

## Letter from Guest Editor

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There are 11 papers in this issue. Understandably, 7 of these deal with Covid-19. The papers on Covid come from mainly Africa and Europe. When analysing these papers, I note a common picture that is painted of the Covid-19 papers. With all the alarm bells of business continuity, it was heartening to find researchers suggesting that during the downturn, opportunities are likely present.

Overall, the papers represent a good collection of discussions, concerns, and variants of what can, and would be as the search for meaning continues.

The first paper titled **'the effectiveness of social media marketing: a case of Lagos state Nigeria'**, written by Ikenna Franklin Eze, Ephias Ruhode and Chux Gervase Iwu echo the necessity for a focused social media marketing strategy for small businesses in Nigeria. Making use of the popular Task-Technology-Fit (TTF) model, they argue that effective marketing is needed by small businesses and such can be sustained using new technological platforms. Perhaps no sector has been hard hit by the Corona Virus like the tourism sector. Tourism in any economy relies on public transportation systems. Exploring how **COVID-19 has impacted the taxi industry in the City of Johannesburg, South Africa**, Nicola Wakelin-Theron, and Wilfred Isioma Ukpere noted among others, taxi drivers' anxiety, loneliness and uncertainty owing to the lockdown regulations.

In their paper which focuses on **Algorithmic trading based on the fear of COVID-19 in Europe**, Raúl Gómez Martínez, Camilo Prado Román, and Gabriel Cachón Rodríguez have engaged a new line of research based on finding metrics that are adequate indicators of investor optimism and pessimism, and the correlation of these metrics with the market. This is important especially given the fear that the Corona Virus brought with it. Syeda Zara Mazahir and Zia ur Rehman have argued in their paper **'A quantitative research to investigate the relationship of factors affecting employee. Empowerment on organization performance'** that employee loyalty, as well as service quality, mediates an association between employee empowerment and financial performance in Pakistan. Furthering gender entrepreneurship research, Simon Nsengimana and Visvanathan Naicker made use of the quantitative approach to **explore how gender affects new entrepreneurial feminism creation in Kigali, Rwanda**. They found among others that push factors relating to the necessity entrepreneurs overshadowed the pull factors linked to opportunity entrepreneurs.

Convinced that small and medium retailers contribute to the growth of the South African economy, Isaac Abe and Virimai Mugobo offer some insight to how Covid-19 has impacted the small and medium retailers in South Africa. Their paper - **The post-COVID-19 retail landscapes: Perceptions of Small and Medium Size Retailers in South Africa** - thus suggests that there is a need to reassess the

sector to improve its capacity. There is no doubt that health workers face enormous health challenges of their own during a pandemic. And this is in part what Foluso Philip Adekanmbi and Wilfred Isioma Ukpere set out to examine in their paper **'Promoting the Mental Health of Healthcare Workers during COVID19 Pandemic: the influence of psychosomatic problems (work-related stress), social support, fear of COVID-19 and demographics'** in Nigeria. **The authors note that efficient and comprehensive actions should be taken promptly to positively increase the healthcare workers' mental and social health.**

The paper, **COVID-19 pandemic and the South African township economy: A focus on King Williams Town, Eastern Cape, South Africa**, is authored by the trio of Solomon Omonona, Olabanji Oni and Olugbenga Joseph Oluwole. The paper reports that the pandemic has negatively affected micro and small businesses to such an extent that business continuity is in doubt post Covid. Post Covid-19, many businesses are unlikely to feature. Therefore, it is critical to start early to seek survival strategies for them in Nigeria. That's the argument of Uchenna Eze Benneth, Daniel Agbi Babatunde, and Oluwaseun Adenuga Ademolu in their paper - **COVID-19 pandemic: a qualitative evaluation of MSMEs survival strategies in Nigeria**. Their paper offers some interesting strategies for MSMEs survival.

Understanding Chinese culture is critical to appreciating how its research practices are cultivated. This is the view of Martin Sposato in the paper **'A note on what do we talk about when we talk about Chinese Research?'** who argues that this approach presents a clearer picture of the different cultural (Asian) influences.

Patricia Vargas Portillo offers **'Brief notes on the effects of the coronavirus on e-sales of small and medium-sized companies in Spain'**. Here, Patricia urges us to be circumspect in how we relate with customers these days because they have equally become wise.

Enjoy the read!