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Blessing or Curse: Converting COVID-19 Experience to Entrepreneurial Opportunity Identification

Odebunmi Abayomi Tunde^{1*}, Daisy Mui Hung Kee², Afolabi Yakibi Ayodele³, Jimoh Adams Lukman⁴, Adekunle Olalekan Abiodun⁵

¹ School of Management, Universiti Sains Malaysia, 11800 Pulau Pinang, Malaysia; Department of Business Administration, Osun State Polytechnic, Iree, Nigeria

² School of Management, Universiti Sains Malaysia, 11800 Pulau Pinang, Malaysia

³ Department of Business Administration, Federal University of Oye-Ekiti, Nigeria

⁴ School of Management, Universiti Sains Malaysia, 11800 Pulau Pinang, Malaysia; Department of Industrial Relations and Personnel Management, University of Ilorin, Ilorin, Nigeria

⁵ Department of Business Administration, Osun State Polytechnic, Iree, Nigeria

Abstract: This study aims to examine the factors that enhance entrepreneurial opportunity identification during the COVID-19 pandemic experience. This study will help entrepreneurs to leverage the opportunities inherent in the COVID-19 era for survival. This quantitative research focuses on understanding the mediating role of entrepreneurial alertness in the process of opportunity identification. The research population was 291 from a region in Nigeria. Random sampling techniques were employed in the study, and 202 questionnaires were administered and fully returned. Data were analyzed through the Smart-PLS. The findings reveal that there is a significant positive relationship between entrepreneurial alertness and the identification of opportunities. The result also reveals that social network is a stronger predictor of opportunity identification than prior knowledge. Also, it was revealed that the mediation effect of entrepreneurial alertness on the relationship between prior knowledge and social network is statistically significant. The study is not without its limitations. Using cross-sectional design restricts the ability to capture changes in attitudes and purpose over time and this small sample size. This paper cannot cover the type of risk associated with COVID-19 and not explore the details of COVID-19 according to each country of the world owing to the constraints of the scope of this research. This paper may not meet the possibility of a solution to the COVID-19 since our focus is to leverage the gains of the pandemic. This study implies that identifying opportunities is possible in an imperfect state such as COVID-19, which contributes to entrepreneurship and management research. The paper contributes to scarce literature on COVID-19 and entrepreneurship. From the findings, it can be inferred that identifying opportunities is an uninterrupted cycle that supports concentration on social networks and prior knowledge as they have a major effect on identifying opportunities. Most studies focused on the operations, work experience, and behaviors of entrepreneurs. However, none has leveraged the social network, prior knowledge, and alertness to identify opportunities during the COVID-19 pandemic. The application of entrepreneurship to the current health problem of COVID-19 is the novel focus of this study.

Keywords: COVID-19, social network, prior knowledge, entrepreneurial alertness, opportunity identification.

祝福或詛咒：將新冠肺炎經驗轉化為創業機會識別

摘要：本研究旨在研究在 新冠肺炎大流行期間增強創業機會識別的 因素。這項研究將幫助企業家利用 新冠肺炎時代固有的生存機會。這項定量研究的重點是了解創業警覺性在機會

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About the authors: Odebunmi Abayomi Tunde, School of Management, Universiti Sains Malaysia, Pulau Pinang, Malaysia; Department of Business Administration, Osun State Polytechnic, Iree, Nigeria; Daisy Mui Hung Kee, School of Management, Universiti Sains Malaysia, Pulau Pinang, Malaysia; Afolabi Yakibi Ayodele, Department of Business Administration, Federal University of Oye-Ekiti, Nigeria; Jimoh Adams Lukman, School of Management, Universiti Sains Malaysia, Pulau Pinang, Malaysia; Department of Industrial Relations and Personnel Management, University of Ilorin, Ilorin, Nigeria; Adekunle Olalekan Abiodun, Department of Business Administration, Osun State Polytechnic, Iree, Nigeria

Corresponding author Odebunmi Abayomi Tunde, batatunde200963@yahoo.com

識別過程中的中介作用。研究人口為 291 人，來自尼日利亞的一個地區。研究中採用了隨機抽樣技術，並發放了 202 份問卷並全部收回。數據通過智能偏最小二乘法進行分析。研究結果表明，創業警覺性與機會識別之間存在顯著的正相關關係。結果還表明，社交網絡比先驗知識更能預測機會識別。此外，研究還表明，創業警覺性對先驗知識和社交網絡之間關係的中介作用具有統計學意義。這項研究並非沒有局限性。使用橫截面設計限制了捕捉態度和目的隨時間變化的能力以及這種小樣本量。由於本研究範圍的限制，本文無法涵蓋與新冠肺炎相關的風險類型，也無法根據世界各國探索新冠肺炎的詳細信息。本文可能無法滿足解決 新冠肺炎的可能性，因為我們的重點是利用大流行的收益。這項研究意味著在不完善的狀態下發現機會是可能的，例如新冠肺炎，這有助於創業和管理研究。該論文有助於撰寫有關 新冠肺炎和創業精神的恐怖文獻。從調查結果可以推斷，識別機會是一個不間斷的循環，支持將注意力集中在社交網絡和先驗知識上，因為它們對識別機會有重大影響。大多數研究集中在企業家的運營、工作經驗和行為上。然而，沒有人利用社交網絡、先驗知識和警覺性來識別 新冠肺炎大流行期間的機會。創業精神在當前 新冠肺炎健康問題中的應用是本研究的新焦點。

关键词：新冠肺炎、先驗知識、創業警覺性、機會識別。

1. Introduction

The aftermath of the shutdown is often deadly when unheard-of incidents happen in the course of modern history that confirms the financial world's status as a "Black Swan Occurrence," a dark forest that is elucidated as an unpredictable incident that has devastating implications, and this happens once in a hundred years [1]. Countries like South Korea, Taiwan, Japan, and Sweden have decided not to shut down due to the anticipated severe effects on the economy instead of the benefit. These countries have shown an alternative method of dealing with the pandemic without the economy being grounded. Evident that there is no singular solution, as many countries will need a total shutdown, and others will survive without it [1]. Coronavirus outbreak no doubt can be turned to identifying opportunities, a lesson from China and other countries ravaged by COVID-19. China's small and medium enterprises (SMEs) make up 60% of GDP.

Meanwhile, it is now not just a question of developing technology and providing vaccines to combat the dreaded virus but also identifying opportunities to stimulate economic recovery by identifying entrepreneurial opportunities [2]. The art of entrepreneurship includes identifying opportunities, choosing resources, organization, and acquiring strategies to exploit opportunities such as social networks, prior knowledge, and alertness. However, identifying opportunities is a cognitive process that has to do with alertness [3]. Alertness reinforces the tendency for quality decision-making to interpret the changes and signals in the world. Alertness triggers the ability to identify market gaps as set out in COVID-19. In addition, the identification of opportunities is

enhanced by entrepreneurial alertness, which is used to accumulate, transform, and select environmental information [4]. Identification of opportunity is an uninterrupted process that allows a venture to pre-start, survive, and grow. For any economy to survive, most particularly during this challenging COVID-19 era, the practice of entrepreneurship should be encouraged, and the identification of opportunities by entrepreneurs should go down that route [5]. Entrepreneurs need to employ specific entrepreneurial alertness for identifying opportunities. Entrepreneurial alertness gained awareness in the practice of entrepreneurship to describe opportunity identification.

Meanwhile, entrepreneurial alertness and identification of opportunities are seen as perfect couples [6]. Opportunities occur because the market is in a state of disequilibrium caused by unexpected circumstances such as COVID-19, which create shortages and surpluses, wherein entrepreneurial opportunities can be identified [7]. This paper treats entrepreneurial opportunity identification as a clear-cut factor to determine whether COVID-19 is a blessing or curse to the practice of entrepreneurship. Some studies have suggested further research on identifying opportunities and state disequilibrium about entrepreneurial alertness [8]. In order to address this concern, our study intends to analyze the effect of entrepreneurial identification of opportunities on the experience of COVID-19, whether it is a blessing or curse to entrepreneurs.

2. Theoretical Background

2.1. Prior Knowledge and Entrepreneurial Alertness

Prior knowledge serves as a foundation for interpreting and using new information and displaying cognitive mechanisms such as alertness [9]. However, several researchers have pointed out that experienced entrepreneurs have prior knowledge about contacts, markets, products, and resources that improve their abilities and exhibit their alertness to opportunities [10]. Prior knowledge and experience are potential factors of entrepreneurial alertness. Knowledge gathered from social networks and experiences positively affects entrepreneurial alertness [10]. Tunde et al. [6] affirmed that transmission of prior knowledge enhances the alertness of entrepreneurs because knowledge provides the ability to perform actions, apply rules, and trigger responsiveness to certain external stimuli, such as the case of COVID-19. Pirhadi et al. [7] empirically affirm that prior knowledge has significant effects on entrepreneurial alertness and the identification of opportunities, leading to the research question and hypothesis formation. How does prior knowledge influence opportunity identification during COVID-19?

H1: Prior knowledge is positively related to entrepreneurial alertness.

2.2. Social Network and Entrepreneurial Alertness

Several factors are identified as entrepreneurial alertness antecedents, including social networks [5], prior knowledge, self-efficacy, proactive personality, and creativity. However, entrepreneurial alertness refers to the cognitive process to identify opportunities, yet the antecedent of entrepreneurial alertness, such as social network, is sacrosanct [3]. The social network has a significant positive effect on entrepreneurial alertness. Meanwhile, the strength of network ties, bonding ties, and bridging ties enhance opportunity identification through the influence of entrepreneurial alertness [3]. Adomako et al. [11] empirically affirm that entrepreneurial alertness strengthens social networks and influences business networking opportunities. Entrepreneurs frequently use social networks to acquire information and identify opportunities. However, the social network also functions as a catalyst that assists entrepreneurs in identifying opportunities [5]. However, this study is more interested in the core benefit of networks, especially during this pandemic, COVID-19, and its relevance to opportunity identification. Moreover, this will form the research question and the hypothesis. How does social network influence opportunity identification during COVID-19?

H2: Social networks positively relate to entrepreneurial alertness.

2.3. Entrepreneurial Alertness

There is no doubt that entrepreneurial alertness and identification of opportunities make a perfect pair. There is no way one will talk about identifying

opportunities without mentioning entrepreneurial alertness. To identify opportunities, an entrepreneur needs to be alert. For several years, entrepreneurship researchers probed to answer a major research question: why and how some individuals and not others can identify entrepreneurial opportunities [7]. To identify opportunities, an entrepreneur needs to be alert. Entrepreneurs are alert to evolving opportunities, pursue information, ideas and communication through active interaction with an extensive network of people [12]. Entrepreneurial alertness enhances entrepreneurial mindset. Moreover, entrepreneurial alertness has a positive relationship between innovativeness and entrepreneurial intentions, information search and innovativeness, and social network and innovativeness [13]. Scholars claim that alertness requires a proactive stance on cognitive tendencies and features such as prior knowledge, pattern recognition, information search, and social networking [7].

Alertness cannot be viewed as entrepreneurial until action is involved that pursues identified opportunities, such as opportunities presented by COVID-19, increased demand for hand sanitizers, nose masks, test kits, and others. Brookes et al. [14] opine that entrepreneurs with strong business alertness will identify opportunities. If the entrepreneurs are convinced that the opportunity has profit potential, then entrepreneurial action will follow. Three dimensions of entrepreneurial alertness are: scanning and searching, that is, scanning of the environment to identify opportunities that are not noticed by others; association and connection, which has to do with the information of different natures and new alternatives; evaluation and judgment, which involves judgment of new information whether it holds potential profit opportunities [8]. Meanwhile, entrepreneurial alertness involves individual awareness and judgment concerning uncertainties in the environment, which is risk-taking. Based on the above submission hypothesis can thus be formulated as:

H3: Entrepreneurial Alertness is positively related to opportunity identification.

2.4. Opportunity Identification

The introduction of new ideas and commercialized opportunities is central to entrepreneurship, and no doubt identifying opportunities in the heart of entrepreneurship [8]. Opportunities entail the circumstances that make new goods and services start and put up for sale for greater than the cost of production, though the profit is not guaranteed. Opportunities abound through environmental dynamics, disequilibrium, and even pandemics such as COVID-19 and can be discovered or created through entrepreneurial alertness and interaction with the environment. COVID-19 experience presents entrepreneurial opportunities such as the production of hand sanitizer, Nose masks, testing kits, fumigators,

among others, but alert entrepreneurs can only identify this opportunity. New opportunities appear through prior experiences, personal nature, environmental changes, and acquiring specific information [10]. Prior knowledge involves knowledge of the markets, ways to serve them, and identifying customers' problems. Prior knowledge compliments new information, which triggers entrepreneurial opportunity identification. Social networks assist entrepreneurs to have access to resources at prices which create a competitive advantage. There is no doubt about the fact that social network influences opportunity identification. A networked entrepreneur recognizes more opportunities than solo entrepreneurs, who are more focused on their business experience and knowledge [5]. The above submissions affirm that social network influences opportunity identification.

H4: The effect of prior knowledge on opportunity identification is mediated by entrepreneurial alertness.

H5: The effect of social networks on opportunity identification is mediated by entrepreneurial alertness.

The research model is shown in Fig. 1.

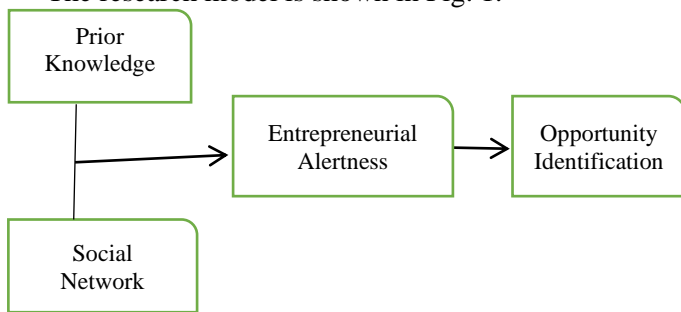


Fig. 1 Research model

2.5. Contribution to Knowledge

The proposed framework will help decision-makers, practitioners, and professionals solve the economic problem in the face of a sudden outbreak of another pandemic COVID-19. Stakeholders and entrepreneurs can use this model and indices of opportunity identification during any pandemic outbreak, which will turn into a blessing. This paper offers an opportunity for entrepreneurs to use the effect of COVID-19 as an advantage to explore psychological discontent. This study identifies and analyses the factors that influence opportunity identification during the COVID-19 as an entrepreneurial process. It is affirmed that prior knowledge, social network, and alertness influence opportunity identification. This study makes a unique contribution by showing how social networks and prior knowledge strategically identify opportunities of COVID-19. Not only that but also, the study identifies the relevance of entrepreneurial alertness to opportunity identification during COVID-19, and this contribution will be useful for stakeholders in the entrepreneurial climate. This study holds significant contributions for educational institutions and entrepreneurial institutions per se. Designing, developing, and implementing educational and training programs to teach students and

potential entrepreneurs the act of entrepreneurial alertness through its core components like prior knowledge and social networking, which will assist them in identifying entrepreneurial opportunities, most especially during a pandemic such as COVID-19.

Researchers affirm that identifying opportunities is a process in which entrepreneurs identify a particular problem and solve it. Opportunities are viewed as subjective concepts that will trigger the effectiveness of entrepreneurs [15]. However, opportunities are believed to be non-existence until they are found and created by an entrepreneur, meaning that opportunity identification depends on the alert individual. The scholars who agree to the model of opportunity identification make use of creation theory to describe the concept [15]. For creation theory, actors search for solutions and available channels until they succeed [15]. Despite the controversy about the importance of search in the model of opportunity identification, the negligence of their statement is because they are yet to isolate the search process from searching for a facilitator to get a solution. However, different tools can help entrepreneurs to find a solution to the problem of opportunity identification.

3. Methodology

The survey utilized a research design. In the state of Osun, Nigeria, the study population was 291 entrepreneurs. At the same time, the simple random sampling technique was used, and a questionnaire was used when the questionnaire was administered to gather information from those available. The minimum sample size of 107 was estimated with a medium-size effect of 0.15 using G-power software. Nonetheless, 202 questionnaires were given to the entrepreneurs, and analyzed the data was collected using the Partial Least Square-Structural Equation Model.

3.1. Measures of Variables

From previous research, all the measuring items have been adapted. Six items for the social network were adapted from [16] with Cronbach's alpha 0.83, 5 items for prior knowledge were adapted from [17] with Cronbach's alpha 0.89, 5 items for entrepreneurial alertness were adapted from [18] with Cronbach's alpha 0.91, 5 items for opportunity identification were adapted from [19] with Cronbach's alpha 0.87. While the variables were based on a Likert scale of 5 points ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, and 5 = Strongly Agree. Previous studies have shown that the values of Cronbach are perceived differently and that the alpha above 0.6 of Cronbach should be considered appropriate [20].

3.2. Measurement Model

Table 1 below displays the AVE values above the suggested value of 0.5, as seen in convergent validity [17]. The values for composite reliability also suggest that all constructs reached the minimum value of 0.70

[20]. The Cronbach alpha values for all buildings also met the minimum requirements of 0.60, indicating the appreciation of the structures. Installation of the determined constructs within 0.65-0.89 range. However, it was not planned to weigh any items loaded higher on buildings [20]. These experiments showed the converging validity of the construction.

Table 1 Analysis of measurement model

Constructs	Items	Loading	CA	CR	AVE	VIF
Prior Knowledge	PK	0.725	0.83	0.88	0.595	1.344
	PK	0.8				
	PK	0.769				
	PK	0.78				
	PK	0.782				
Social Network	SN	0.707	0.849	0.887	0.568	1.344
	SN	0.782				
	SN	0.731				
	SN	0.8				
	SN	0.749				
Entrepreneurial Alertness	EA	0.823	0.856	0.902	0.698	1
	EA	0.858				
	EA	0.84				
	EA	0.819				
Opportunity Identification	OI	0.842	0.85	0.899	0.691	

OI	0.798
OI	0.799
OI	0.883

Note: SN6, PK6, EA1, IO 5, IO6, and IO7 were deleted due to low loading.

Table 2 below compares the construct correlations with the AVE's square root (which appears in the table in diagonal form). The square root values of the AVE are greater than the inter-correlations [17]. Therefore, we can conclude that all the constructions showed acceptable discriminating validity.

Table 2 Fornell-Larcker criterion

	1	2	3	4
1. Prior Knowledge	0.772			
2. Social Network	0.506	0.754		
3. Entrepreneurial Alertness	0.569	0.611	0.835	
4. Opportunity Identification	0.461	0.476	0.736	0.831

Table 3 HTMT criterion

	1	2	3	4
1. Prior Knowledge				
2. Social Network	0.585			
3. Entrepreneurial Alertness	0.669	0.697		
4. Opportunity Identification	0.542	0.542	0.856	

Table 4 Direct effects

Path Analysis	Beta	SE	T Value	P Values	f2	LCI-5%	UCI-95%	R2	Q2	Decision
Direct Effects										
Prior Knowledge -> Entrepreneurial Alertness	0.349	0.07	4.77	0	0.17	0.22	0.511			Accept
Social Network -> Entrepreneurial Alertness	0.434	0.08	5.611	0	0.262	0.27	0.574	0.464	0.302	Accept
Entrepreneurial Alertness -> Opportunity Identification	0.736	0.05	16.272	0	1.18	0.635	0.812	0.541	0.349	Accept

Notes: * P < 0.05; ** P < 0.01

Table 5 Indirect effects

Indirect Effects	Beta	SE	T value	P Values	Decision
Prior Knowledge -> Entrepreneurial Alertness -> Opportunity Identification	0.257	0.057	4.528	0	Mediation
Social Network-> Entrepreneurial Alertness -> Opportunity Identification	0.319	0.063	5.077	0	Mediation

Notes: * P < 0.05; ** P < 0.01

We did bootstrap, which included 5000 samples when our real research sample was at 202. Results of the structural equation model are shown in Table 5 and Fig. 2 below. The results, displayed in the table, show that the R² value is 0.54, implying that the Prior Knowledge and Social Network explain 54 % of the variance in Entrepreneurial Alertness. The Entrepreneurial Alertness, in turn, contributes to 46% of the variance in Opportunity Identification based on the R² value of 0.54. Table 5 and Fig. 2 show that all beta path coefficients were positive and in the expected direction and were statistically significant (at p<0.01) to explain further the significant effects of Prior Knowledge ($\beta = .35, p<0.01$) and Social Network ($\beta = .43, p<0.01$) were found on Entrepreneurial Alertness on Opportunity Identification. Thus, H_{A2} and H_{A3} are supported. Also, Opportunity

Identification shows a significant relationship with Entrepreneurial Alertness ($\beta = .74, p<0.01$), which means H_{A1} is confirmed. The results also revealed that Social Network is a stronger predictor of Opportunity Identification than Prior Knowledge.

Demming et al. [21] tested the indirect effect. We check the Prior Knowledge in terms of Entrepreneurial Alertness. The bootstrapping analysis revealed that the indirect effect ($\beta = 0.349*0.736 = 0.257$) was significant, with a t-value of 4.528. Based on the above results, we can conclude that the mediation effect of alertness on the relationship between Prior Knowledge and Opportunity Identification is statistically significant. Hence, H_{A4} is supported. We repeated the same procedures to examine the indirect effect of Prior Knowledge on Opportunity Identification with a t-value of 5.077, the indirect effect

($\beta = 0.434 * 0.736 = 0.736$) indicating a mediating effect. We can also say that alertness significantly mediates the relationship between Social networks and Opportunity Identification. Thus, H_{A5} is supported.

4. Discussion

This present study aimed to analyze how COVID-19 experience can be turned into entrepreneurial opportunity identification. The results affirmed that prior knowledge and social network explain 54% of the variance in entrepreneurial alertness. It was also confirmed that entrepreneurial alertness contributes to 46% of the variance in opportunity identification based on the value of 0.54. Also, the variables were statistically significant ($0.05 < P, P < 0.01$). Opportunity identification shows a significant relationship with entrepreneurial alertness. The results also showed that social network is a stronger predictor of opportunity identification than prior knowledge. This result aligns with [5], which affirmed that social network is a strong antecedent of opportunity identification. It was further revealed that the mediation effect of alertness on the relationship between prior knowledge and opportunity identification is statistically significant; also, alertness has significantly mediated the relationship between a social network and opportunity identification.

The study has shown that alertness mediates the effect of prior knowledge and social network on opportunity identification, conforming with [15] which findings affirmed that social network and prior knowledge would lead to awareness and better practice of entrepreneurship. This research will assist countries and entrepreneurs to be intimated with the factors they can leverage to identify opportunities, especially during this COVID-19, which will eventually contribute to the country's economy. This study is not without its limits. Using cross-sectional design restricts the ability to capture changes in attitude and purpose over time and this small sample size. This paper cannot cover the type of risk associated with COVID-19 and not explore the details of COVID-19 according to each country of the world, owing to the constraints of the scope of this research. This paper may not meet the possibility of a solution to the COVID-19 since our focus is to leverage the gains of the pandemic.

4.1. Practical Significance

The effect of social networks and prior knowledge, which was mediated by entrepreneurial alertness, should be embraced by entrepreneurs to penetrate the market and identify opportunities, especially when there is disequilibrium. Scholars and practitioners should embrace the part played by social networks and prior knowledge in identifying business opportunities. Moreover, the importance of weak ties and their impact on strong ties should not be underestimated as countries of the world are trying to revive their economy because of COVID-19. Prospective entrepreneurs are advised to

use another source of information to assess entrepreneurial opportunities, regardless of whether they were initiated to opportunities through social networks. This study will assist decision-makers and practitioners in understanding entrepreneurial alertness; since it is seen as entrepreneurial magic, few practicing entrepreneurs will take away from the study of entrepreneurial alertness. However, prior entrepreneurial knowledge has a significant positive effect on entrepreneurial opportunity identification, which means entrepreneurs who have entrepreneurial experience can identify opportunities. Government should begin to focus on potential and existing entrepreneurs to enhance entrepreneurial activities. Moreover, policymakers should focus attention on experienced and exiting entrepreneurs because this practice will enhance the development of novice, serial, and portfolio entrepreneurs.

4.2. Theoretical Significance

Scholars have previously adopted inconsistent approaches to measure alertness, mainly due to the broad and unspecific construct of entrepreneurial alertness. The study affirmed theoretical significance in terms of opportunity identification and entrepreneurial alertness provide a new insight to scholars [22]. The scholars should consider the important components of the alertness construct while developing any scale to measure alertness. This study will assist educational institutions and entrepreneurial climate. However, this study identifies and analyses the factors that influence opportunity identification as an entrepreneurial process. Prior knowledge and social networks influence opportunity identification. The policymakers are advised to focus more on developing opportunity identification ability because it is the key to entrepreneurial success. Also, social network positively influences entrepreneurial alertness, which means that entrepreneurs who are in contact with existing entrepreneurs are at an advantage in identifying opportunities. The policymakers are advised to facilitate interactions and discussions among entrepreneurs. Significance is the empirical evidence that entrepreneurial alertness mediates the relationship between social network, prior knowledge, and opportunity identification. The findings affirmed that entrepreneurs who possess social networks and prior knowledge would identify opportunities, especially when disequilibrium and imperfection in the market, explaining how entrepreneurs identify opportunities [4].

5. Conclusion

The application of the entrepreneurship phenomenon to the current pandemic health problem COVID-19 is novel. Most recent studies focused on the operations, work experience, and on-the-job behavior of entrepreneurs. However, none has leveraged the social network, prior knowledge, and alertness to identify

opportunities during the COVID-19 pandemic. Studies in recent times on COVID-19 and entrepreneurship, most especially in Nigeria, used thematic analysis, ANOVA, and Turkey HSB to analyze data. However, this present study employs SmartPLS-Structural equation modeling to analyze data. However, this present study has shown that, despite the catastrophic disruption of COVID-19 faced by nations, organizations, and individuals, which resulted in health and economic challenges, entrepreneurs can leverage the gains of COVID-19 by using a social network prior knowledge and alertness to identify opportunities.

Additionally, most recent studies carried out on entrepreneurship emphasize the effects of COVID-19 on functioning, survival master plan, and production [23-25], and steps taken to be relevant in business [24, 26-28]. However, there was a gap in understanding the gains of the COVID-19 pandemic. The present study has been established by leveraging on the indices of opportunity identification such as social network, prior knowledge, and alertness. This study and the framework have led future research to fill an enormous gap in the literature about the complexities in dealing with COVID-19 and its complications beyond 2020. This study analyzed the factors that enhance opportunity identification during COVID-19 that entrepreneurs can leverage for gains. The findings revealed that social networks and prior knowledge enhances opportunity identification through entrepreneurial alertness. It means that entrepreneurs should be alert to any economic disruption that can be capitalized on, such as COVID-19 experience. The result established a significant relationship between entrepreneurial alertness and entrepreneurial opportunity identification. The study revealed that the mediation effect of alertness on the relationship between social network, prior knowledge, and opportunity identification is statistically significant. However, from the perspective standpoint, research has shown the importance of entrepreneurship during the COVID-19 pandemic.

Meanwhile, factors such as social network, prior knowledge, and alertness are identified as opportunities to leverage the gains of the COVID-19 pandemic for survival [29]. Nonetheless, individual entrepreneurs' characteristics, researchers have identified the influence of determinants of opportunity identification, most especially during the COVID-19 pandemic [30]. This study is not without its limits. By making use of cross-sectional design restricts the ability to capture changes in attitudes and purpose over time. This study was conducted during the COVID-19 pandemic. Due to the large-scale social distance order and self-quarantine proposed by the government, the data was collected using Google forms for the respondents, limiting the sample size. The study on entrepreneurial alertness is under-explored. Past literature has suggested future research in entrepreneurial alertness.

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