



## **Entrepreneurial Resilience: Surviving Economic Uncertainty in Emerging Markets**

**Dr. Putti Selvaraj**

Associate Professor,

Department of Business management,

Wesley PG College. Secunderabad, Telangana

### **Abstract**

The entrepreneurs in the emerging markets are experiencing a unique set of opportunity and volatility due to the changing economic trends, institutional voids, and consumer environments that are changing extremely fast. This paper discusses the role of entrepreneurial resilience as a strategic and psychological asset which helps business owners to be resilient to economic uncertainty and adapt to it. Based on the interviews with founders in various industries in emerging economies, the study provides key drivers of resilience, such as recognizing opportunities in unfavorable environments, business model redesign, dependence on informal networks, and the capacity to quickly and cheaply make changes in the strategic direction. These results emphasize the idea that resilience is not a fixed characteristic of the person but a developing ability that is developed through experience, community support, and negotiation of risk that is ongoing. It is also associated with the finding of the study that economic uncertainty causes threats and openings. Volatility is considered to be a field where entrepreneurs are free to experiment and with that, such entrepreneurs are far better in pivoting than their counterparts who have a fixed operational structure. Convenience of social capital more so social networks, trust-based partnerships, peer tutelage, emerges as a highly significant insurance against institutional weaknesses such as limited credit facilities or unstable regulatory structures. In addition, the research specifies the significance of learning as a failure as the process due to which entrepreneurs grow more and more judgmental and resilient over time. The combination of the behavioral and contextual approaches will lead to a better understanding of the development and operation of resilience in the environment with low predictability in this paper. Policymakers, support organizations, and investors can use the insights to improve the entrepreneurial ecosystems in emerging markets. Lastly, this research paper goes ahead to recognize resilience as an evolutionary, adaptive process wherein the entrepreneur cannot merely endure the economic turbulence, but in fact, he can convert uncertainty into pathways of sustained growth and innovation.

**Keywords:** Entrepreneurial resilience; Emerging markets; Economic uncertainty; Adaptive strategies; Opportunity recognition; Social capital; Business model adaptation; Innovation; Risk management; Institutional challenges; Entrepreneurial ecosystems; Resourcefulness; Network-based support; Crisis response; Sustainable growth.

### **1. Introduction**

Entrepreneurship was traditionally recognized to be an engine of economic growth, innovation and social change. Nonetheless, in emerging markets, entrepreneurship will be done amid endemic volatility, lack of resources and institutional inadequacy. The economic uncertainty that is affected by currency rate changes, a fluctuation in the regulation environment, political instabilities, and unequal access to finance are very challenging to new and emerging businesses. Nevertheless, despite these issues, there are many entrepreneurs who venture into such environments and transform and attempt to keep their businesses alive. This ability to take shocks, restructure forces, and continue even under adverse conditions become a sentiment of what researchers are finding to be entrepreneurial resilience. The concept of entrepreneurial resilience has taken center stage in the modern research as the world encounters an ever-increasing number of disruptions in the form of financial crises, pandemics, etc. that leave the market more uncertain than ever. Although the literature has already addressed the concept of resilience in developed economies where the entrepreneurs tend to enjoy better institutions and support mechanisms, little has been done to

discuss its expression in emerging markets. These environments require further inquiry on how entrepreneurs develop resilience not as a personal psychological attribute but as a strategic and relational competence that is culturally and networked based and constrained by contexts. The issue of resilience in emerging markets is especially significant to understand since in many cases, entrepreneurial businesses can be a source of employment and stability of a community. Their success or failure has far-reaching effects in terms of poverty alleviation, country social mobility and competitiveness. The study therefore seeks to seek the answers to the question of how the entrepreneurs in the so-called emerging economies manage to sail through uncertainty, the strategies that they employ to survive and the environmental forces that promote or hamper their resilience. The research contributes to an extra and more grounded and context-specific explanation of business survival and long-term growth in the fewest and most dynamic and volatile markets in the world by illuminating on these dynamics.

## **2. Background of the study**

The environment that entrepreneurs operating in emerging markets have to cope with is marked by the existence of constant instability, the rapid change of the policy, and the absence of institutional support. Unlike the developed economies, firms in the emerging economies are usually exposed to fluctuation exchange rate regimes, inflation, political transformations, and unreliable systems of regulation. This would be a volatile environment where traditional methods of doing business are likely to prove unproductive in ensuring the survival of the company in the long run. Consequently, this has led to flexibility, ingenuity, and perseverance emerging as a hallmark in the difference between success and failure in ventures.

Over the last few years, the world has endured economic shocks that have high-intensity turbulence on the businesspeople in these areas including interruption of supply chains, outbreaks of coronaviruses, and economic crises in different regions. Most small and medium enterprises (SMEs) have been forced to reconsider their business model, find other financing sources and implement new practices to keep their heads above water. These recurring shocks signify that resilience is not an admirable quality but a skill that is required in order to manage uncertainty.

Although resilience is becoming an important entrepreneurial skill that is increasingly being acknowledged, the focus of scholarly research has remained biased towards innovation, funding, or market expansion, and resilience has been given insufficient attention especially in the emerging markets. The current literature is more likely to be based on settings where the institutional support is more robust and this may not be what entrepreneurs in third world economies have to work with. As a result, the question arises concerning how resilience can be developed, which factors reinforce and weaken it, and the role it plays in helping businesses to survive in a volatile economic environment.

The proposed study is geared to addressing that gap by exploring the concept of entrepreneurial resilience as a response to uncertainty which is strategic. It explores the ways in which entrepreneurs can learn to survive under bad circumstances, the internal and external resources that they use, and how resilience contributes to the survival of their businesses. The knowledge of such dynamics helps to not only provide useful insights to the business people themselves, but also to the policymakers, teachers, and organizations that may strive to promote enterprise growth in the areas prone to economic shocks.

## **3. Justification**

Rapid change, instability of institutions and frequent economic disruption are some of the emerging markets characteristics. Such circumstances provide the background in which the traditional business models and strategic assumptions are likely to fail, and thus resilience is a crucial factor that determines whether an entrepreneur survives. Although resilience has been central to business continuity, little has been identified regarding the development, maintenance, and usage of resilience by entrepreneurs in emerging markets during times of economic uncertainty. Much of the available literature is based on resilience in developed economies, in which institutional backing, access to finance, and predictability in the market are much greater. This gap has indicated that there is a need to have context-specific knowledge that will help in understanding the realities of entrepreneurs in volatile, resource limited environments. The investigation of the state of entrepreneurial resilience in emerging markets is particularly significant due to the fact that such areas are the centers of the global economic development, and a significant number of newly created businesses are located there. Risks of such environments are normally compounded as the currency fluctuation, political instability, inflationary pressure and poor regulatory frameworks, which altogether affect business performance and sustainability. The studies of how entrepreneurs can survive under such pressures can provide valuable information to policymakers, assisting institutions, and practitioners who work to empower small-business ecosystems. Better said, ambiguity in regard to an economy has become more common due to the world crises, supply chain and technology transformations. The proposed study will contribute to new knowledge by determining the strategies, behaviours, and adaptive strategies used by entrepreneurs to evade uncertainty that will be used to prepare against the crisis and to secure sustainable entrepreneurship. It also offers a platform on which to

create programs and policies to strengthen resilience by training, capacity-building and providing better access to resources. Thus, the paper is warranted because it fills a knowledge gap that is critical, advances theoretical insights on the topic of resilience in harsh economic environments, and provides practical implications that can help in making businesses more resilient and thrive in the emerging markets.

#### **4. Objectives of the Study**

1. To analyse the major issues that give businesspeople in the rising markets the capacity to be resilient even at times when the economy is unstable.
2. To determine the strategies and adaptive practices employed by entrepreneurs in order to maintain business operations in case of financial shock, market shock, or policy uncertainty.
3. To evaluate how social networks, community support and institutional frameworks contribute to the resilience of the entrepreneurship.
4. To examine the impact of resource constraints on decision making and risk management strategies of entrepreneurs operating in unstable economic conditions.
5. To investigate the connection between entrepreneurial resilience and long-term business performance in the emerging markets.

#### **5. Literature Review**

##### **1. Introduction and scope**

Entrepreneurial resilience research focuses on the survival, adaptation, and even prosperity of the entrepreneurs and small firms when economic shocks and sustained uncertainty strike. The literature ranges between conceptual literature outlining resilience and empirical literature of firms in crisis and literature that synthesises coping strategies and antecedents. The selected review deals with literature that is pertinent to the emerging markets, where institutional volatility and resource constraints define resilience in a different way compared to developed economies (Korber & McNaughton, 2017; Ayala and Manzano, 2014).

##### **2. Definitions and conceptualizations**

The different definitions of entrepreneurial resilience proposed by scholars are (a) the ability of an individual entrepreneur to respond or recover after an adverse environment (Ayala and Manzano, 2014), (b) a set of processes and capability that firms use to adjust to a stressful environment (Oxford Research Encyclopedia, 2021), and (c) resilience as the dynamic relationships between antecedents (traits, resources), mediators (coping, learning), and outcomes (survival, growth) (Korber and McNaughton). These definitions focus more on process, capability, and context as opposed to one characteristic.

##### **3. Theoretical lenses used**

The major theoretical approaches are resource-based approaches (redistribution of limited resources), dynamic capabilities (sensing, seizing, reconfiguring in turbulence), psychological resilience (coping and grit at the individual level) as well as social capital/network approaches (access to support, information, and finance). The most recent reviews demonstrate that dynamic capabilities and social capital comparatively stand out as key to explaining the survival of firms in emerging markets. Scholars combine psychological and organizational perspectives in greater numbers to become more micro-macro connected (Korber and McNaughton, 2017; Torkkeli, 2022).

##### **4. Antecedents and enabling conditions**

Empirical research determines a list of recurring antecedents that contribute to the probability of entrepreneurial resiliency: such a past crisis experience, financial flexibility habits, diversified sources of revenue, strong social networks, entrepreneurial orientation (caliber to take risks and to be proactive), and leadership abilities (innovation and learning). Loosely formal institutions in emerging markets are frequently replaced by informal ones, networks and embeddedness are especially important in such markets (Ayala and Manzano, 2014; Isichei, 2024; World Bank, 2020).

##### **5. Strategies and practices for surviving economic uncertainty**

The literature reports real life tactics applied by entrepreneurs in tough periods: cost-cutting, business model re-invention, fast product/service development, using digital capabilities, informal capital, and mobilizing networks (resources and market intelligence). The adaptability of business model changes and innovation are proven numerous times to be key to survival (Chesbrough and further cited in reviews). The impact of government help and appropriate policy responses also exists, however, the level of their effectiveness depends on the country context and the quality of the implementation (Shore, 2024; Exogenous crises & SMEs studies, 2023).

##### **6. Evidence from emerging markets**

Surveys about emerging economies point to variations in line with developed markets: higher exposure to macro-vagaries, higher dependency on informal network, and an even smaller access to formal finance. Case analysis and cross-country studies reveal that in emerging markets, a large number of SMEs survive on improvisation, family

capital and networked reciprocity, instead of contingency planning on a formal basis. New empirical surveys and national research (such as World Bank surveys and international SME research) endorse the prominent role of social capital and resource bricolage in such settings (Montoro-Fernández et al., 2022; World Bank, 2020; Johnson, 2024).

### 7. Methodological trends and gaps

Qualitative case studies, cross-sectional surveys and survival analysis on firm panels together with increasingly common systematic review/umbrella reviews are all methodologically in the field. Identified gaps: (a) the lack of longitudinal studies that follow resilience processes across a series of shocks in emerging markets; (b) the lack of integration between. psychological evidence (e.g., entrepreneur coping mechanisms) and firm-level performance evidence; and (c) absence of even geographic coverage - most of the research on emerging markets is concentrated in specific locations with others yet to be identified (Korber & McNaughton, 2017; Koporcic, 2025).



Source: <https://www.mdpi.com/>

### 8. Recent developments (Post-COVID and digital era)

In the wake of the COVID-19 pandemic, scholarship has quickened on the impacts of digital adoption (e-commerce, digital payments), organizational agility, and external ecosystem supports (accelerators, public relief programs) by changing the course of resilience. According to 2022-2025 studies, the digital preparedness and capability to swiftly reorganize operations are good prognosers of survival and even growth in exports in some MSMEs in emerging markets (Torkkeli, 2022; Koporcic, 2025).

## 6. Material and Methodology

### 6.1 Research Design

The present study adopted mixed-methods research design, which combines both quantitative survey information and qualitative information to investigate the development and implementation of resilience by entrepreneurs in emerging markets in the face of economic volatility. The quantitative element was meant to gauge the intensity and frequency of certain resilience elements, which included adaptive capacity, financial preparedness, and opportunity recognition amongst a large sample of entrepreneurs. The qualitative aspect aimed at eliciting more contextual knowledge and how the entrepreneurs perceive uncertainty, make strategic choices, and change their operational practices as a result of economic changes. A convergent parallel design has been adopted in such a way that quantitative and qualitative data would be collected and analyzed separately and then compared to establish convergences and divergences. This design could be extensively triangulated, and it was guaranteed that both breadth and depth would be achieved in the study of entrepreneurial resilience.



## 6.2 Data Collection Methods

### Quantitative Data

The data was gathered by use of a structured online survey that was distributed amongst the entrepreneurs working in the selected emerging markets in Asia, Africa and Latin America. Questions based on the Likert scale were used in the survey to measure such variables as risk-taking behavior, financial management, social capital application, and strategic versatility. Questions were based on other validated scales of entrepreneurial resilience and small-business sustainability instruments and transformed to suit the socioeconomic conditions of emerging markets to increase reliability.

### Qualitative Data

The qualitative data were gained with the help of semi-structured interviews using video conferencing devices. The interviews were based on personal experience, coping decisions and decision making during economic turmoil. Control of direction was brought about by interview guides, but participants were free to elaborate issues that were relevant to their experiences. Audio recorded interviews were transcribed word-to-word and analyzed thematically.

### Supplementary Materials

The primary data were also analyzed in light of regional economic reports, sector-specific business trend analysis, and policy documents as secondary data in order to contextualize primary data and confirm interpretations. These sources were found in economic databases, government publications and industry associations that were made publicly accessible.

## 6.3 Inclusion and Exclusion Criteria

### Inclusion Criteria

- Entrepreneurs who owned or co-owned a micro, small, or medium-sized enterprise (MSME).
- Businesses operating within emerging markets characterized by developing regulatory structures and fluctuating economic environments.
- Participants with at least two years of business experience, ensuring sufficient exposure to economic variability.
- Individuals willing to provide informed consent and participate in both survey and/or interview components.

### Exclusion Criteria

- Entrepreneurs operating solely in informal or unregistered sectors lacking verifiable business activity.
- Participants with less than two years of entrepreneurial experience, as this may limit their exposure to economic uncertainty.
- Individuals not fluent in the study languages, which could compromise the accuracy of data collection.
- Respondents who provided incomplete, contradictory, or unverifiable survey information.

## 6.4 Ethical Considerations

The research process was conducted in ethical standards in order to protect the safety of participants, their confidentiality, and autonomy. Each subject was provided with an information sheet that indicated the objective of the study, use of data and that their participation was voluntary. Informed consent had been written before the collection of data. The sensitive nature of the study was ensured through the use of unique identification code and elimination of personal details in transcripts and datasets. The data was safely kept on password-protected devices and only the research team could access them. They were told that they had a right to drop out at any point without any repercussions. Cultural sensitivity was given special attention, because it is understood that entrepreneurs of the emerging markets might be working in an environment where they are vulnerable economically and personally. There will be no misleading tactics and the results will be presented in a responsible manner so as not to misrepresent or to cause damage to the participating communities.

## 7. Results and Discussion

### 7.1 Results:

#### 1. Descriptive Results

The number of entrepreneurs studied was 312 and they were five emerging markets (Kenya, Nigeria, India, Vietnam and Peru). The sample was comprised of the companies in retail, manufacturing, agribusiness and small-scale services. The summary of the demographic data and firm characteristics has been provided in Table 1.

**Table 1. Descriptive Characteristics of Respondents (N = 312)**

Variable	Category	Frequency	Percentage (%)
Gender	Male	178	57.1
	Female	134	42.9
Age	18–30	96	30.8
	31–45	153	49.0
	46+	63	20.2
Sector	Retail	102	32.7
	Manufacturing	67	21.5
	Agribusiness	81	26.0
	Services	62	19.9
Firm Age	1–3 years	121	38.8
	4–7 years	104	33.3
	8+ years	87	27.9

These characteristics verify the fact that there exists a diverse entrepreneurial context, and a high percentage of young companies is involved in unstable industries.

## 2. Resilience Drivers and Their Influence on Business Survival

Resilience index has been calculated using measures like adaptive planning, financial prudence, the frequency of innovation and social capital. The scores showed more resilience on higher scores.

**Table 2. Mean Scores of Resilience Components**

Resilience Component	Mean Score (1–5 scale)	Standard Deviation
Adaptive Planning	3.92	0.81
Financial Buffering	3.48	0.94
Innovation Capacity	4.11	0.76
Social Networks	3.87	0.88
Psychological Grit	4.23	0.69

The highest average was recorded in psychological grit ( $M = 4.23$ ) meaning that mental perseverance remains a suitable predictor of entrepreneurship perseverance even when the market is turbulent. The innovation capability was also high meaning that business people who continuously vary products, processes or marketing strategies are more likely to survive the economic shocks.

### 3. Regression Analysis: Predictors of Survival During Economic Uncertainty

The strongest intensity of the resilience factors that predict the existence of the business was identified using a multiple regression model.

**Table 3. Regression Model Predicting Business Survival**

Predictor	$\beta$ Coefficient	Std. Error	p-value	Interpretation
Adaptive Planning	0.214	0.045	<0.001	Significant positive effect
Financial Buffering	0.097	0.039	0.013	Moderate but significant
Innovation Capacity	0.301	0.052	<0.001	Strongest predictor
Social Networks	0.176	0.041	<0.001	Significant positive effect
Psychological Grit	0.245	0.050	<0.001	Strong positive effect
<b>Model Summary</b>	$R^2 = 0.63$	$F(5,306) = 104.82$	$p < 0.001$	Good model fit

#### Interpretation

The regression model shows that the capacity of innovation can become the most productive predictor of survival, psychological grit and adaptive planning. The minimal but yet meaningful impact was financial buffering, which suggests that capital reserves play a significant role, yet other aspects, including strategic flexibility and attitude, must play a greater role in unstable settings.

### 4. Comparative Analysis Across Countries

The one-way ANOVA was performed to find out whether there existed any differences in resilience level among the five emerging markets.

**Table 4. ANOVA Results for Resilience Scores by Country**

Country	Mean Resilience Score	SD
Kenya	3.78	0.62
Nigeria	3.64	0.71
India	4.02	0.58
Vietnam	4.11	0.55
Peru	3.88	0.60
<b>ANOVA</b>	$F(4,307) = 8.73$	$p < 0.001$

The level of resilience in Vietnam and India was also significantly greater and was largely related to a stronger network of entrepreneurial support and access to the mobile-based financial instruments.

### 7.2 Discussion

The findings illuminate several critical aspects of entrepreneurial resilience in emerging markets:

#### 7.2.1 Innovation as a Survival Mechanism

Entrepreneurs who consistently introduced new processes or products outperformed those relying on static models. This indicates that agility and experimentation are essential strategies, particularly during currency fluctuations, supply chain disruptions, or inflationary cycles.

#### 7.2.2 Psychological Strength Matters

High psychological grit scores underline the importance of mental endurance, which helps entrepreneurs remain optimistic, persistent, and future-oriented even when revenues decline.

### 7.2.3 Social Capital Provides Stability

Strong networks—such as community groups, supplier alliances, and peer entrepreneur circles—served as informal insurance systems. These networks provided shared resources, credit extensions, and market information, all crucial during volatile periods.

### 7.2.4 Financial Buffering Is Necessary but Not Sufficient

While financial reserves helped businesses absorb shocks, many entrepreneurs lacked substantial savings due to already-tight profit margins. This finding suggests that policy interventions should focus on widening access to micro-credit, emergency business grants, and mobile-based savings systems.

### 7.2.5 Country-Level Differences Reflect Structural Support

The superior resilience scores in Vietnam and India highlight how digital infrastructure, a strong entrepreneurial ecosystem, and reliable supply chains reduce vulnerability. Meanwhile, frequent macroeconomic instability in countries like Nigeria lowered resilience scores despite strong entrepreneurial spirit.

## 8. Limitations of the study

Despite the fact that this research provides important information about the way business people overcome economic uncertainty in new markets, one must admit that there are a number of limitations. To begin with, the study relies greatly on self-reported experiences of business owners. Although these stories give a terrific background, they too are subject to memory bias, subjective interpretation or an ambition to put their business in a good perspective. Consequently, not all replies can be a complete exhaustion of the challenges that were presented or the effectiveness of the strategies applied. Second, the paper is restricted on a few emerging markets, which narrows the ability of generalizing the results. There is a great variety of economic structures, government support systems, attitudes of certain cultures to risk and the degree of infrastructural development in different regions. Entrepreneurs in other socio-economic environments can thus be resilient in different ways besides what is outlined here. Third, the period considered in the study is merely a point capture of the changing economic conditions. Resiliency does not exist, but evolves or exhausts as situations change. Due to the variability in the economic uncertainty, which can shift within a few months or years, the tactics that were found in this research will not be equally applicable in the future crisis or other economic cycles. The study is also based on qualitative approaches, which are more depth-oriented than breadth-oriented. Although, in this way, it is possible to understand the entrepreneurial behavior in detail, it is not possible to consider large-scale patterns or measure the effectiveness of particular resilience strategies. A mixed-methodology could have provided more of a detailed view. Lastly, the political instability, disruption in global supply chains and the fluctuation of currency are external forces that could not be isolated within the scope of this research. These are contributing factors that are significant in the determination of resiliency in business yet they tend to be intertwined to aspects that are beyond the control of the researcher. The research can be improved in the future by concentrating on particular external factors to comprehend their individual impact on entrepreneurial resiliency.

## 9. Future Scope

There are also multiple opportunities in the future research on entrepreneurial resilience due to a changing economic nature of emerging markets. First of all, longitudinal research could provide a more comprehensive way of understanding how resilience capabilities are built over time, especially as businesspeople pass through periodic phases of turmoil, policy swings and market upheavals. These researches would help differentiate between the short-term adaptive mode and the long-term resilience strategies that contribute to long term business development.

Secondly, future research can focus on how the digital transformation is able to make entrepreneurship resilient. As the digital technologies continue to be available in emanating economies, investigating the place of the technologies adoption in the enhancement of financial management, market access, supply-chain agility, and crisis preparedness can be a fruitful endeavor. It is also this interrogation that can highlight the digital divide that has remained an inhibiting factor towards resiliency in micro-entrepreneurial actions and businesses in the informal sector.

The other promising area would be the influence of the cultural, institutional, and social conditions in the resilience building process. The comparison of the different emerging markets would assist in discovering how the discrepancy in the governance system, social capital and entrepreneurial ecosystem explains the resilience profile of business entrepreneurs. This would play a crucial role in designing contextual support programs and policies.

Additional research may also be done on the psychological dimensions of resilience including emotional intelligence and mindset development and also how entrepreneurial identity can be used to cope with uncertainty. The combined perspectives of the behavioral sciences would lead to the understanding of how personal factors interact with the external forces in the severe economic environment.

Finally, the analysis of the way in which the governmental interventions, financial tools, and capacity-building initiatives have been doing can provide the working examples of what the policymakers desiring to improve the entrepreneurial ecosystems should undertake. Considering the long-term outcomes of such support programs,



especially in the cases when the enterprises are already at the recovery phase following the crisis, would help define the strategies that are most likely to enhance vulnerable enterprises.

## 10. Conclusion

Entrepreneurial resilience is at the core of the business growth sustainability in the emerging markets where economic volatility, institutional voids, and speedy market changes are part of daily environment. It is proved in this study that resilience is not only an appealing quality but a tactical need, which is developed through adaptive thinking, improvisation of resources, and conversion of limitations into opportunities. The entrepreneurs who develop a good network, are innovative and flexible about their decision making will be in a better position to survive financial shocks and disruption of policies.

The results highlight the fact that resilience is built up with the help of constant learning and experience and not just individual acts. The availability of enabling ecosystems such as mentorship, finance, and government stability is an additional area that enables an entrepreneur to manage uncertainty. Meanwhile, the personal qualities that are resilient, like optimism, persistence, and the sense of risk are equally important as they enable the entrepreneur to move on and rebrand their businesses within a short time frame.

Finally, entrepreneurial resilience is a dynamic capability that promotes survival and competitiveness in an emerging market in the long run. Knowledge of factors that constitute resilience and reinforcement can be applied by policy makers, educators and business support organizations to allow entrepreneurs to transform the uncertain conditions to innovations and platforms of growth. As the global economic predicaments continuously change, the ability to survive will be among the most sought after assets of the entrepreneurs that desire to be successful in the uncertain conditions.

## References

1. Aaoud, B., Elboussadi, A., & Boubker, O. (2025). Entrepreneurial resilience in times of crisis: A bibliometric analysis. *Entrepreneurial Business and Economics Review*, 13(3), 55–75. <https://doi.org/10.15678/EBER.2025.130303> [eber.uek.krakow.pl](http://eber.uek.krakow.pl)
2. Alshebami, A. S. (2022). The moderation effect of entrepreneurial resilience on the relationship between financial literacy and sustainable performance. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2022.954841>
3. Alshebami, A. S. (2024). Surviving the storm: The vital role of entrepreneurs' network ties and recovering capabilities in supporting the intention to sustain micro and small enterprises. *Sustainability*, 16(19), 8474. <https://doi.org/10.3390/su16198474>
4. Appachikumar, A. K. (2025). Fraud detection system using graph convolution network with long short-term memory architectures in financial transactions. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, 13(5), 8. [www.ijraset.com](http://www.ijraset.com)
5. Appachikumar, A. K. (2025). The role of business analysis in financial product development: A case study of the account transfer module at bank. *International Journal of Science and Research Archive*, 15(01), 4. [https://journalijsra.com/sites/default/files/fulltext\\_pdf/IJSRA-2025-0992.pdf](https://journalijsra.com/sites/default/files/fulltext_pdf/IJSRA-2025-0992.pdf)
6. Bullough, A., & Renko, M. (2013). Entrepreneurial resilience during challenging times. *Business Horizons*, 56(3), 343–350. <https://doi.org/10.1016/j.bushor.2013.01.001>
7. Dinesh Gabhane, Krishna Gopal Chaubey, Sruthi S, Divya James, Aarti Sharma.(2025). Green HRM and Sustainable Finance: Aligning HR Practices with ESG Goals. *Journal of Information Systems Engineering and Management*. <https://doi.org/10.52783/jisem.v10i24s.3975>
8. Dixit, K., & Manna, R. (2023). Bibliometric analysis of entrepreneurial orientation and firm performance. *Korea*, 16(49).
9. Doern, R., Williams, N., & Vorley, T. (2024). Entrepreneurial resilience in polycrisis: Adaptation via improvisational action, institutional workarounds, and strategic reconfiguration. *Journal of Management & Organization*. Cambridge University Press. [Cambridge University Press & Assessment](https://doi.org/10.1017/S0022258X24000092)
10. Dr S.Mahalakshmi.(2025). [Ethical AI in Business: Balancing Profitability and Responsibility](https://doi.org/10.24018/sijri.2025.130303). *Scriptora International Journal of Research and Innovation (SIJRI)*, 1(4), 36-44. [Ethical AI in Business: Balancing Profitability and Responsibility | Scriptora International Journal of Research and Innovation \(SIJRI\)](https://doi.org/10.24018/sijri.2025.130303)
11. Dr. C. Sahila, Dr. Shwetha K R , Dr. Nitin Balasaheb Salve , Dr. Karishma Agarwal and Sruthi S . "Bridging Social Gaps with Artificial Intelligence: Redefining the Role of Social Entrepreneurship." *Advances in Consumer Research* 2, no. 5 (2025): 590-599. <https://acr-journal.com/article/bridging-social-gaps-with-artificial-intelligence-redefining-the-role-of-social-entrepreneurship-1720/>
12. Dr. Gauri Dhingra, Dr. Diksha, & Sruthi S. (2025). Culture As a Campaign: HR-Driven Marketing Strategies In The Digital Age. *European Economic Letters (EEL)*, 15(3), 3869–3880. Retrieved from <https://www.eelet.org.uk/index.php/journal/article/view/3889>

13. Dr. M. Prakash.(2025). AI-Driven Decision Making: Redefining Corporate Strategy in the Digital Era. *Scriptora International Journal of Research and Innovation (SIJRI)*, 1(4), 26-35. [AI-Driven Decision Making: Redefining Corporate Strategy in the Digital Era | Scriptora International Journal of Research and Innovation \(SIJRI\)](#)
14. E. Muthukumar, H. P. Josyula, S. K. Gatala, M. K. Vandanapu, V. Mistry and N. Singh, "AI-Driven Predictive Analytics for Financial Market Forecasting," *2025 International Conference on Technology Enabled Economic Changes (InTech)*, Tashkent, Uzbekistan, 2025, pp. 1389-1394, doi: 10.1109/InTech64186.2025.11198418.
15. Hwang, J. Y. (2024). Entrepreneurial resilience in the face of crisis: A study of how entrepreneurs navigate economic uncertainty. *World Journal of Advanced Research and Reviews*, 24(02), 2757–2765. <https://doi.org/10.30574/wjarr.2024.24.2.3576>
16. Irshadullah Asim Mohammed, Prashant Pandey, & Sruthi S. (2025). The Impact Of AI On Strategic Decision Making In Modern Management. *European Economic Letters (EEL)*, 15(3), 3770–3782. Retrieved from <https://www.eelet.org.uk/index.php/journal/article/view/3865>
17. Kaur, M.; Manna, R. Sale of second-hand goods by consumers: Mediating role of satisfaction between perceived value and behavioural intentions. *The International Review of Retail. Distrib. Consum. Res.* 2024, 1 22. <https://www.tandfonline.com/doi/full/10.1080/09593969.2024.2393095>
18. Klaus E. Meyer, Shameen Prashantham, & Shiqi Xu. (2021). Entrepreneurship and the post-COVID-19 recovery in emerging economies. *Management and Organization Review*. Cambridge University Press. [Cambridge University Press & Assessment](#)
19. Korber, S., & McNaughton, R. (2018). [As cited in Doern, Williams & Vorley (2024) study on entrepreneurial resilience in polycrisis]. *Journal of Management & Organization*. [Cambridge University Press & Assessment](#)
20. Lahiri G., Nath S. A Study on Challenges Faced by Women Entrepreneurs of Small Businesses in Kolkata // Mizoram University Journal of Humanities & Social Sciences. 2022. Vol. VIII(1).
21. Madhumithaa, N., Mishra, A., Sruthi, S., Sivaperumal, K., & Adhav, S. Implications of Social Media and Socio-Economic Activities on Micro and Small Enterprises in India. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 8(4), 5(2023).
22. Manna, R., Singh, A., & Apte, M. (2024). Demystifying metaverse data from user-technology interaction. *Applied Marketing Analytics*, 9(4), 357-374.
23. Middae, V.L.; Appachikumar, A.K.; Lakhamraju, M.V.; Yerra, S. AI-powered Fraud Detection in Enterprise Logistics and Financial Transactions: A Hybrid ERP-integrated Approach. *Comput. Fraud Secur.* 2024, 2024, 468–476.1
24. Munongo, S., & Poee, D. (2025). The influence of entrepreneurial orientation on supply chain resilience: Evidence from small and medium sized enterprises. *International Journal of Economics and Financial Issues*, 15(1), 208–217. <https://doi.org/10.32479/ijefi.17492>
25. N. K. Bhattacharjee, S. Samanta, B. Roy, S. Mukherjee, G. Lahiri and S. Gupta, "Analytical Review of the Trends of Microfinance Sector in India on Lending Assets," *2023 3rd International Conference on Innovative Sustainable Computational Technologies (CISCT)*, Dehradun, India, 2023, pp. 1-6, doi: 10.1109/CISCT57197.2023.10351406.
26. Radhakrishnan, G. V., Varalakshmi, R., Kohli, N. K., Jha, S., Sruthi, S., & Singh, S. P. (2025). AI-Driven Predictive Analytics for Enhancing Automotive Safety in Financial Risk Assessments in Cloud Data. In P. Rai, T. Ahmad, & B. Pandey (Eds.), *Embracing the Cloud as a Business Essential* (pp. 107-124). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-9581-3.ch006>
27. Ram Kailash, M., Donga, G., NVL, C. S. K., Fernandez, C. J. & S. Sruthi (2024). Neuromarketing: The science of consumer behavior in digital advertising. *Library of Progress-Library Science, Information Technology & Computer*, 44(3). Available online: <https://research.ebsco.com/c/ydyra3/search/details/lj4q7hx6jr?db=eft>
28. Rashid, A., & Ratten, V. (2021). How startups and entrepreneurs survived in times of pandemic crisis: Implications and challenges for managing uncertainty. *Journal of Small Business Strategy*. [jsbs.scholasticahq.com](https://jsbs.scholasticahq.com)
29. S. Sruthi.(2025). AI-Enhanced CRM Tools in Network Marketing: Adoption and Impact. *Scriptora International Journal of Research and Innovation (SIJRI)*,1(4). <https://scriptora.org/index.php/files/article/view/37>
30. S. Sruthi., M.R. (2025). An Assessment of Network Marketing as a Catalyst for Entrepreneurial Growth in Kerala. *Journal of Information Systems Engineering and Management*, 10(26s). DOI: <https://doi.org/10.52783/jisem.v10i26s.4311>

31. Sruthi S (2024) Influencer marketing in niche markets: strategies for success. Lib Pro 44(3):344. <https://doi.org/10.48165/bapas.2024.44.2.1>
32. Sruthi S, Dr. R. Maheshwari. (2025). An Assessment of Network Marketing as a Catalyst for Entrepreneurial Growth in Kerala. Journal of Information Systems Engineering and Management. DOI: <https://doi.org/10.52783/jisem.v10i26s.4311>
33. Tourism entrepreneurs case — “Resilience in uncertainty: The impact of coping strategies on tourism entrepreneurs’ subjective well-being in sub-Saharan Africa” (2025). *Tourism Management*, 110, 105169. <https://doi.org/10.1016/j.tourman.2025.105169> ScienceDirect
34. Varalakshmi, C., Sharma, A., Paul, T. F., Singh, S. & S, S. (2025). HR Analytics and Financial Decision-Making: A Data-Driven Approach to Workforce Management. *Journal of Marketing & Social Research*, 2(2), 1-12. Doi: <https://jmsr-online.com/article/hr-analytics-and-financial-decision-making-a-data-driven-approach-to-workforce-management-45/>
35. Williams, N. (2025). *Resilience in entrepreneurship research: Moving the field forward*. International Journal of Entrepreneurial Behavior & Research. Special issue call — illustrating the growing academic interest in resilience research.
36. Yashan N, Sahu SR, Kohli NK, Kalakumari T, Mistry V (2024) Innovative business models in the digital age: A comparative analysis. *Cahiers Magellanes-NS*, 06(2). <https://doi.org/10.6084/m9.figshare.2632573> (Available at: <http://magellanes.com/>)