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WHAT CRITICAL SUCCESS FACTORS ARE REQUIRED FOR PREVENTING MICROBUSINESS CLOSURES DURING A CRISIS?¹

Keywords: Writing a discussion case for MCR seems like a lot of work... Will it be worth the effort for me to do so?

When COVID-19's shutdown rolled out, many microbusinesses were forced to close since they were not considered essential services and activities. These microbusinesses had to scramble to find new ways to conduct business and retain customers to survive. As a result, this research question review summarizes key critical success factors that would help prevent microbusinesses from permanent closure during the next crisis. The seven success factors identified in this paper are: Management Skills, Learning Agility, Survival Tactics, Technology, Community, Business Alliances, and Marketing. These identified success factors could lead other researchers to develop suggestive models for microbusinesses to follow for closure preventions.

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