

Breaking the Psychological Ceiling and Seizing Opportunities from Business

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DESCRIPTION

In many nations, entrepreneurship has a higher ability to address the issue of youth unemployment [1]. The deliberate effort to provide young people with the knowledge and resources to launch their own businesses has not yet produced the desired results. This article makes use of research that examined young people's psychological readiness for entrepreneurship with the aim of determining if they demonstrate the desired entrepreneurial attributes [2]. The investigation also determined how the characteristics of young entrepreneurs affect young entrepreneurs. Data gathered on 169 young graduates of Technical and Vocational (TVET) programmes in Rwanda's Kamonyi District provided the empirical support. It was done to triangulate the opinions of significant players in the promotion of entrepreneurship skill development [3].

Despite the importance of young people's psychological perspective for entrepreneurship, research shows that they lack the personal qualities and drive needed to start their own firms. Their focus is still on finding employment that are hard to come by or for which they lack a competitive advantage [4]. This essay offers a different perspective on empowering youth that goes beyond the hard and soft skills they learn in vocational training. Youth empowerment interventions must put a strong emphasis on preparing them psychologically to develop entrepreneur traits [5].

This study advances a theory that aims to comprehend potential impacts of atmospheric changeable ceiling height. We present findings from three experiments that look at whether, when, and how ceiling height may impact how consumers perceive information and, consequently, react to items.

It is crucial to look into this option for a number of reasons. First, by more clearly establishing whether primed concepts may actually influence consumers' type of processing, it could advance theory. It can also offer light on some potential effects ceiling height may have on how consumers classify, interpret, and judge products. Finally, it might have significant practical use.

Background of psychological ceiling

It is well acknowledged that entrepreneurship has enormous potential to increase employment, speed up economic development, and reduce poverty [6]. The contributions of Cantillon, the first academic to make an overt effort to identify and describe the role of entrepreneurs, shed light on the importance of entrepreneurship to employment and economic progress [7]. Since it first gained popularity in 1990, entrepreneurship has drawn the attention of policymakers looking to encourage it or enhance the environment for it (Lundström and Stevenson, 2005; Hart, 2003; OECD, 2007). As a result, entrepreneurship has been incorporated in national development programming in many countries. Youth have been the focus of many nations' efforts to foster entrepreneurship due to their significant labour market share [8].

Opportunities of ceiling and seizing

In Rwanda, the Kamonyi District provides an excellent example of young entrepreneurship and unemployment. The district's development strategy has simplified entrepreneurship development, especially in light of the lack of employment options for young people. In addition to other interventions, the district has focused on developing youth capacity through expanding entrepreneurship training to give young people the work skills they need to find wage employment or launch enterprises [9]. The district nevertheless has a serious problem with low entrepreneurship contributing to high unemployment, despite the programmes' ability to stimulate entrepreneurship and create new jobs. There aren't many microbusinesses in the District, and the most of them are small-scale craftspeople working alone or in groups [10].

Only 7% of the youngsters who received skills development support had started their own businesses, according to an evaluation of the PROSKID project in seven districts, including Kamonyi, while 39% had found wage or salaried employment.

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CONCLUSION

According to estimates, 50% of the youth labour force is unemployed in Rwanda, one of the countries with a high youth unemployment rate. Low private sector job creation and entrepreneurship have been associated with high youth unemployment. In conclusion, youth lack finance access and entrepreneurship skills (World Bank, 2013). In order to increase employment, particularly for young people, the nation is pushing entrepreneurial development. Her vision 2040, the nation's long-term development goals, and its corresponding implementation strategy, the Economic Development and Poverty Reduction Strategy (EDPRS).

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