Social Media as a Gateway for Young Entrepreneurs in Qatar

Al Mesallam, Amna

How do young entrepreneurs use social media to connect with potential customers and to build a brand of their products or services? the study explores this research question by looking at evidence from previous studies and by conducting intensive interviews with a number of young business people in Qatar, a young country with a particularly strong entrepreneurial spirit and an extraordinary density of social-media use. I found that young Qatari entrepreneurs are enthusiastic about social media but not particularly knowledgeable about the appropriate use of them. I formulate recommendations for how Qatar should invest in training young business people, enabling them to take advantage of a promising instrument for stronger and more effective customer relations.

Awards Won: