



Volume and Issues Obtainable at Center for Business Research and Consulting  
IBMAS, The Islamia University of Bahawalpur Pakistan

## South Asian Review of Business and Administrative Studies

ISSN: 2710-5318 ; ISSN (E): 2710-5164

Volume 2, No.1, June 2020

Journal homepage: <https://journals.iub.edu.pk/index.php/sabas>

### Effect of Covid-19 Pandemic on Women Entrepreneurial Sustainability and Post-Pandemic Opportunities

Sunbul Naeem, National Defense University, Pakistan

#### ARTICLE DETAILS

##### History

*Revised format:*

*May 2020*

*Available Online:*

*June 2020*

##### Keywords

*Covid-19,*

*post-pandemic*

*opportunities*

*women entrepreneurs*

#### ABSTRACT

The women entrepreneurs are important pillars of any economy. Without the active participant of the women' entrepreneurs we cannot be economically established in the recent crisis of the COVID-19. The governments of the world can promote the valor of the entrepreneurship among the women by adopting following recommendation. First each government should reshuffle their policies and introduced these policies in which a gender equality programs will be promoted.

Every government should take an initiative to conduct the training to the young women with providing a stipend to each participant during these trainings. While providing the training to these women these governments should establish the women incubation business centers in these centers they provide such kind of the skills to these women which not only promote their confidence level among these participants but also promote their inner ability of the creativeness. The government should launch such rehabilitation programs for those women entrepreneurs who' business are badly affect during this crisis, to provide them another business opportunity to re-established their business from grass-root level. For those women wo are interested to starts a new venture also provide them logistic and financial support for them and also provide the unique business ideas to these interested females-entrepreneurs as well. To financing the new project, the government should provide these finances to these women without any complicated procedures. They should provide the required funding's to these women at their home steps. For the training purpose to these women the government should take the help from different expertise and NGO's.

It is necessary for all of us that we should learn lesson from this crisis and it is also very necessary that we should take drastic steps to promote the innovative skills among the young entrepreneurs of our society.



© 2020 The authors, under a Creative Commons Attribution Non-Commercial 4.0 international license

Corresponding author's email address: [sunbulnaemcheema@gmail.com](mailto:sunbulnaemcheema@gmail.com)

DOI: <https://doi.org/10.52461/sabas.v2i1.439>

## **Introduction**

The COVID-19 or in the simplest word called the Corona virus, actually creates the severe respiratory infection in human body (Cheng, Wang, & Wang, 2020). The COVID-19 belongs to the Corona virus family and having a novel nature of virus, so the proper treatment of this virus is not possible so far (Robson, 2020; Y.-C. Wu, Chen, & Chan, 2020; Zhang et al., 2020). The first case in Humans of this COVID-19 had been appeared in late 2019 in the Wuhan city of the China (Du et al., 2020). Within the seven months of after reporting the first case of Corona epidemic in Human, this epidemic disease had been spread very rapidly in all around the world. Now at the time of preparing this manuscript, approximately 188 countries, 7.69 million cases and more than 426000 casualties have been reported because of the COVID-19 epidemic (Organization, 2020). As far as the COVID-19 has a unique virus and having different characteristics there is not suitable vaccines or other proper medication has been prepared to dis-effective the COVID-19 in human bodies so far (Cheng et al., 2020; McCloskey & Heymann, 2020).

The resultantly, the only way to prevent this epidemic virus from rapidly spread among the humans are to follow the prescribed recommendations of WHO or CDC. According to these recommendations the people should avoid to go to the public gatherings, and observing the social distancing from each other's etc. (Organization, 2020; Z. Wu & McGoogan, 2020). Therefore to follow these recommendations of the WHO, in March 2020, all countries of the World had been observed the strict lockdown situation in every region of the world (Coibion, Gorodnichenko, & Weber, 2020; Inoue & Todo, 2020). In the consequences of these lock downs, the wheel of the economy had been totally chocked up (Coibion et al., 2020). Because of these lockdowns biggest organizations of the world like IBM. And others biggest names of the world organization were Facing the huge financial losses and the CEOs of these companies now have decided to layoff one third their employees in order to survive in this crisis and also reduced the other extra cost (Fernandes, 2020; Mogaji, 2020).

The human history has been full of the different natures of the crises (Shaluf & Said, 2003). These crises can be divided in four categories (Cho & Gower, 2006). The first is the financial recession (Aiyar, 2012; Nayyar, 2011), the second is the natural catastrophe (Runyan, 2006), like Katrina disaster (Niman, 2005), earth quake, and the third are human made crisis like the London riots (Doern, 2016) and last one is epidemic like Dengue, Ebola now Corona etc. (Bhalekar, 2020). These crisis have impacted the economy of the whole world simultaneously as the world' economy has been affected by the COVID-19 unanimously (Fernandes, 2020). The evidence of different studies have showed that the new start-ups or the entrepreneurs always play a key role to sustained or provided a strong pushups to the economy during or after these crisis (Devece, Peris-Ortiz, & Rueda-Armengot, 2016; Klapper, Meunier, & Diniz, 2014). Every previous crisis are not only given up the different business-opportunities but these crisis always provided the new business-opportunities as well (Eggers, 2020).

Dahles and Susilowati (2015) suggests that The humans have to learn that lesson from these crisis that every crisis is not always bad omen for the business but these crisis also provided the ample novel business opportunities as well. During these crisis the biggest tycoons or the business firms always collapse. Bullough and Renko (2013) found that the important reason of the failure of these bigger companies was their lack of innovations and inadaptability with these changing environments as compare to that of the entrepreneurs. The term entrepreneur basically belongs to the French Lexical and this concept is very old one and the origin of this term has been found in the sixteenth century (Herrington, Kew, Kew, & Monitor, 2010).

The entrepreneurs always deal with new business opportunities, provide new startups with innovating ideas and also offer the lot of employment opportunities to the public in large (Low & MacMillan, 1988; Stevenson, Roberts, & Grousbeck, 1985). The one of these benefits of entrepreneurs are that they can start their business in acute shortage of the physical and financial resources (Bickenbach, Bode, Dohse, Hanley, & Schweickert, 2009; Dahles & Susilowati, 2015). So in this acute situation of the uncertainty when the whole world is strangled with this epidemic disease of Corona and major organizations and business are on the verge of closing their operations permanently, the entrepreneurs specially the female entrepreneurs will play a key role to sustain and having different opportunities after this COVID-19 crisis. Saeed, Malik, Sohail, Tabassum, and Anwar (2014) found that the Female entrepreneurs are very noticeable characters of any economics.

Previous studies of the western and Far East countries on Females entrepreneurship indicate that the female entrepreneurs play a key role in cultural and economic crisis to revitalize the new blood in the dead economy (De Vita, Mari, & Poggese, 2014; Yu, 2011). But during the COVID-19 crisis, the little efforts have been shown to encourage the female entrepreneurs to sustain in this epidemic that have been badly affected during this natural crisis. Hence in order to survive in this crisis it is very imperative to promote the entrepreneurship cultures among the females specially and support the females' entrepreneurship activities after this epidemic crisis.

### **Significance of the Study**

Previous researchers have studied the different characteristics of the entrepreneurship behavior or entrepreneurial sustainability and opportunities during the different crisis. These crisis have been impacted the world economy in the small scale or the specific region or a country in the world. Like the (Doern, 2016) studied the entrepreneurship activities during the London riots, whereas the (Runyan, 2006) explored the different characteristics of the entrepreneurial sustainability and different entrepreneurial opportunities during the Katrina hurricane crisis. The Aiyar (2012); Nayyar (2011) explore the different start-ups or SME during the different financial recession. Hence all of these studies had been indicated that there is no significant studies have been conducted during or after the COVID19 epidemic crisis on the female entrepreneurial sustainability and opportunities. Hence this study will be tried to address this gap. Furthermore, the findings of this study will be helpful not only for the policy makers but also for those females' entrepreneurs who want to start their own business as well and how these female entrepreneurs promote their business during and after this COVID-19 epidemic and what types of opportunities which will be available for them. Because young and educated women will be play an important role to rehabilitate the economics after this COVID-19 episode.

### **Literature Review**

The Opportunity can be explained as how to start new business or venture to provide a better and superior services or products to their clients in the world of uncertainty and deficiencies (Alvarez & Barney, 2008, 2010). Alvarez and Barney (2007) had been Established that opportunities and entrepreneurship are always interlinked to each other. In the present situation of the COVID-19 has been disturbed the whole perfection of the marketing concepts providing great opportunities for the entrepreneurs to fill up this gap (AÇIKGÖZ & GÜNAY, 2020; Kuckertz et al., 2020). As it is one strict recommendations of the WHO that the people will be observing the social distancing to each other these recommendations in itself also provide the different opportunities for the female's entrepreneurs (Grube & Storr, 2018; Kuckertz et al., 2020). They can provide the different life savings products like the sanitizers or developed a Lot medic's social networking to deliver the lifesaving products to these people at their door steps because after this COVID-19 epidemic crisis the people become more conscious for their health, furthermore these people are very reluctant to go outside without any case of exigencies (Buheji & Ahmed, 2020). These

females entrepreneurs well established their brand names among their customer that will be helpful to take the competitive edge against the bigger firms even after the COVID-19 epidemic. These customers will be preferred their services when female entrepreneur provide different services or products with cost effective ways (Maritz, Perenyi, de Waal, & Buck, 2020). Previous studies of the (Bartik et al., 2020; Devece et al., 2016) showed that whenever a crisis has been come it also brings lot of unique opportunities for the sharp minds and these sharp minds well captured these opportunities in their favor and hence start a new business. Alvarez and Barney (2008) have been established that opportunities usually comes because of those external shocks that chock up the existing business structure and there is a need to restructure the business or the concept of the business. The new structure of business also create new demands and needs (Brännström, Elström, & Thompson, 2001; Melucci, 1980). The new demands and the needs of customers can be capture with the new and innovative business ideas. As during this COVID-19 epidemic crisis of the world, the people are more conscious about their health and they demands a quality of the life products or services (Buheji & Ahmed, 2020; Maritz et al., 2020) now hence after this epidemic crisis the female can be educate the people how these people live a healthy life this idea, also be very helpful to discovery of new opportunity in health related issues of the public in general.

### **Entrepreneurial Sustainability**

Sustainability can be defined in general sense as to human' capacity to maintain a thing/idea or process in even uncertain circumstances(www.oxfordlearnersdictionaries.com). The process of sustainability stands on three strong basis like economy, environmental and social foundations (Grant, 2020). Different researchers defined the term of entrepreneurial sustainability in the different context. As Hockerts and Morsing (2008); Schaltegger and Wagner (2011) have been expounded that the sustainability is process of continuing innovation of an idea, a business or a person' ability to create novel ideas and also having facility to nurture the innovating ideas. Further expressions comprise for the entrepreneurial sustainability are: "sustaino-preneurship" (Abrahamsson, 2007) further annexes to *innovativeness*, *novelty* and the *entrepreneur*: "quality-oriented entrepreneurship (Choi & Gray, 2008), "sustainability-driven entrepreneurs" (Cohen, Smith, & Mitchell, 2008), "sustainability-focused startups" (Schlange, 2009) and "unified enterprise" (Schieffer & Lessem, 2009). Some researcher related the sustainability to the social context as called it "corporate social opportunity" (Jenkins, 2009), "corporate social entrepreneurship" (Hemingway, 2010) and "responsible" or "ethical" entrepreneurship (Azmat & Samaratunge, 2009; Fuller & Tian, 2006).

Some authors called the sustainability as the green entrepreneurship activity that is environmental friendly. Green Sustainability required that the entrepreneurs should be start that innovative business or idea that is positively impact their surroundings and environment (Hall, Daneke, & Lenox, 2010) not harmful for the environment or other human beings. In the recent epidemic situation of the COVID-19 the green entrepreneurial sustainability taking very importance as the majority of the public now very conscious about their environment and their health issues now as they are not aware in the past.so the green entrepreneurial sustainability will be taking most importance after the COVID-19 epidemic situation.

### **Methodology**

The qualitative research method had been chosen for this important study. The qualitative research techniques have been appropriate for this study because of the following reasons as suggested by different researchers e.g.(Bryman, 2016; Cresswell, 1998). The First, in qualitative research methods the researchers use the subjective approach whereas in the quantitative method the researchers usually use the objective approach. While applying subjective approach the researcher very deeply and keenly investigate the under-studied phenomenon which cannot be possible in the objective mode of the quantitative techniques. The qualitative research is taken more importance

as compare to the quantitative research when the study is conducted in the instable environment and needs a more detailed study of the people, culture or socio-economics condition where such uncertain environment is prevailing (Dana & Dana, 2005; Doern, 2009). Furthermore the qualitative research is more context oriented approach as compared to the quantitative approach, as the unstable environment has been created because of the COVID-19 and the world' economic has been observed its negative impact, hence this situation is very suitable to apply the qualitative research techniques rather than used the quantitative research for this study as recommended by (Apostolopoulos, Newbery, & Gkartzios, 2019; Dana & Dana, 2005; Fraenkel, Wallen, & Hyun, 1993).

The interpretive philosophy has been suitable in order to study the impact of the COVID-19 on the women Entrepreneurial sustainability (Kawamorita, Salamzadeh, Demiryurek, & Ghajarzadeh, 2020). Further examine the different kind of the business or factors that will be provided the better opportunities to the women entrepreneurs after the crisis of the COVID-19.

To study and explore the under investigated phenomenon the researcher had used the intensive literature review method of the qualitative method that was adopted by (Baird & Hill, 2020; Turner & Akinremi, 2020) in similar study. The largest databases like the google scholars and the google/Yahoo search engines had been full up of the contents regarding the impact of the COVID-19 on the gender's employment, or the challenges and opportunities creating the COVID-19 to the women entrepreneurships or the post COVID-19 opportunities for the women entrepreneurs had been searched out. Further in these database the researcher had used the published unpublished news, reports, published and unpublished academic papers on the google scholar's database or search engines which are discussed women entrepreneurial sustainability and opportunities during and after the different crisis also includes the COVID-19 as well.

The findings of these literature review had been very helpful to construct the frame work for this study and provided the valuable insights not only to comprehend this phenomenon but also provide a direction for the future researches. In this the study, the numbers of the articles, reports and news that had been reported, how the women entrepreneurial' sustainability has been affected during the COVID-19 and how converted these challenges or crisis into ample entrepreneurial' opportunities for women after this COVID-19 episode had been used specifically.

## **Findings and Discussions**

### **Women' Entrepreneurial Sustainability and Opportunities in Cultural and Fashion Industries**

In Europe the cultural industries contributed approximately the 6% to the domestic GDP which is almost equal to the 600 billion in euro and similar situation has been observed in almost in every region of the world (Setyaningsih, Rucita, Hani, & Rachmania, 2012).The more than 9 million women entrepreneurs designed the different kinds of the cultural related artifacts at their home or in their display centers(Baird & Hill, 2020). But during the lock down of the COVID-19 the majority of the young women entrepreneurs who made the cultural products like the embroideries and other cultural related master-pieces, the sale of these cultural and fashion related products were reduced to almost 90% in this crisis (McIntosh, 2020; Nicola et al., 2020). As the priorities of their customers shifted from these cultural expressed-products to the epidemic prevention gadgets (Turner & Akinremi, 2020). So during this crisis, they should make homemade innovative masks that will be express the cultural values of their countries and also make the apparels or gowns for the protection from the COVID-19. Hence after the COVID-19 they can also make more innovative products or the services and also sale these products to their wholesalers or the end consumers by using the digitalized supply chain methods. As follow the example (Banskota, Healy, & Goldberg, 2020) of the these cultural and fashion women entrepreneurs can developed a fascinating mobile apps to show their fashion and cultural artifacts or products to their customers

hence after placing the order these women can easily delivered the demanded product to their customer in appropriate manners. From these app they can also use the concepts of the co-creation values added services to their customers as these customers placed their demands in that way or these customers mention their required features of the products and these women in order to fulfilled the required demand of the customers can make this product accordingly and provide the product to the customers as mentioned (Corsaro, 2019). After this epidemic crisis these women can established a boutiques or display centers in order to opera-nationalize their venture in some larger scales or can established e-fashion boutiques as well.

### **Sustainability and Opportunities in Tourism and Hospitality Industry**

Before the world' economy badly affected by the COVID-19 the more than 52% women especially in the Europe has been involved in the tourism business (UNWTO, 2020). The tourism business has been severely affected by recent economy crisis. Now this crisis also brings different more innovative trends in this industry as well (Pololikashvili, 2020). These young women entrepreneurs can manage their business on the more innovative ways as these entrepreneurs can digitalize their services and provide their customer more innovative experience of the tourism and providing the travelling guidance to their clients on line as well (UNWTO, 2020). The digital experience may change the trend of the tourism industry (Pololikashvili, 2020).

These young women entrepreneurs also established their home cooking venture at their home and whenever a customer placed an order of any fast-food items or casual food these women can provide these foods articles at the door steps of their customers. As this crisis also badly impact upon the psychological system of the public in large, even during and after this epidemic virus the people are reluctant to visit to the hotels or the restaurant if these women provide the delicious home-made foods to their customer in their home then these women can promote their small scale business during or after this COVID-19(Bakalis et al., 2020). After the COVID-19 these women will be financially in that position that these women can easily established a small innovative restaurant as well.

### **Sustainability in Agribusiness and Post-COVID-19 Opportunities**

Katooro (2020) had trained the more than one million young villager-women entrepreneurs in the remotest areas in Asia and Africa pacific in order to establish their own agro-based business in these areas. The recent report of the Katooro (2020) further shows that the agribusiness of the young villager's women has been badly affected or almost at the verge of closeness because of this corona epidemic lockdowns. Usually these women sold their products in nearest city but because of the restriction of the physically mobility the business of these women has been closed. So it is necessary that now a digital supply chain has been established in order to survive the business of these agro women entrepreneurs as mentioned (Manivannan, Kesavan, Anuradha, & Vetrivel, 2020).

Keeping in view of the training of these agro women entrepreneurs different women protection organizations have come forward to provide the training to these women regarding to use these apps and digital technologies to these women. After taking of training, how to digitalize their business theses women can be in a position that these women will establish an e-grocery and provide the agricultural related products to their customers on their demands without even physically movement (UNWTO, 2020).

### **Online Tutorship Education Programs**

Because of the lockdown as the most traditional business had been suffered badly. The education sectors related to the education academies, education institutes and the kindergarten institutes have been closed since March 2020. The mostly young women tutors are facing unemployment and

remained constraint to their home and their student as well. So these women can providing educational and mentor training or instructions to their students from their home by using the different communication online meeting apps (Huang, Liu, Tlili, Yang, & Wang, 2020). From these online tuition or providing the education services these women can earn a lot of or at least such handsome amount to support their family in this situation and these women can continue this online education services even in the normal environment. The benefits of these online education services are that these teachers can be recorded their lectures according to their flexible schedules and students can be listen these lectures when they are free and can repeat these lecture again and again in order to clear the query even in that case the query is not clear theses students can asked the question to her teachers as well (Huang et al., 2020).

### **Medical Service Sectors**

During the corona epidemic, the most hospitals are remained very busy and the medical and para-medical staffs are working in the double shifted. even almost every country has been closed their hospitals during this corona virus to the general patients specially the OPDS of the major hospitals still remained closed (Shaker et al., 2020). Because of this corona virus the people are more conscious about their health related issues (Turner & Akinremi, 2020). So this situation also provide the tremendous opportunity for the women that they can established a tele-medicines services from their home and also make the sanitizers and other health related items from their home and supply them to their customer on their demands within reasonable price (Rao et al., 2020).

### **Interruption of Supply Chain of Main Supply of Physical Products**

During the coronavirus, due to the constraints of the physical movements the inter-border transportations have been closed down totally. Because of adopting this movement restriction policy by every country of the world in order to restrict the propagation of the corona virus the supply chain of the raw materials of the different products that are essential to providing the basic need to the humans has been badly affected (Haleem, Javaid, & Vaishya, 2020). This scenario also create the opportunity for the women entrepreneurs that they can provide these raw materials to the main industry and these industry can be purchase these raw materials from these women from their home in this situation (Park, Kim, & Roth, 2020). these women have a good opportunity to established a long lasting relationship with the main stream of supply chain and in future when the situation is in normal than these women can continually supplying these materials to the industry and therefore the whole country' dependence on the foreign material has been lessen.

### **Women' Entrepreneurial Sustainability and Opportunities in Beauty Industry**

As the worst lockdown has been observed by the whole world because of COVID-19 also badly impact the beauty industry of the world as well. The resultantly the more than 80% of the beauty industry or related operations to the beauty industry has been closed down(Gerstell, Marchessou, Schmidt, & Spagnuolo, 2020). The most beauty salons or parlors, were operating or having under the ownership of the women entrepreneurs has been shut down and the situation has been become more worst day by day as the most of these beauty salon now reached on the verge of the bankruptcy (Balram & Anand, 2020). This beauty industry has been consisted upon the different body spray, body creams, face creams, body waxes, and other face or body toiletries, the sales graph of these articles has been slugged down to 92% and as the most women' business involved to make these mostly products in their homes, so the dropped sales of these products also affect the women' entrepreneurial sustainability during these lockdowns(Gerstell et al., 2020). The women' entrepreneurial sustainability further affected with these lockdowns as most of the women more than 75% are operating their own beauty salons or parlor and during these lockdowns the banned on marriages ceremonies also affected their beauty related services as well.

The main reason to slowdown of the sale of the beauty product is because that the 85% of the beauty product purchasers in the world and especially in the America the savvy beauty customers who are also called the customers of z-generation also their 75% usually visits the stores to purchase any beauty products(Gerstell et al., 2020). As during the lockdown most of these stores were closed down there is big reason to reduce the sales of these beauty related products.

These crisis of the beauty industry also provided the tremendous opportunities for the young women that these women can provide their beauty tips on line to their customers as these young females beauticians can established their own e-beauty salon and these young females can provide their services to their customer in very flexible times frame. The young female-entrepreneurs can established their own beauty e-mart from which these young entrepreneurs can easily provide the required beauty product to their customers on their demands without physically visiting any beauty stores.

### **Women' Entrepreneurial Sustainability and Opportunities in ICT Business Sector**

The ICT business sector of the world has not been badly affect by the COVID-19 as the other business has been affected. According to the total 4% revenue of the ICT business has been affected by this epidemic economics recession (Meticulous Market Research, 2020).

The ICT business consists of different sectors as the online freelancer, digital marketing, mobile marketing, social marketing and other commercial or non-commercial communication apps like Zoom meeting, Microsoft meeting, WhatsApp etc. the IT experts used these apps during these social distancing scenarios of current epidemic situation very effectively and they operates these communication system from their homes and manage their business very affectively during this crisis(Meticulous Market Research, 2020).

But the women in the ICT sector as compared to the males are very low and these IT experts are mostly the entrepreneurs.

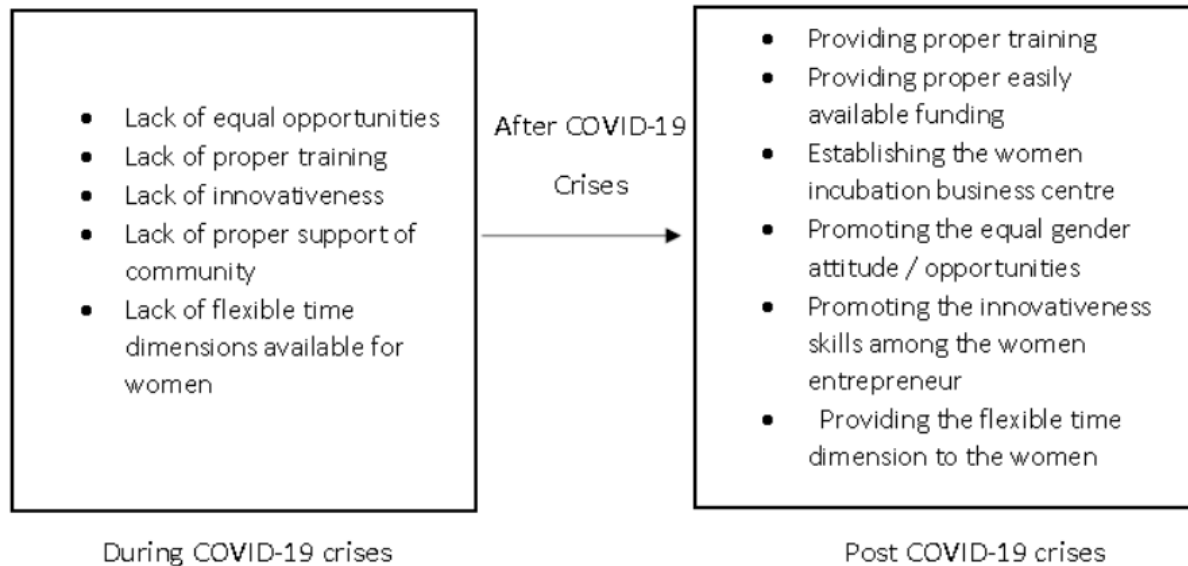
Hence these different IT sectors also provide a lot of different opportunities to the women entrepreneurs to select any field of IT related and these women can easily managed these business from their home in very easy and flexible way as the most of these women are more busy than men as these women also look after their families in their home these women are also balancing their dual-family career as well hence the different IT sectors provide these women lot of different opportunities that these women can manage these business from their home within economical finances and earn a lot of money from their home and not only support their family and herself but also their countries as well. Providing the opportunities and promote their visual and innovative skills in different field, the confidence level of these women also be enhance and their nature to remain submissive in this male dominant society also be lessen in this way of promoting the females in every business of economy.

Figure-1 the proposed framework of the research



Reasons of women entrepreneurial sustainability during COVID-19 crises

How to generate the post COVID-19 crises opportunities for women entrepreneur



**Conclusion**

The women entrepreneurs are important pillars of any economy. Without the active participant of the women’ entrepreneurs we cannot be economically established in the recent crisis of the COVID-19. The governments of the world can promote the valor of the entrepreneurship among the women by adopting following recommendation. First each government should be reshuffle their policies and introduced these policies in which a gender equality programs will be promoted. Every government should be take an initiative to conduct the training to the young women with providing a stipend to each participant during these trainings. While providing the training to these women these government should established the women incubation business centers in these centers they provide such kind of the skills to these women which not only promote their confidence level among these participants but also promote their inner ability of the creativeness. The government should launch such rehabilitation programs for those women entrepreneurs whose businesses are badly affected during this crisis, to provide them another business opportunity to re-established their business from grass-root level. For those women wo are interested to starts a new venture also provide them logistic and financial support for them and also provide the unique business ideas to these interested females-entrepreneurs as well. To financing the new project, the government should provide these finances to these women without any complicated procedures. They should provide the required funding’s to these women at their home steps. For the training purpose to these women the government should take the help from different expertise and NGO’s. It is necessary for all of us that we should learn lesson from this crisis and it is also very necessary that we should take drastic steps to promote the innovative skills among the young entrepreneurs of our society.

**References**

Abrahamsson, A. (2007). *Researching Sustainopreneurship—conditions, concepts, approaches, arenas and questions*. Paper presented at the Proceedings of the International Sustainable Development Research Conference.

AÇIKGÖZ, Ö., & GÜNAY, A. (2020). The early impact of the Covid-19 pandemic on the global and Turkish economy. *Turkish journal of medical sciences*, 50(SI-1), 520-526.

- Aiyar, S. (2012). From financial crisis to great recession: The role of globalized banks. *American Economic Review*, 102(3), 225-230.
- Alvarez, S. A., & Barney, J. B. (2007). Discovery and creation: Alternative theories of entrepreneurial action. *Strategic Entrepreneurship Journal*, 1(1-2), 11-26.
- Alvarez, S. A., & Barney, J. B. (2008). Opportunities, organizations, and entrepreneurship. *Strategic Entrepreneurship Journal*, 2(3), 171-173.
- Alvarez, S. A., & Barney, J. B. (2010). Entrepreneurship and epistemology: The philosophical underpinnings of the study of entrepreneurial opportunities. *Academy of Management Annals*, 4(1), 557-583.
- Apostolopoulos, N., Newbery, R., & Gkartziou, M. (2019). Social enterprise and community resilience: Examining a Greek response to turbulent times. *Journal of Rural Studies*, 70, 215-224.
- Azmat, F., & Samaratunge, R. (2009). Responsible entrepreneurship in developing countries: Understanding the realities and complexities. *Journal of Business Ethics*, 90(3), 437-452.
- Baird, M., & Hill, E. (2020). *COVID-19 and Women's Economic Participation*. Retrieved from
- Bakalis, S., Valdramidis, V., Argyropoulos, D., Ahrne, L., Chen, J., Cullen, P., . . . Foster, T. (2020). How COVID-19 changed our food systems and food security paradigms. *Current Research in Food Science*.
- Balram, S., & Anand, S. (2020). Covid-19 Impact: Beauty parlours to undergo seismic shift in the new normal
- Retrieved from <https://economictimes.indiatimes.com/industry/cons-products/fashion/-/cosmetics/-/jewellery/covid-19-impact>
- Banskota, S., Healy, M., & Goldberg, E. M. (2020). 15 Smartphone Apps for Older Adults to Use While in Isolation During the COVID-19 Pandemic. *Western Journal of Emergency Medicine*, 21(3), 514.
- Bartik, A. W., Bertrand, M., Cullen, Z. B., Glaeser, E. L., Luca, M., & Stanton, C. T. (2020). *How are small businesses adjusting to covid-19? early evidence from a survey* (0898-2937). Retrieved from
- Bhalekar, V. (2020). Novel Coronavirus Pandemic-Impact on Indian Ecology, Economy, E-commerce, Education and Employment. *Economy, E-commerce, Education and Employment* (April 19, 2020).
- Bickenbach, F., Bode, E., Dohse, D., Hanley, A., & Schweickert, R. (2009). *Adjustment after the crisis: Will the financial sector shrink and entrepreneurship boom?* Retrieved from
- Brännström, O., Elström, B., & Thompson, G. (2001). Functional products create new demands on product development organizations. *Design Management: Process and Information Issues*, 28, 305-313.
- Bryman, A. (2016). *Social research methods*: Oxford university press.
- Buheji, M., & Ahmed, D. (2020). Foresight of Coronavirus (COVID-19) opportunities for a better world. *American Journal of Economics*, 10(2), 97-108.
- Bullough, A., & Renko, M. (2013). Entrepreneurial resilience during challenging times. *Business Horizons*, 56(3), 343-350.
- Cheng, H., Wang, Y., & Wang, G. Q. (2020). Organ-protective effect of angiotensin-converting enzyme 2 and its effect on the prognosis of COVID-19. *Journal of medical virology*.
- Cho, S. H., & Gower, K. K. (2006). Framing effect on the public's response to crisis: Human interest frame and crisis type influencing responsibility and blame. *Public Relations Review*, 32(4), 420-422.
- Choi, D. Y., & Gray, E. R. (2008). The venture development processes of "sustainable" entrepreneurs. *Management Research News*.

- Cohen, B., Smith, B., & Mitchell, R. (2008). Toward a sustainable conceptualization of dependent variables in entrepreneurship research. *Business strategy and the environment*, 17(2), 107-119.
- Coibion, O., Gorodnichenko, Y., & Weber, M. (2020). *The cost of the covid-19 crisis: Lockdowns, macroeconomic expectations, and consumer spending* (0898-2937). Retrieved from
- Corsaro, D. (2019). Capturing the broader picture of value co-creation management. *European Management Journal*, 37(1), 99-116.
- Cresswell, J. W. (1998). *Qualitative inquiry and research design: Choosing among five traditions*: Thousand Oaks, CA: Sage.
- Dahles, H., & Susilowati, T. P. (2015). Business resilience in times of growth and crisis. *Annals of Tourism Research*, 51, 34-50.
- Dana, L. P., & Dana, T. E. (2005). Expanding the scope of methodologies used in entrepreneurship research. *International Journal of Entrepreneurship and Small Business*, 2(1), 79-88.
- De Vita, L., Mari, M., & Poggesi, S. (2014). Women entrepreneurs in and from developing countries: Evidences from the literature. *European Management Journal*, 32(3), 451-460.
- Devece, C., Peris-Ortiz, M., & Rueda-Armengot, C. (2016). Entrepreneurship during economic crisis: Success factors and paths to failure. *Journal of Business Research*, 69(11), 5366-5370.
- Doern, R. (2009). Investigating barriers to SME growth and development in transition environments: A critique and suggestions for developing the methodology. *International Small Business Journal*, 27(3), 275-305.
- Doern, R. (2016). Entrepreneurship and crisis management: The experiences of small businesses during the London 2011 riots. *International Small Business Journal*, 34(3), 276-302.
- Du, Z., Wang, L., Cauchemez, S., Xu, X., Wang, X., Cowling, B. J., & Meyers, L. A. (2020). Risk for transportation of coronavirus disease from Wuhan to other cities in China. *Emerging infectious diseases*, 26(5), 1049.
- Eggers, F. (2020). Masters of disasters? Challenges and opportunities for SMEs in times of crisis. *Journal of Business Research*, 116, 199-208.
- Fernandes, N. (2020). Economic effects of coronavirus outbreak (COVID-19) on the world economy. Available at SSRN 3557504.
- Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (1993). *How to design and evaluate research in education* (Vol. 7): McGraw-Hill New York.
- Fuller, T., & Tian, Y. (2006). Social and symbolic capital and responsible entrepreneurship: an empirical investigation of SME narratives. *Journal of Business Ethics*, 67(3), 287-304.
- Gerstell, E., Marchessou, S., Schmidt, J. S., & Spagnuolo, E. (2020). How COVID-19 is changing the world of beauty.
- Grant, M. (2020). What Is Sustainability. Retrieved from <https://www.investopedia.com/terms/s/sustainability.asp>
- Grube, L. E., & Storr, V. H. (2018). Embedded entrepreneurs and post-disaster community recovery. *Entrepreneurship & Regional Development*, 30(7-8), 800-821.
- Haleem, A., Javaid, M., & Vaishya, R. (2020). Effects of COVID 19 pandemic in daily life. *Current Medicine Research and Practice*.
- Hall, J. K., Daneke, G. A., & Lenox, M. J. (2010). Sustainable development and entrepreneurship: Past contributions and future directions. *Journal of Business Venturing*, 25(5), 439-448.
- Hemingway, C. (2010). *The Conditions and Character Traits of Corporate Social Entrepreneurship: Insights from a UK-based multi-national corporation*. Paper presented at the 23rd European Business Ethics Network Annual Conference: „Which Values for Which Organizations.
- Herrington, M., Kew, J., Kew, P., & Monitor, G. E. (2010). *Tracking entrepreneurship in South Africa: A GEM perspective*: Graduate School of Business, University of Cape Town South Africa.

- Hockerts, K., & Morsing, M. (2008). A literature review on corporate social responsibility in the innovation process. *Copenhagen Business School (CBS), Center for Corporate Social Responsibility*, 1-28.
- Huang, R., Liu, D., Tlili, A., Yang, J., & Wang, H. (2020). Handbook on facilitating flexible learning during educational disruption: The Chinese experience in maintaining undisrupted learning in COVID-19 Outbreak. *Beijing: Smart Learning Institute of Beijing Normal University*.
- Inoue, H., & Todo, Y. (2020). The propagation of the economic impact through supply chains: The case of a mega-city lockdown against the spread of COVID-19. *Available at SSRN 3564898*.
- Jenkins, H. (2009). A 'business opportunity' model of corporate social responsibility for small-and medium-sized enterprises. *Business ethics: A European review*, 18(1), 21-36.
- Katooro, P. B. N. (2020). Opinion: Support rural, women-led entrepreneurs amid the COVID-19 pandemic. Retrieved from <https://www.devex.com/news/opinion-support-rural-women-led-entrepreneurs-amid-the-covid-19-pandemic-97030>
- Kawamorita, H., Salamzadeh, A., Demiryurek, K., & Ghajarzadeh, M. (2020). Entrepreneurial Universities in Times of Crisis: Case of Covid-19 Pandemic. *Journal of Entrepreneurship, Business and Economics*, 8(1), 77-88.
- Klapper, L., Meunier, F., & Diniz, L. (2014). Entrepreneurship around the world--before, during, and after the crisis.
- Kuckertz, A., Brändle, L., Gaudig, A., Hinderer, S., Reyes, C. A. M., Prochotta, A., . . . Berger, E. S. (2020). Startups in times of crisis—A rapid response to the COVID-19 pandemic. *Journal of Business Venturing Insights*, e00169.
- Low, M. B., & MacMillan, I. C. (1988). Entrepreneurship: Past research and future challenges. *Journal of management*, 14(2), 139-161.
- Manivannan, P., Kesavan, D., Anuradha, M. R., & Vetrivel, V. (2020). Impact of Covid 19 on Online Food Delivery Industry With Reference To Operational and Revenue Parameters. *Purakala with ISSN 0971-2143 is an UGC CARE Journal*, 31(31), 142-152.
- Maritz, A., Perenyi, A., de Waal, G., & Buck, C. (2020). Entrepreneurship as the Unsung Hero during the Current COVID-19 Economic Crisis: Australian Perspectives. *Sustainability*, 12(11), 4612.
- McCloskey, B., & Heymann, D. L. (2020). SARS to novel coronavirus—old lessons and new lessons. *Epidemiology & Infection*, 148.
- McIntosh, S. (2020). Coronavirus: Why the fashion industry faces an 'existential crisis'. Retrieved from <https://www.bbc.com/news/entertainment-arts-52394504>
- Melucci, A. (1980). The new social movements: A theoretical approach. *Information (International Social Science Council)*, 19(2), 199-226.
- Meticulous Market Research. (2020). Information and Communication Technology Industry Amid Global COVID-19 Crisis: Meticulous Research® Viewpoint. Retrieved from <https://www.globenewswire.com/news-release/2020/05/12/2032052/0/en/Information-and-Communication-Technology-Industry-Amid-Global-COVID-19-Crisis-Meticulous-Research-Viewpoint.html>
- Mogaji, E. (2020). Financial vulnerability during a pandemic: insights for coronavirus disease (COVID-19). *Mogaji, E*, 57-63.
- Nayyar, D. (2011). The financial crisis, the great recession and the developing world. *Global Policy*, 2(1), 20-32.
- Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., . . . Agha, R. (2020). The socio-economic implications of the coronavirus pandemic (COVID-19): A review. *International Journal of Surgery (London, England)*, 78, 185.
- Niman, M. I. (2005). Katrina's America: Failure, racism, and profiteering. *The humanist*, 65(6), 11.

- Organization, W. H. (2020). *Considerations for quarantine of individuals in the context of containment for coronavirus disease (COVID-19): interim guidance, 19 March 2020*. Retrieved from
- Park, C.-Y., Kim, K., & Roth, S. (2020). Global shortage of personal protective equipment amid COVID-19: supply chains, bottlenecks, and policy implications.
- Pololikashvili, Z. (2020). *Tourism and the Sustainable Development Agenda: Seizing opportunity in crisis*. Paper presented at the International Trade Forum.
- Rao, S. S., Loeb, A. E., Amin, R. M., Golladay, G. J., Levin, A. S., & Thakkar, S. C. (2020). Establishing telemedicine in an academic total joint arthroplasty practice: needs and opportunities highlighted by the COVID-19 pandemic. *Arthroplasty Today*.
- Robson, B. (2020). Computers and viral diseases. Preliminary bioinformatics studies on the design of a synthetic vaccine and a preventative peptidomimetic antagonist against the SARS-CoV-2 (2019-nCoV, COVID-19) coronavirus. *Computers in biology and medicine*, 103670.
- Runyan, R. C. (2006). Small business in the face of crisis: identifying barriers to recovery from a natural disaster 1. *Journal of Contingencies and crisis management*, 14(1), 12-26.
- Saeed, S., Malik, N., Sohail, M. M., Tabassum, A., & Anwar, H. N. (2014). Factors Motivating Female Entrepreneurs: A Study Conducted in Major Urban Area of Punjab. *Mediterranean Journal of Social Sciences*, 5(4), 669-669.
- Schaltegger, S., & Wagner, M. (2011). Sustainable entrepreneurship and sustainability innovation: categories and interactions. *Business strategy and the environment*, 20(4), 222-237.
- Schieffer, A., & Lessem, R. (2009). Beyond social and private enterprise: towards the integrated enterprise. *Transition Studies Review*, 15(4), 713-725.
- Schlange, L. E. (2009). Stakeholder Identification in Sustainability Entrepreneurship. *Greener Management International*(55).
- Setyaningsih, S., Rucita, C., Hani, U., & Rachmania, I. N. (2012). Women empowerment through creative industry: a case study. *Procedia Economics and Finance*, 4, 213-222.
- Shaker, M. S., Oppenheimer, J., Grayson, M., Stukus, D., Hartog, N., Hsieh, E. W., . . . Kim, H. (2020). COVID-19: pandemic contingency planning for the allergy and immunology clinic. *The Journal of Allergy and Clinical Immunology: In Practice*.
- Shaluf, I. M., & Said, A. M. (2003). A review of disaster and crisis. *Disaster Prevention and Management: An International Journal*.
- Stevenson, H. H., Roberts, M. J., & Grousbeck, H. I. (1985). *New business and the entrepreneur*. Homewood, Ill.: Irvin.
- Turner, J., & Akinremi, T. (2020). The business effects of pandemics—a rapid literature review. *Enterprise Research Centre*, available at: <https://www.enterpriseresearch.ac.uk/wp-content/uploads/2020/04/ERC-Insight-The-business-effects-of-pandemics-%E2,80>
- UNWTO. (2020). “Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, persons with disabilities, ethnic minorities and indigenous peoples.”. Retrieved from <https://www.unwto.org/covid-19-inclusive-response-vulnerable-groups>
- Wu, Y.-C., Chen, C.-S., & Chan, Y.-J. (2020). The outbreak of COVID-19: An overview. *Journal of the Chinese Medical Association*, 83(3), 217.
- Wu, Z., & McGoogan, J. M. (2020). Characteristics of and important lessons from the coronavirus disease 2019 (COVID-19) outbreak in China: summary of a report of 72 314 cases from the Chinese Center for Disease Control and Prevention. *Jama*, 323(13), 1239-1242. [www.oxfordlearnersdictionaries.com](http://www.oxfordlearnersdictionaries.com).
- Yu, E. (2011). Are women entrepreneurs more likely to share power than men entrepreneurs in decision-making. *International Journal of Business and Management*, 6(4), 111-119.

Zhang, W., Zhao, Y., Zhang, F., Wang, Q., Li, T., Liu, Z., . . . Yan, X. (2020). The use of anti-inflammatory drugs in the treatment of people with severe coronavirus disease 2019 (COVID-19): The experience of clinical immunologists from China. *Clinical Immunology*, 108393.