

ENTREPRENEURSHIP AND POST-PANDEMIC FUTURE

EDITED BY
ANTHONY ABIODUN ENIOLA



Entrepreneurship and Post-Pandemic Future

This page intentionally left blank

Entrepreneurship and Post-Pandemic Future

EDITED BY

ANTHONY ABIODUN ENIOLA

Landmark University, Nigeria



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Editorial matter and selection © 2022 Anthony Abiodun Eniola. Published under exclusive licence by Emerald Publishing Limited.

Individual chapters © 2022 the authors. Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80117-903-4 (Print)

ISBN: 978-1-80117-902-7 (Online)

ISBN: 978-1-80117-904-1 (Epub)



ISOQAR
REGISTERED

Certificate Number 1985
ISO 14001

ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.



INVESTOR IN PEOPLE

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

This page intentionally left blank

Table of Contents

List of Figures	ix
List of Tables	xi
About the Editor	xiii
Foreword	xv
Acknowledgements	xvii
Chapter 1 Entrepreneurship-Based SME Strategies: The Sustainability and Prosperity in the Pandemic Period	1
<i>Anthony Abiodun Eniola and Harry Lydia Ineba Decster</i>	
Chapter 2 Coronavirus (COVID-19) and Entrepreneurship in Africa: Challenges and Opportunities for Small and Medium Enterprises Innovation	7
<i>Mirhiga Peter Okuwhere and Andrew Ehiabhi Tafamel</i>	
Chapter 3 Social Entrepreneurship and COVID-19: Impact, Challenges and Opportunities in Nigeria	23
<i>Adelekan Saidi Adedeji and Ojo James Olanipekun</i>	
Chapter 4 Six Sigma, Disruptive Technology and Performance of Nigerian Healthcare Systems during COVID-19 Pandemic	39
<i>Olusegun Emmanuel Akinwale and Olanrewaju Paul Olonade</i>	
Chapter 5 Social Media in Nigeria: A Curse or Blessing in Time of COVID-19 and Crisis Situation? A Behavioural Perspective	53
<i>Olusegun Emmanuel Akinwale and Uchechi C. Onokala</i>	

Chapter 6 Why I Buy What I Buy? The Dynamics of Brand Awareness on Consumers' Choice	73
<i>Ojo James Olanipekun and Saidi Adedeji Adelekan</i>	
Chapter 7 Exploring the Responses of Federal Government in the Governance of Coronavirus Pandemic in Nigeria	87
<i>Yekeen A. Sanusi</i>	
Chapter 8 Analyzing Nigeria's PPE Manufacturing Capacity and the Resultant Entrepreneurial Opportunities Due to COVID-19	117
<i>Omoseni Oyindamola Adepoju and David Love Opeyemi</i>	
Chapter 9 Customary Tenancy and Sustainable Post COVID-19 Agricultural Development in Nigeria	143
<i>Busari Morufu Salawu, Mujidat Olabisi Salawudeen and Maimunat Dunmade Salawudeen</i>	
Chapter 10 COVID-19 and the New Marketing Paradigm: Transitory or Permanent?	165
<i>Oluwaseun Oluwadamilare Oluwasanmi</i>	
Chapter 11 Knowledge and Compliance with Infectious Disease Preventive Measures among Market-Involved Individuals: A Case of COVID-19	183
<i>Olayinka Onayemi, Isaac Oyekola and Tunde Adebisi</i>	
Index	203

List of Figures

Figure 1.	Opportunities Created by COVID-19.	29
Figure 2.	Opportunities Created by COVID-19.	29
Figure 1.	Twelve Potentially Economic Disruptive Technologies.	45
Figure 1.	Social Media Functionality.	56
Figure 2.	Images of Nigerian Youth Protesters.	63
Figure 3.	Protesters Chanting End to SARS.	63
Figure 4.	A Woman Purportedly Protesting against the Killing of Her Brother.	64
Figure 5.	Carrying the National Flag Will Protect You from Army Brutality.	64
Figure 6.	Nigeria Catholic Conference Matching in Support of EndSARS Protest/End Police Brutality and End Bad Governance in Nigeria.	65
Figure 1.	Brand Awareness.	76
Figure 2.	Nigerians' Purchases Choices.	81
Figure 3.	Influences of Product Preferences among Nigerians.	82
Figure 1.	Number of Confirmed Cases of COVID-19 per Month.	92
Figure 2.	Basic Statistics of the Confirmed Cases of COVID-19.	93
Figure 3.	Pillars of Action by PTF.	99
Figure 4.	Daily Test per Month.	111
Figure 1.	Growth Statistics of Nigeria's Manufacturing Sector (Proshare, 2020).	125

x List of Figures

Figure 1.	Emerging Perspective on Sectoral Resilience.	171
Figure 2.	Immediate Impact of COVID-19 on Consumption Behavior.	176
Figure 3.	New Marketing Paradigm: Transitory or Permanent?	178
Figure 1.	Summary of Findings.	187

List of Tables

Table 1.	Monthly Cases of COVID-19.	93
Table 2.	Top 10 States during the Peak Periods of COVID-19.	94
Table 3.	Some NCDC Guidelines for Managing COVID-19 Pandemic.	98
Table 4.	Phases of COVID-19 Pandemic Alert and Response.	102
Table 5.	Laboratory Strategies.	103
Table 6.	Distribution of COVID-19 Testing Laboratories.	104
Table 7.	Isolation/Treatment Centres.	105
Table 8.	Training on Infection Prevention and Control.	106
Table 9.	Beneficiaries of Case Management Training.	106
Table 10.	Personal Protective Equipment.	107
Table 11.	Summary of the Temporal Features of COVID-19 Pandemic.	108
Table 12.	Measuring Outcome of COVID-19 Infection.	110
Table 13.	Gender Distribution of COVID-19 Patients.	112
Table 14.	Age Distribution of COVID-19 Patients.	112
Table 15.	Regional Distribution of the COVID-19 Cases.	113

This page intentionally left blank

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

This page intentionally left blank

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
Professor of Entrepreneurship
Universiti Malaysia Sarawak (UNIMAS)
Sarawak, Malaysia

This page intentionally left blank

Acknowledgements

This book would not have been possible without the help of the organizations and individuals to whom I am eternally grateful. I am deeply grateful to all of the renowned authors to this collection for their thoughts and great contributions to this book.

The generosity and devotion demonstrated by their expertise, knowledge and research were invaluable; without them, this book would never have reached academic scholars, students and entrepreneurs. Also, I would want to express my gratitude to everyone who reviewed my book proposal.

Finally, thanks to my Chérie for the love and warm support throughout this project.

This page intentionally left blank

Chapter 1

Entrepreneurship-Based SME Strategies: The Sustainability and Prosperity in the Pandemic Period

Anthony Abiodun Eniola and Harry Lydia Ineba Decster

Abstract

A demoralizing effect on the enterprise is the cataclysm brought about by the spread of COVID-19. A survey of the information on the impact of COVID-19 on the entrepreneurship-based SME put forward that before it improves, the economic implications of this COVID-19 outbreak will deteriorate for entrepreneurship-based SMEs and their workforces. This article presents pragmatic and proactive strategies to resolve the uncertainties and threats that are especially predominant in the present enterprise setting and to assist in balancing its deleterious influences.

Keywords: Entrepreneurship; micro; small and medium business (SME); COVID-19; pandemic; entrepreneurs; customers

1. Introduction

A demoralizing effect on the enterprise is the cataclysm brought about by the spread of COVID-19. A recent survey by the [International Trade Centre \(2020\)](#) discovered that two-thirds of Africa's entrepreneurship-based small and micro enterprises (SMEs) reported to be strongly affected by the COVID-19, with a 75% reduction in sales and 54% having difficulty accessing inputs. While service organizations have been severely affected, particularly those in the food and accommodation, it is remarkable that many that are majorly involved in this sector, as well as retail and wholesale, are women-led. It should be remembered that two-thirds of SMEs and 40% of large enterprises are seriously impacted by the pandemic. Likewise, the story is the same in the developed environment. The 10,000 surveys carried out by Goldman [Sachs \(2020\)](#) among the entrepreneurship-based SME found that 96% have by now been affected by COVID-19, and 51%

Entrepreneurship and Post-Pandemic Future, 1–5

Copyright © 2022 Anthony Abiodun Eniola and Harry Lydia Ineba Decster

Published under exclusive licence by Emerald Publishing Limited

doi:[10.1108/978-1-80117-902-720221001](https://doi.org/10.1108/978-1-80117-902-720221001)

suggested that their businesses were unable to live through an economic closure of three months. Likewise, 67% reported complexity in getting access to the crisis funds, exacerbating the problem, and 53% accept that their employees do not have telecommunications capabilities. These data are fearsome and put forward that until they get better, the economic consequences of COVID-19 will worsen for entrepreneurship-based SMEs and their workforces.

Although scheduling a disrupting occurrence such as coronavirus is almost impossible, it is now more significant than ever, keeping up the spirit of willpower and strength that drives entrepreneurs. The economic and psychosomatic effect of this cataclysm is certainly not to be diminished; somewhat, we will embolden entrepreneurship-based SME to strengthen their partnership exertions and draw in the entrepreneurial thinking that has brought them first to business. After all, merciless pragmatists, performers and resource exploiters are flourishing entrepreneurs and small business owners. They are agile, a negative value is easy to obliterate and are not reluctant to settle on strong choices or even pinch pennies (Pittz & Liguori, 2020).

Maybe the strongest source of achievement and competitive advantage for entrepreneurship-based SME is in keeping up a sharp eye on their customers' essentials and necessities. This point of view is significantly more significant amid rapid changes, as present business archetypes will be pulverized and novel openings will be made. Reasonably, focusing on finding and exploring future possibilities while regretting the loss of revenue, customers, and maybe also top workers are incredibly difficult. With the very survival of their businesses at risk, however, it is necessary for entrepreneurship-based SMEs to strengthen their resilience and embrace an opportunity-recognition mentality.

One avenue that brings solace to entrepreneurs is that the internet has been made accessible to the market and produced various opportunities for pro-consumer interactions. Digital business networks give a one of a kind opportunity for new business models in an impacted COVID-19 environment and revitalize the quest for a product-market fit that can survive and flourish. Although entrepreneurs should undoubtedly spend enough time evaluating the feasibility of government salvage programmes to continue their businesses, finding potential clients and new modes to go after development and instill a quantity of positive energy directly towards the business is the ideal approach of risk-lessening. This pandemic will in the end pass, and entrepreneurs, who employ this opportunity to seriously interact meaningfully with their customer base, create more grounded network ties, strengthen their dexterity and reinvent their business models, will come out stronger than ever.

It should be pointed out that many researchers are lucky and happy to contribute their quota to this pandemic end in terms of their collaboration (Bouey, 2020) every year with many entrepreneurs that vary between new startups just starting up a business to more established development-mode businesses. Many of the businesses still operate their commercial enterprises which have been struck by this global pandemic. Thus, in the commercial environment now, researchers not only understand but also feel the uncertainty and even so remain optimistic. It has become evident from many years of experience in and around

entrepreneurship-based SME that, while all this situation looks fresh and distinct, many entrepreneurship-based SMEs already have a lot of experience to deal with this crisis. A great number of business owners have encountered highs and lows previously, seen business techniques that became gigantic disappointments, observed first-hand resource shortages and found out how it is to run and manufacture better approaches to generate value and acquire new customers. These viewpoints are the quintessence of creativity, development of value, leveraging of resource, ambition and doggedness for long-term objectives, and it is an obligation for small-scale companies to understand how they can explore this impartial terrible environment at the moment.

There is a need to suggest a couple of ways that entrepreneurs can team up to viably deal with this bubonic plague, which will enable entrepreneurship-based SMEs to explore the current COVID-19-affected atmosphere. To begin with, keeping their fingers practically to the beat of the changing business sector is significant for entrepreneurs. Brushing up or creating web-based media profiles and looking into traffic sags or changes, through snaps and impressions, will commonly propose that something is going on that will show itself in moving on the web discussions. It is just unavoidable that search examples will move from subjects that are no longer at the bleeding edge of the brains of buyers, for instance, elective clinical systems, and entrepreneurs who can survey where the discussion has changed will have a chance. Numerous online analytics tools, both on Google and Amazon, let one see what search words are trending, so one can exploit these devices.

Second, it is important to retain relationships with the present customers, and engaging successfully with prevailing clients is fundamental to creating loyalty. To pass on any adjustments in the enterprise setup, for instance, adjusting shop hours or significant inventory swings, entrepreneurs should use their sites and web-based media platforms. Connecting with the customers to check in and sustain the relationship for those who are consistent or the reason for the substantial profits of the enterprise. While there is an economic authenticity required to sustain income and profits, the ongoing virus outbreak is a chance to assist, strengthen these consumer relations, therefore be pleased to impress customers, to meet their human necessities as much as professionally required at whatever point conceivable.

Third, it is also important to understand the interests of the staff, akin to communicating with and fulfilling the requirements of consumers. For many enterprises presently, economic authenticity is cutbacks, leaves of absence and similarly bad results. A hopeless situation has been identified by researchers, which is the chance that an enterprise is in a state of affairs where it is important to shed staff to support the venture. However, being a good leader is much more critical than ever before in moments such as these; therefore being open, answerable and over-communicating is crucial. Being open implies allowing workers to know from a sales and business model viewpoint, what is befalling the organization. Though some employers prefer to withhold privately, this type of information, revealing more than usual and helping workers comprehend the economic practicality in the present moment, can help the workers to be aware of

and understand the plan of action, gain confidence and can generate value for the business in the long haul. Being answerable implies that business owners assume accountability for apparent decisions and protect managers from the culpability when cutbacks are settled on. While over-communication is strictly that more correspondence to workers is superior to less and it is imperative to recollect that, while business owners are acquainted with managing vulnerability and complexity as proprietors and entrepreneurs, under these kinds of circumstances, most employees are not that relaxed or experienced. Consequently, the fully functioning human link to the collective achievement is possibly more significant than any other time in recent memory.

Lastly, staying connected to one's entrepreneurial environment is critical. The study demonstrates that greater levels of creativity and innovation are promoted by fostering a supportive culture within the entrepreneurship ecosystem (Eniola, 2020; Eniola & Osigwe, 2021; Liguori, Bendickson, Solomon, & McDowell, 2019). The public and business links are crucial and can be sources of awareness of opportunities, for instance, what plans have others discovered to branch out, enhance or rescue returns streams, innovative concepts, essential funding and motivation and resilience reminders (Pittz, White, & Zoller, 2019). The burden of this infectious disease called COVID-19 is being felt by entrepreneurs in Africa and globally and the more researchers and entrepreneurs can identify opportunities, have compassion and, to some safe degree, sympathize, the more grounded the business enterprise will be. Providentially, a considerable lot of the enterprising help associations in networks are encouraging and easing open doors for virtual correspondence. For instance, the 1 Million Cups programme of the Kauffman Foundation, which works in some hundreds of urban areas, has been running virtual network occasions each week; TechStars has quite recently encouraged a virtual COVID-19-themed StartupWeekend occasion, and numerous regions around the globe have proceeded with their virtual climate programming endeavours.

In conclusion, it is noted that turning into a good entrepreneur is unimaginable without embracing risk; which risks have been taken and at what time has consistently been the question (Pittz & Liguori, 2020). These times are particularly suitable for this form of realistic, straightforward guidance for making marketing and funding choices, welcoming on partners and personnel, schmoozing with quintessential connectors and taking care of the disturbance as efficiently and forcefully as could reasonably be expected. The communication is planned to assist entrepreneurship-based SME with rapidly moving, quickly repeat their plans of action dependent on feedback from the open market consumers and give guidance on taking care of the risks intrinsic in all new businesses. As COVID-19 has drastically changed the market environment and left most corporations in a condition of damage control, these concepts are much more relevant now. The business enterprise is regularly brimming with impediments, and maybe, the greatest snag that smaller companies will confront is, at present, COVID-19. Without a doubt, for the not so distant future, markets and life will be modified, and the private companies that better acclimate to these moving conditions will be those that succeed.

2. Funding Information

The authors did not receive any grant from any government, organization or non-organization funding agency.

References

- Bouey, J. (2020, March 10). *Assessment of COVID-19's impact on small and medium-sized enterprises: Implications from China*. Santa Monica, CA: RAND Corporation. Retrieved from https://www.rand.org/content/dam/rand/pubs/testimonies/CT500/CT524/RAND_CT524.pdf. Accessed on July 4, 2020
- Eniola, A. A. (2020). Cultural identity and entrepreneurial performance. In R. Vanessa (Ed.), *Entrepreneurship as empowerment: Knowledge spillovers and entrepreneurial ecosystems* (pp. 23–44). Bingley: Emerald Publishing Limited.
- Eniola, A. A., & Osigwe, K. C. (2021). Entrepreneurship education and venture intention. In P. Jones, N. Apostolopoulos, A. Kakouris, C. Moon, V. Ratten, & A. Walmsley (Eds.), *Universities and entrepreneurship: Meeting the educational and social challenges* (Vol. 11, pp. 97–116). Bingley: Emerald Publishing Limited.
- International Trade Centre. (2020). *SME competitiveness outlook 2020: COVID-19: The great lockdown and its impact on small business*. Retrieved from Geneva, Switzerland <https://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/ITCSMECO2020.pdf>
- Liguori, E., Bendickson, J., Solomon, S., & McDowell, W. C. (2019). Development of a multi-dimensional measure for assessing entrepreneurial ecosystems. *Entrepreneurship & Regional Development*, 31(1–2), 7–21.
- Pittz, T. G., & Liguori, E. W. (2020). Prelims. In *The entrepreneur's guide to risk and decisions: Building successful early-stage ventures* (pp. i–xii). Bingley: Emerald Publishing Limited.
- Pittz, T. G., White, R., & Zoller, T. (2019). Entrepreneurial ecosystems and social network centrality: The power of regional dealmakers. *Small Business Economics*, 59, 1–14.
- Sachs, G. (2020, March 19). No time to waste: US small business owners face great uncertainty; Over half say they cannot operate beyond three months. Retrieved from <https://www.goldmansachs.com/citizenship/10000-small-businesses/US/no-time-to-waste/>. Accessed on May 4, 2020.

This page intentionally left blank

Chapter 2

Coronavirus (COVID-19) and Entrepreneurship in Africa: Challenges and Opportunities for Small and Medium Enterprises Innovation

Mirhiga Peter Okuwhere and Andrew Ehiabhi Tafamel

Abstract

This chapter theoretically examined coronavirus (COVID-19) and entrepreneurship in Africa. Also, the challenges and opportunities of small and medium enterprises (SMEs) innovation were assessed. The researchers adopted a qualitative method to review secondary data, information from previous kinds of literature including pertinent internet sources and working papers. Similarly, the chapter considered an innovative-based perspective of entrepreneurship and explicates the emerging opportunities created by COVID-19. The chapter also analyzed the COVID-19 and its effect on entrepreneurship in Africa by identifying and discussing existing challenges caused by the pandemic. Furthermore, some information about the nature of COVID-19 and its effects in Africa were adequately evaluated. Gleaned evidence from literature revealed that there is a possibility that the unpremeditated damage to entrepreneurship in Africa as caused by the COVID-19 could be persistent. The chapter also showed that the emergence of the COVID-19 has threatened the survival of businesses especially SMEs, thereby increasing the level of unemployment across the African continent and has generated critical challenges for entrepreneurship development. Finally, the chapter will add to the evolving challenges and opportunities of entrepreneurship in Africa. However, entrepreneurs can build on the strengths of innovative activities to develop a survival mindset, develop financial resilience and adjust business archetypes to the realities of COVID-19 and post-COVID-19 era which in the short and long term can accentuate entrepreneurship development within African continent.

Keywords: COVID-19; entrepreneurship; innovation; pandemic; small and medium enterprises; unemployment

1. Introduction

The current outbreak of the respiratory disease called Coronavirus (COVID-19) poses a new danger to global health. COVID-19 was first noticed in Wuhan, China in December 2019 (Li, Cui, & Zhang, 2020; World Health Organization, 2020). It was rapidly shown to be caused by a new virus structurally connected to an acute respiratory syndrome (SARS) virus. As of November 2020, there have been almost 1.4 million deaths globally, and the figures keep increasing every day (World Health Organization, 2020). The proliferation of the pandemic has made a huge impact on global health, economic, social and political systems as well as entrepreneurship development. The imposition of government restrictions across the globe to contain the spread of the virus such as stay-at-home orders, quarantine, social distancing and limitation of social activities have generally resulted in the decline of demand and supply. Small and medium enterprises (SMEs), including large-scale businesses, are experiencing intense revenue drop, and it is generally inhibiting entrepreneurship development (Brammer & Clark, 2020).

Though currently, the confirmed cases and fatalities from the COVID-19 pandemic in Africa are low as compared to developed continents like Asia, Europe and North America, developing continents are struggling with the start-up of new businesses (entrepreneurship), and the growth of existing firms, particularly SMEs, has been severely curtailed in Africa. The pandemic has exacerbated entrepreneurship development, with several SMEs closing the doors of their enterprise either temporarily or permanently. It has also created a similar situation for big businesses. A rapid assessment of the situation across Africa has proven beyond a reasonable doubt that the pandemic has a serious impact on SMEs by shrinking their sales volume and made the businesses face challenges relating to running costs (United Nations Economic Commission for Africa, 2020).

While the pandemic might impede entrepreneurship in Africa by increasing the rate of insolvencies for start-ups, it would also be inhibiting the rate of growth for existing SMEs; however, there could be ensuing opportunities (Fairlie, 2020). Many SMEs in Africa have the potential to become large corporations that would stimulate the continent's path of growth in the future. However, there is a need for innovative activities to turn the tide. From a trade perspective, entrepreneurship within the COVID-19 and post-COVID-19 eras can be fully accentuated once SMEs carry out innovative activities. Innovative activities that will focus on developing, designing and incubating new technologies would include business models to create a better future and leverage on SMEs to deal with the extreme disruptions and shocks the pandemic has had on entrepreneurship development.

Subsequently, this chapter discusses the challenges and opportunities of entrepreneurship in Africa in the face of COVID-19; the chapter outlines the prospects of SMEs innovation in accentuating entrepreneurship by ensuring that the challenges of COVID-19 are ameliorated which is the research gap.