

Promoting Local Entrepreneurship and Economic Resilience: Addressing Challenges Faced by Ghanaian Traders in the Diffuser Market

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ABSTRACT

This study aims to examine the broader socioeconomic implications of Chinese businessmen's presence in the Ghanaian diffuser market and address the challenges faced by local traders. By investigating the impact on local entrepreneurship, employment, and economic resilience, this research seeks to fill the research gap and propose practical solutions. The objectives are to identify the specific challenges faced by Ghanaian traders, explore potential policy recommendations and support mechanisms, and highlight initiatives that can foster a sustainable and resilient economy. The research questions will explore the socioeconomic consequences of Chinese competition, the effectiveness of existing policies, and the potential for collaboration between stakeholders. The study's significance lies in its potential to inform policymakers and stakeholders about the challenges faced by local traders and to propose strategies that can enhance local entrepreneurship and economic resilience in the diffuser market.

Keywords: Chinese competition, Domestication, Free trade, Policy recommendations, Protectionism