

The Impacts Of The Covid-19 Pandemic On Smes In Asia And Their Digitalisation Responses

Mike Arthur

MBA, Digital Marketing

Northwestern University

ABSTRACT

Aim: The current paper looks into how Asian SMEs responded to digitalisation and the COVID-19 epidemic.

Method: The following research utilised a primary quantitative methodology to collect important data from a survey of 100 respondents who were both managers or staff members of SMEs.

Results: The results of the conducted investigation showed that Covid'19 has not only harmed people's mental health but also influenced the financial health of businesses around the world. The research demonstrates that the economic downturn, which has impacted corporate performance, has most caused SMEs to face downfall.