

Editorial

Entrepreneurial Mindset in Post Era of Covid-19

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A mindset of entrepreneurship is essential for both social and economic progress. Recently, very few scholars have concentrated on developing a strong entrepreneurial attitude. This short essay highlights the need to comprehend the thinking of businesses in post era of Covid-19 global health crisis.

A variety of contexts lend itself to the use of an entrepreneurial mindset, including employment development, academic success, and non-profit and social endeavors (Canziani and Welsh, 2021). It involves more than just starting a company. It is the ability to spot opportunities for problem-solving without requiring the creation of novel technology, specialized training, or wide access to venture capital (Fernandez, 2021). This mindset starts and drives such behaviour when a person links his or her interests and abilities with the main goal of improving oneself or their immediate surroundings.

Consumer demands have changed significantly since the Covid-19 period, which has forced many firms to reinvent themselves and develop new frameworks for risk and crisis management. More than ever, businesses need hypothesis-driven business models (Gasparin et al., 2020). These models ought to be mostly based on intuition, disruption, and insight, and they should cycle through trial and error until the requirements are met. Organizations must be able to identify long-term goals and make the appropriate decisions since doing so will not be feasible.

Since it will be extremely impossible to foresee needs in this environment, leaders must manage the Coronavirus (Covid-19) as a whole event to address evolving medical, financial, economic, supply chain, and psychological ramifications in order to succeed in a lengthy remote context. Organizations need to take into account various business and operating models, including risk and crisis management frameworks, to remain adaptable in a highly unpredictable environment. By taking steps to develop an entrepreneurial mindset,



marketers may, if needed, tap into a talent pool of creativity, ingenuity, imagination, innovation, and problem-solving skills. Innovation needs to be encouraged if plans that have already been put into action are to be modified quickly. It is advisable to develop future scenarios in several iterations, continuously modifying the model to account for shifting underlying assumptions.

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Author's Biography



Dr. A. K. M. Ahasanul Haque is a professor in Marketing, Department of Business Administration, International Islamic University Malaysia. He graduated from University of Rajshahi and obtained the PhD from Graduate School of Management (GSM) under University Putra Malaysia (UPM) in January 2001. His professional career as a Lecturer in Marketing at the Multimedia University Malaysia began from January 2001. His achievements include publications of numerous books, book chapters, study modules, supervisions and so on. He has Published and presented papers at both local and international levels. Moreover, he had published significant number of research articles to international referred journals, including ISI, Scopus, Emerald, ABDC's and other indexed. He is editorial board member in several international index journals. He has been awarded several times for outstanding research work locally and internationally, including Emerald Literati Award and British Publishing House. He supervised significant number of post-graduate research, such as PhD, DBA and Masters Students and also an external examiner from reputable universities around the world. Since 2002, he involved many external research grants funded by local and international authority. Moreover, he involved quite number of consultancy projects including World Bank, Telekom, Z-consulting and many more. He is appointed as adjunct professor, visiting professor and external assessor (curriculum development) in several Institutes around the world. Additionally, appointed adjunct professor, visiting professor several universities and delivered as keynote speaker remarkable number of international conferences and symposium. His professional involvement in many international organizations include American Marketing Association (AMA), Institute of Marketing

Malaysia, Academy of World Business and Marketing Management, World Business Institute (WBI), International Academy of Business and Economics Society (IABE) and other societies. He is awarded as a fellow member from Chartered Institute of Marketing (CIM) in UK and Malaysia. He showed research interest in the areas of International Marketing, Digital Marketing, Consumer Behavior, Internet Marketing, Islamic Marketing, and other Marketing and Management areas.