COVID-19 and Entrepreneurship: Challenges and Opportunities for Small Business, V. Ratten, (Eds.), Routledge, Oxon (2021). 126 pp., (Hbk) £96.00 ISBN: 9780367710897, (Pbk) £27.99 ISBN: 9780367710873, (e-book) £27.99 ISBN 9781003149248.

Since the beginning of the COVID-19 pandemic, numerous studies have been generated and published aiming to provide a better and more thorough understanding on the new business environment, the associated extensive and rapid changes, and the future trends and characteristics of the market in a local, national, and international level. The highly complex conditions derived by the pandemic have led many scholars to focus on such research. As a part of this effort, this edited book evaluates the challenges and opportunities for small businesses generated by COVID-19, also including studies generated in different business environments. The book does not have a special focus upon the travel, tourism and hospitality industry, although it includes an evaluation concerning the services of small businesses and their related entrepreneurial decisions. The edited book consists of nine chapters written by 11 contributors. The editor (Vanessa Ratten) is also the author/co-author in eight out of nine chapters.

The first chapter of the edited book is written by the editor (Vanessa Ratten) and provides a general perspective concerning the effects of COVID-19 upon the entrepreneurial decision-making of small business. It also provides the fundamentals of small business crisis management during the first year of the pandemic. The second chapter provides more thorough crisis management insights concerning COVID-19 and small business, and further discusses business innovation ecosystems. The chapter is written by Vanessa Ratten and Clare D’Souza. Vanessa Ratten is the author of the third book chapter. This chapter presents the influence, the general and financial implications, and the consequences of COVID-19 in small business. It also discusses governmental policies for assisting small businesses to better adapt to the new environment. The fourth chapter is co-authored by Sandeep Bhasin and Bhawna Kumar. The chapter emphasises upon the impact of COVID-19 to micro-small and medium enterprises in India. It gives an emphasis in the Black Swan event that (according to the authors) might change the economic growth of India. The fifth chapter is written by Vanessa Ratten and Ashleigh-Jane Thompson, and refers to the digital transformation generated by COVID-19 to both, small businesses and sport entities. The chapter emphasises upon: (i) the key motivations of entrepreneurial decision-making in small businesses, and (ii) the financial and social mechanisms for the utilisation of digital technology during the pandemic. The sixth chapter is co-authored by Eulalia Santos, Ana Diogo, Vanessa Ratten, and Fernando Tavares. The chapter examines the experiential impact of the quarantine imposed in Portugal due to the pandemic. Aquilino Felizardo, Eulalia Santos, Andrea Souza, and Vanessa Ratten co-author the seventh chapter of this edited book. The chapter focuses on Portuguese middle managers’ perceptions concerning the organisational environment for the entrepreneurial promotion and the organisational innovation. Chapter eight is co-authored by Esha Thukral and Vanessa Ratten. It examines the formulation and maintenance of customer relationship management via the use of digital marketing and new technologies during COVID-19 with special reference to small business. Finally, chapter nine is written by the editor (Vanessa Ratten), and provides a generic discussion about the future of the entrepreneurial decision-making in small business, based on the lessons derived from the pandemic.

This edited book is an adequate work dealing with several aspects concerning COVID-19 and small business decision-making. The book would have been more reader friendly if an introductive and a conclusive chapter were provided by the editor, a small abstract was included in the beginning of each and every chapter, and in all chapters the aim, the objectives and the contribution were clearly presented in the introductive section. Even if the edited book does not have a special focus on travel, tourism and hospitality industry, several chapters incorporate service aspects, also including relevant dimensions. However, several aspects of risk, disaster and crisis management related with the entrepreneurial decision-making during the pandemic (e.g.: crisis operations; contingency planning and development; emergency relocation/reorientation of resources; health and safety risks) are missing, or need a much further analysis and elaboration within the book. Moreover, the book chapters do not provide an extensive analysis for the examined issues, but are predominantly based on a fundamental descriptive evaluation. In addition, it is advisable that some of the contributors’ arguments (e.g.: change of the economic growth in India due to the Black Swan event) need to be further substantiated. Nevertheless, this edited book may provide some useful insights concerning the effect of COVID-19 in small and medium-sized enterprises, and strengthen our understanding in terms of the entrepreneurial decision-making is such business. Furthermore, this book can be considered as a sufficient first attempt to comprehend the business environment during an unprecedented global event (Coronavirus pandemic) that is still heavily affecting the business operations, and the enterprising efficiency and development around the world.

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