

# **Entrepreneurship and Post-Pandemic Future**

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# Entrepreneurship and Post-Pandemic Future

EDITED BY

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*Landmark University, Nigeria*



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INVESTOR IN PEOPLE

*This book is dedicated to all entrepreneurship researchers, entrepreneurs and small  
business owners affected by the COVID-19 pandemic.  
For Chérie*

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## About the Editor

**Anthony Abiodun Eniola** is a Senior Researcher (Entrepreneurship and Management) at Landmark University. He teaches both undergraduate and postgraduate courses on Entrepreneurship Development, Research Methodology, Corporate Planning, International Management and Corporate Strategy. His main areas of research include entrepreneurship, SME finance and management, business management, SME management, innovation, intellectual capital management, human resources management, organizational behaviour and business accounting

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# Foreword

Entrepreneurship continues to mould the growth of every nation. While recognizing the significance role of entrepreneurship in driving the performance of large established public enterprises in Malaysia, Anthony Eniola came and proposed to investigate the various forces that may have influenced the performance and growth of small and medium enterprises (SMEs) within the African context. To date, his research goes beyond merely the established variables that have undermined the growth of SMEs but also investigates the recent consequences of COVID-19 on business performance in Africa. Even though the works are mostly exploratory, however, given the devastating effects of COVID-19 on organizations across the nation, each of the seminal contributions is highly plausible due to its uniqueness and the consequences caused by the pandemic that has developed into a new area of research. What is interesting and worth considering further is what would be the new challenges brought by the pandemic and how business organizations including the Government have responded to the pandemic and the going concern of business entities within the continent. In addition, the negative versus positive effects of social media may have worsened the perception of various stakeholders of businesses even though some have capitalised on the situation to pursue new forms of businesses. Despite many of the setbacks, authors of the book have also discussed the role of brand awareness and the importance of having marketing paradigm transitory to ensure businesses remain competitive and sustainable after the pandemic. While many postulate that COVID-19 is likely to stay a bit longer, hence, how business organizations will react to this may determine how well they may perform. The fundamental truth of the subject is that COVID-19 has destroyed both lives and businesses. This book discloses the real effects of the pandemic within the African context.

Harry Entebang  
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