International Journal of Entrepreneurship • Volume 25, Issue Special Issue 3, Pages 1 - 9 • 2021

Document type
Article

Source type
Journal

ISSN
10999264

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How covid-19 affected entrepreneurship prosperity process in the digital economy: A case study of middle east

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Abstract
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Abstract

Background: The research paper focused on exploring how Covid-19 affected entrepreneurship in a digital economy using the case study of Middle East. The pandemic disrupted entrepreneurship and business activities by creating challenges and opportunities in the digital economy. In the digital economy, the majority of the businesses migrated and adopted online business and entrepreneurship activities to sustain the economic growth of Middle East. To assess ways through which the pandemic has affected entrepreneurship in the Digital Economy of Middle East. The study adopted the qualitative method for data collection and analysis. In this regard, purposeful sampling was used to select participants before interviews were administered to collect data. The collected data was analyzed through the thematic method. The pandemic led to the increase in the use of technologies for entrepreneurship purposes, thus increasing awareness and improvement of the digital economy. The digital economy in Middle East has experienced a revolution creating transformations for entrepreneurship to adopt alternative methods to undertake business. In this regard, the outbreak of the Covid-19 pandemic has forced various entrepreneurs in the digital economy in Middle East to shift from traditional marketing and working styles to online digital marketing. As a Result, the pandemic affected entrepreneurship, causing them to adopt the digital economy for survival. © 2021, Allied Business Academies. All rights reserved.

Author keywords

Bitcoin; Covid-19; Digital economy; Entrepreneurship; Impacts; Online

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