

How to Survive a Crisis: Understanding how Small and Medium-Sized Enterprises Adapted their Business Models to be Resilient during the COVID-19 Pandemic

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Which business model adaptations provided small and medium-sized enterprises with the resilience to sustain COVID-19 related measures? The result of this project will be the identification of adaptations regarding the business model for sustaining a crisis. Governments can provide small and medium-sized enterprises with guidelines and assistance regarding business model adaptations besides offering subsidies.

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