

BUILDING STRONG ENTREPRENEURIAL ECOSYSTEMS: A MODEL FOR THRIVING ENTREPRENEURIAL GROWTH AND SUSTAINABILITY IN AFRICA

Samuel Muiruri Muriithi

Daystar University, Nairobi, KENYA

ABSTRACT

Building a strong entrepreneurial ecosystem is critical for strong and stable entrepreneurial development, economic growth, and sustainable development. However, for decades, the focus of entrepreneurship has been centered on individual entrepreneurs and their role in creating jobs and contributing to economic growth. Little attention has been given to the role of entrepreneurial ecosystem as a major contributor to entrepreneurial success through creation of conducive environment. This paper argues that no business can survive on its own but rather is part of wide environmental factors ranging from economics, social and technological factors. The paper has examined several entrepreneurial ecosystem models and their relevance in promoting and enhancing entrepreneurial culture. The paper then proposes a model of the African countries. The proposed model though generally application in different environments is well suited for African especially due to its focus on economic growth and sustainable development as the expected outputs while at the same ensuring successful entrepreneurial businesses.

Keywords: Industrialization, Innovation, Manufacturing, Sustainability, Infrastructure.