

London, United Kingdom

Wuhan, China

Bangkok, Thailand

Manila, Philippines

Entrepreneurial Resilience in the Face of Covid-19: How Entrepreneurs Contribute to Economic Resilience

ADB Webinar on Digital Entrepreneurship May 6, 2022

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To understand how entrepreneurs:

- develop resilient responses to economic shocks
- convert crises into opportunity
- enhance the resilience of their communities

We develop insight for:

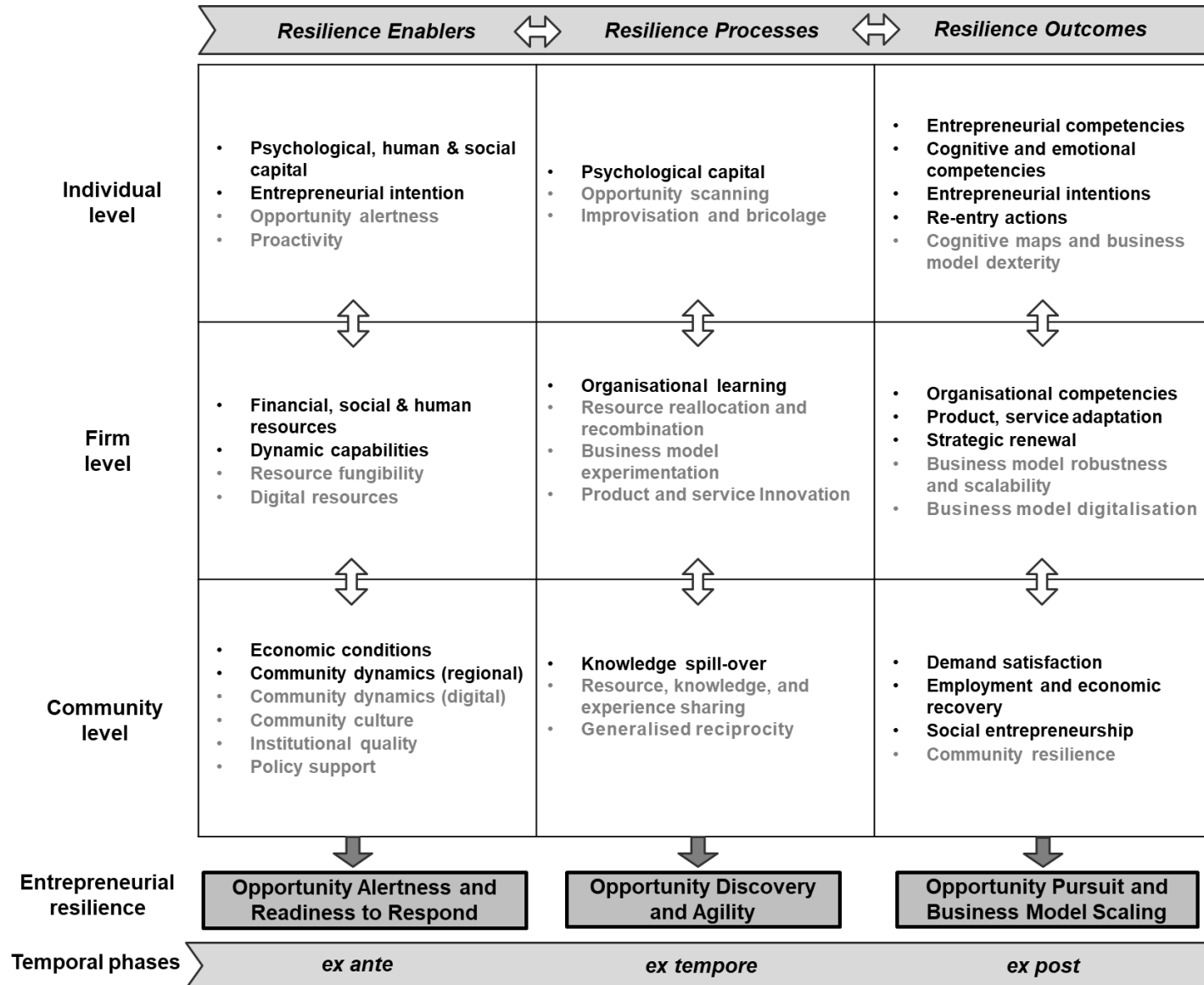
- entrepreneurs
- governments and policy agencies
- academic community

What We Did

Over 50 longitudinal case studies in China, Malaysia, Philippines, Thailand, and the UK

- Three waves of interviews in October – December 2020, March – April 2021 and November – January 2022
- Interviews translated, transcribed, and codes (over 200 content codes)
- Focus on resilience enablers (pre-crisis), resilience mechanisms (during crisis), and resilience outcomes (post crisis)

Entrepreneurial Resilience Framework



Entrepreneurial Responses



Proactively experiment and adjust business model



Adopt digital technologies



Take on social missions

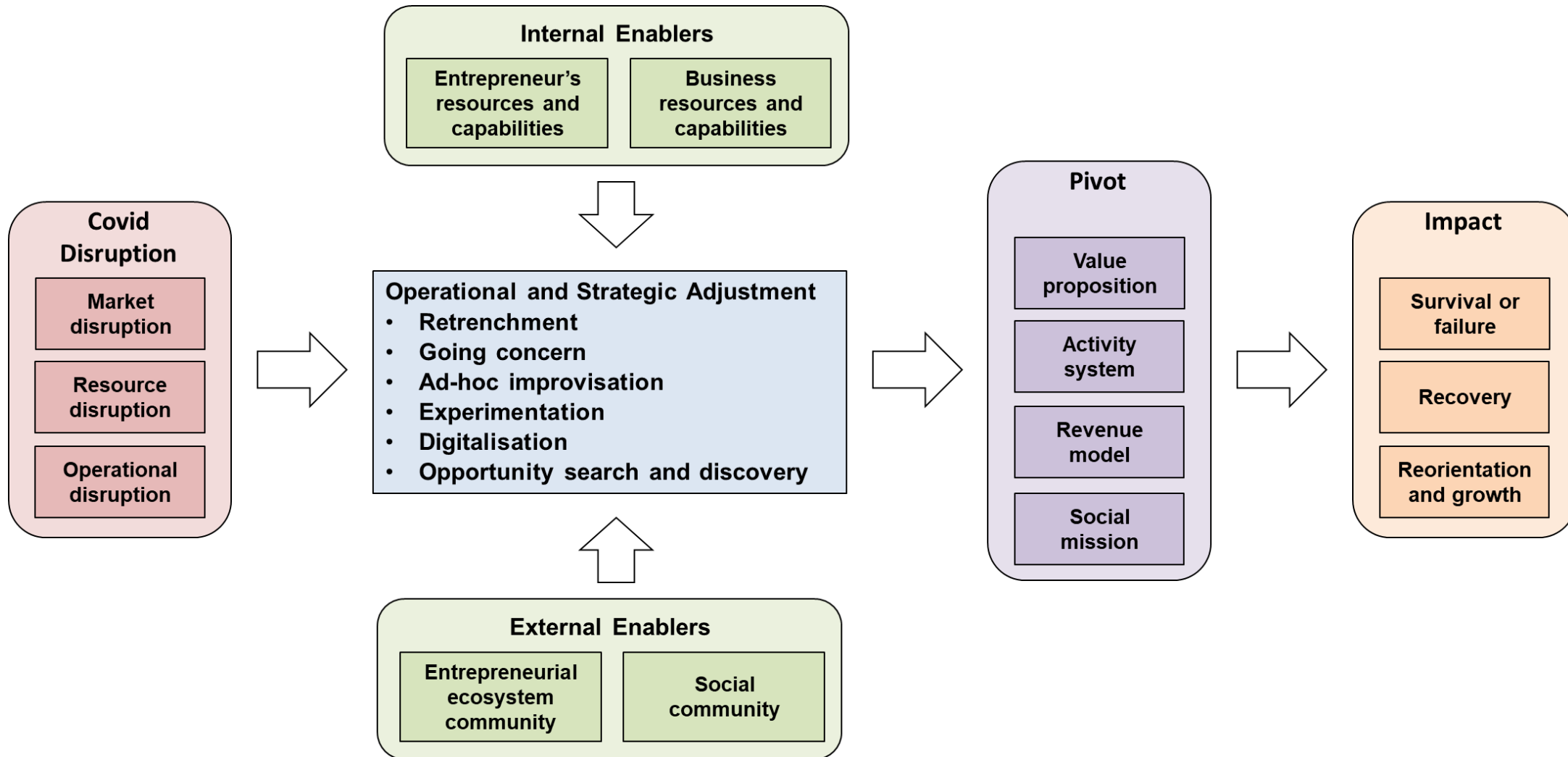


Seek opportunity in crisis



Engage with entrepreneurial community

What We Found



Recognise	Recognise the important role of entrepreneurs as resilience enablers
Support	Support SME digitalisation (accessibility, openness, bridging digital divide)
Support	Support business model reorganisation projects during crises
Engage	Engage digital entrepreneurs to re-think public service provision during epidemics (example Thailand)
Nurture	Nurture regional entrepreneurial ecosystem communities
Engage	Engage entrepreneurs for social mission delivery during crises

Insights for Entrepreneurs

1

Actively look for opportunities during the crisis

2

Take a fresh look at your own business

3

Invest in digital technologies

4

Use your downtime productively

5

Support your community

6

Connect with your entrepreneurial community

Questions?



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