

## **Abstract**

This research investigates the entrepreneurial intentions and success factors among young entrepreneurs, utilizing a mixed-methods approach to gain a deeper understanding of the key drivers influencing their decision to start a business and factors contributing to their success. With the growing emphasis on youth entrepreneurship in fostering economic growth, this study aims to explore how personal, social, and environmental factors shape the entrepreneurial intentions of young individuals. The qualitative component of the study includes in-depth interviews with young entrepreneurs to identify their motivations, challenges, and perceptions of success, while the quantitative aspect involves a survey assessing the relationship between variables such as access to resources, education, risk-taking propensity, and business performance. The findings highlight the significant role of self-efficacy, social networks, and entrepreneurial education in shaping entrepreneurial intentions. Additionally, the research identifies critical success factors such as innovation, financial management, and adaptability, which influence the sustainability and growth of new ventures. This study offers valuable insights for policymakers, educators, and support organizations aiming to nurture young entrepreneurial talent. By understanding the factors that drive and sustain young entrepreneurs, the research provides recommendations to enhance support mechanisms, improve training programs, and create a conducive environment for youth entrepreneurship to thrive, ultimately fostering greater entrepreneurial activity and economic development.