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Nota di contenuto	chapter One : Pandemic Effects on Enterprises and Markets : An Overview -- Part 1: The Impact of COVID-19 on Entrepreneurship -- Chapter Two: Impact of Covid-19 on Innovation and Entrepreneurship : Small and Medium Enterprises in Oman -- Chapter Three: The Impact of Entrepreneurial Alertness and Innovativeness on SMEs's Crisis Management in Oman : Evidence from A'Sharqiyah Governorate's Entrepreneurs -- Chapter Four : Evaluating Opportunities in E-entrepreneurship : The Role of Self-perceived Creativity -- Part 2: The Impact of COVID-19 on The Business Sector -- Chapter Five : The Impact of the COVID-19 pandemic on E-commerce According to the Results and Recommendations of Prvious Studies -- Chapter Six : The Role of Tarassud Plus Application in Serving the Government and Society During Covid-19 Pandemic -- Part 3: The Impact of COVID-19 on Logistic, Supply Chain, and Food Security -- Chapter Seven: Global

Supply Chain Disruptions: Lessons From the COVID-19 Pandemic Crisis
-- Chapter Eight: Logistics Sector in Post COVID-19: Challenges and Opportunities -- Chapter Nine: Assessing the Pandemic's Impact: Ensuring Adequate Food Supply in MENA Area -- Chapter Ten: COVID-19 and Food Security: A Short Bibliometric Analysis of Countries with Different Income Levels -- Part 4: The Impact of COVID-19 on Labor Market.-Chapter Eleven : Assessing COVID-19's Economic Impact on Future Prospects of Indian Workers in GCC -- Chapter Twelve: Implications of Covid-19 for Workforce in Oman -- Chapter Thirteen : The prospect of the Business Sector in Post-Pandemic .

Sommario/riassunto

This book assesses the resilience of enterprises and their abilities to adapt to changing circumstances and new business environments in the time of crises. Entrepreneurs, small and medium enterprises, and large corporations proved to be capable of utilizing innovation and technology to survive the economic and financial consequences of the COVID-19 pandemic. Many enterprises have succeeded in turning the pandemic crisis into viable business opportunities, dominating local and regional markets, and putting them at the heart of technological transformation. The book also emphasizes the role of innovation, digitalization, and technology in developing new business models and innovative strategies that contributed to enhancing business resilience and market adaptability during the pandemic. The implementation of the new business model and working methods has not only made companies more competitive, but it also ensured the sustainability of the flow of goods and services in the time of the crisis. The analysis is provided through a detailed examination of key sectors, including small and medium enterprises, logistics and supply chain, food security, and labor market. While acknowledging the unprecedented economic and financial consequences of the pandemic on enterprises and markets, this book stresses the importance of the lessons learned from this experience that are critical for supporting the business sector and strengthening market fundamentals to withstand similar crises in the future.
