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**Sommario/riassunto**

From recurring episodes of great depression, oil crises, political crises, wars, debt crises, to the ongoing climate change, there is a constant pressure on businesses to cope with critical events. However, throughout history, crises have been pivotal in advancing businesses and societies. This contributed volume approaches crisis not simply as a source of problems, but also as a set of choices. It seeks to explore critical events as possible opportunities for sustainability, through process improvement, creativity, innovation and entrepreneurship. Chapters reveal that times of crisis provide opportunities for new start-ups, creativity, resilience, organisational change, and revitalisation. This book also emphasises the importance of sustainability, driven either by the market or as a response to critical events. Within the wider attempt to explore avenues for Innovation, Entrepreneurship and Sustainability at times of crisis, the book is loosely organised in three thematic sections: organisational responses to crisis; digitisation, and how technology facilitates or hinders sustainability under conditions of crisis; and SMEs, Family Firms (FF), Entrepreneurship, which explores how critical events offer opportunities for innovation. Demetris Vrontis is Professor and Vice Rector for Faculty and Research at the University of Nicosia in Cyprus. Alkis Thrassou is Professor in the School of Business at the University of Nicosia, Cyprus, and a Senior Research Fellow of the EuroMed Academy of Business (EMAB). Yaakov Weber is Professor and Director of the Research Unit, School of Business Administration, College of Management, Israel. S. M. Riad Shams is Lecturer at the Newcastle Business School, Northumbria University, UK. Evangelos Tsoukatos teaches Management at the University of Applied Sciences Crete, Greece, and is adjunct faculty at the University of Nicosia and the Hellenic Open University. Leonidas Efthymiou is Assistant Professor in Hospitality and Management.