered vital to drive this transition of MENA region. Increased entrepreneurial activities will not only spur job growth but also generate ideas, attract investment and inspire future entrepreneurs to follow footsteps of successful entrepreneurs. This chapter explores the entrepreneurial ecosystem of MENA region. The chapter discusses various challenges and provides specific recommendations to boost entrepreneurial activities in MENA region.

DOI: 10.4018/978-1-5225-2066-5.ch004

Copyright ©2017, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

1. INTRODUCTION

The increasing size and energy of youth population around the globe pose serious challenges for governments especially in the developing countries. If immediate actions are not taken to utilize the energy of this youth population to create economic activities at home, economies abroad can use this population for their advantage. In order to capitalize on this potential, MENA region needs a sharp increase in rate of job creation. MENA is one of the regions in the world that needs to create millions of jobs in the coming decade. The most important thing to drive this job creation is a business environment, which support entrepreneurs to start new ventures easily and boost economic activity. In order to provide such an environment, governments, NGOs, and business leaders need to first identify the motivations behind entrepreneurs in order to create a healthy and supportive entrepreneurial ecosystem.

The objective of this chapter is to explore these challenges and opportunities and provide recommendations to boost entrepreneurial activities in the MENA region. After introduction, section 2 will explore the current state of entrepreneurship in the MENA region. Section 3 would analyze the entrepreneurial ecosystem in the MENA region to identify various challenges and opportunities for fostering entrepreneurship. Section 4 would offer specific recommendations to improve the entrepreneurial ecosystem and accelerate entrepreneurship. Concluding remarks would be provided in section 5.

2. CURRENT STATE OF ENTREPRENEURSHIP

The MENA region's 60% of the population is under the age of 25. This population is one of the world's youngest workforces. It is expected that more than 100 million young people will be joining this workforce by 2020 (World Economic Forum, 2015). Such a large and motivated young workforce can drive growth and prosperity for entire MENA region. According to a 2015 survey, more than 60% of people wanted to start their own business (Al-Masri, 2016). This situation presents both opportunities and challenges. Unemployment is still an obstacle to the region's development. The Middle East and North Africa regions continue to show by far the highest youth unemployment rates – 28.2 and 30.5 per cent, respectively, in 2014 – and rates have continued to worsen since 2012, particularly for young women (International Labor Organization, 2015). According to an estimate, governments in MENA region had to create 100 million jobs until 2020 in order to meet the alarming unemployment numbers (Albawaba, 2015). The consequences of not doing so could be severe. It would not only result in slowed regional growth but also loss of promising youth to migration. Social unrest is yet another danger.

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/accelerating-entrepreneurship-in-mena-region/175524

Related Content

Industrial Revolution 4.0: A New Challenge to Brunei Darussalam's Unemployment Issue

Muhammad Azmi Sait and Muhammad Anshari (2021). *International Journal of Asian Business and Information Management* (pp. 33-44).

www.irma-international.org/article/industrial-revolution-40/287432

Overcoming the Challenges of Doing Business in Africa

(2014). *Emerging Business Opportunities in Africa: Market Entry, Competitive Strategy, and the Promotion of Foreign Direct Investments* (pp. 300-350).

www.irma-international.org/chapter/overcoming-the-challenges-of-doing-business-in-africa/80147

The Analysis on the Assimilation of the Model of Corporate Governance

Sato Takahiro and Pan Jia (2013). *International Journal of Asian Business and Information Management* (pp. 57-66).

www.irma-international.org/article/analysis-assimilation-model-corporate-governance/78164

Proposition and Test of an Integrative Model for Media Use

Paula Chimenti, Roberto Nogueira, Jose Afonso Mazzon, Marco Rodrigues and Luiz Felipe Hupsel (2017). *Handbook of Research on Technology Adoption, Social Policy, and Global Integration* (pp. 156-177).

www.irma-international.org/chapter/proposition-and-test-of-an-integrative-model-for-media-use/181427

International Business Paradigm in the Post-Pandemic Era: The Role of Literacy and Digitalization

Subhanil Banerjee, Souren Koner and Shilpi Gupta (2023). *Analyzing International Business Operations in the Post-Pandemic Era* (pp. 212-226).

www.irma-international.org/chapter/international-business-paradigm-in-the-post-pandemic-era/316364