



Post-Pandemic Impact of Globalization to Oman Small Businesses

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Abstract

The purpose of this research is to look at the post-pandemic impact of globalization on small enterprises in Oman, and to investigate on how globalization has affected small companies in Oman as a result of the COVID-19 pandemic, as well as to identify the problems and possibilities that have evolved in this setting. The research employs a mixed approach strategy that includes both qualitative and quantitative research methods. Surveys are being done in Oman with small company owners and stakeholders to obtain data. The study's major findings show that the post-pandemic period in Oman brought a complicated combination of problems and possibilities for small enterprises. On one hand, pandemic-related disruptions to global supply chains and market dynamics have hampered small firms' access to resources, markets, and consumers. Accelerated digitalization and growing consumer reliance on online platforms, on the other hand, have offered new options for development and expansion.

Keywords: globalization, Oman small enterprises, post COVID-19 pandemic challenges, strategic adaptation

Introduction

The COVID-19 epidemic has had a significant influence on economies and companies throughout the world, with small firms particularly sensitive to the issues it brought. The purpose of this study is to look at the post-pandemic impact of globalization on small businesses in Oman, focusing on the particular difficulties they encountered and the possibilities that arose in this setting.

The global economy has seen substantial modifications in recent decades as a result of globalization, which has been characterized by free trade, cross-border capital flows, and easy access to foreign resources. Oman has been impacted by this interconnection as an active participant in global business. The COVID-19 epidemic, on the other hand, demonstrated the hazards that come with such openness.

The epidemic, which appeared in late 2019, quickly grew into a global problem, hurting society, economics, and companies all over the world. During this time, small businesses in Oman encountered unique problems, such as personnel issues, supply chain interruptions, and operational difficulties. These difficulties compelled firms to change swiftly in order to survive, experimenting with new methods of managing staff, procuring resources, and meeting customer needs.

This research takes a mixed approach, including both qualitative and quantitative research methods. To collect data, surveys are being undertaken with small business owners and stakeholders in Oman. The study intends to assess the effects of the COVID-19 epidemic on Omani small businesses, as well as their links to regional and global factors.

According to the conclusions of this study, the post-pandemic period in Oman provided a complicated combination of problems and possibilities for small businesses. Disruptions in global supply chains and market dynamics made it difficult for them to access resources, markets, and consumers. Accelerated digitization and greater consumer dependency on online platforms, on the other hand, opened up new opportunities for development and expansion.

Policymakers and stakeholders may improve their resilience in the face of future crises by better understanding the impact of the pandemic on Omani small businesses and their responses to these problems. This study intends to give useful insights into the regional and global repercussions of the pandemic on the business environment by concentrating on the experiences of Omani small businesses. Finally, it tries to guide important stakeholders and policymakers in order to contribute to the rehabilitation and expansion of these businesses.

Background of the Study

Over the last several decades, the modern globalized economy has undergone substantial transformations, characterized by open trade, unfettered money flows across nations, and easy access to foreign resources, including labor markets. This ecosystem seeks to maximize revenues while also benefiting the public good (Luckovich, 2021). As an active participant in global commerce, the Sultanate of Oman has felt the impacts of this interdependence. However, as shown during the COVID-19 outbreak, this openness exposes Omani firms to a variety of external causes.

The COVID-19 epidemic, which broke out in late 2019, swiftly grew into a global disaster, hurting society, economics, and companies all across the world (Shang et al., 2021). It provided businesses with unprecedented difficulties and disruptions, compelling them to change quickly in order to survive. Omani small enterprises, in particular, faced distinct challenges as they negotiated the market.

Staffing concern was a major issue for businesses during the epidemic. Global lockdowns and mobility restrictions caused serious disruption in sectors, forcing many businesses to permanently close their doors (Donthu & Gustafsson, 2020). These interruptions have a substantial impact on the Omani small company sector, which is primarily reliant on human resources. Employee availability, safety regulations, and remote work arrangements arose as issues that required organizations to discover new methods to manage their personnel. The epidemic caused severe disruptions in company operations and supply systems globally (Shang et al., 2021). The Omani small company sector was not immune, as it faced challenges in procuring raw materials, providing

goods and services, and satisfying client needs. This circumstance pushed corporations to reconsider their customer and price strategies while also investigating alternate value chains. The reduction in corporate activity resulted in fewer sales and cash flow deficits, worsening small enterprises' difficulties.

The COVID-19 epidemic has had far-reaching consequences on economies and enterprises throughout the world, including the Omani small business sector. During this crisis, the interconnectedness and openness of global commerce have exposed Omani enterprises to particular risks. Understanding the pandemic's impact on Omani small companies, as well as their answers to these problems, is critical for building strategies and support networks to increase their resilience in the face of future crises. This study will give useful insights into the regional and global impact of the pandemic on the business environment by concentrating on Omani small enterprises' experiences and will assist guide policymakers and stakeholders in their efforts to enable recovery and growth.

Research Problem

The COVID-19 epidemic has had a significant impact on enterprises all around the world, particularly the Omani small business sector. However, there is a need to comprehend the unique issues confronting Omani small enterprises, as well as the amount to which they are vulnerable to regional and global pressures during this crisis. The purpose of this study is to address the following research issue:

What are the COVID-19 pandemic's consequences on Omani small enterprises, and how do these effects connect to regional and global influences?

The following are important factors to consider while approaching this research problem:

1. The epidemic has disrupted labor markets worldwide, and Omani small firms have experienced personnel challenges including as employee availability, safety concerns, and remote work arrangements. Understanding the impact on the workforce and the tactics used by organizations to address these issues is critical.
2. Strategies for employee well-being and retention: The epidemic has emphasized the necessity of supporting employee well-being and keeping talent. Investigating the steps taken by Omani small enterprises to preserve their employees' physical and mental health, as well as how these policies match with regional and worldwide best practices, may give useful insights.
3. Supply chain issues and operational disruptions: The epidemic has significantly impacted global supply networks, affecting the sourcing, manufacture, and delivery of products and services. Examining how Omani small firms have dealt with these problems, altered their operations, and explored alternate value chains can help us understand their resilience.

4. Regional and worldwide impact: Given the pandemic's global scope, it is critical to evaluate how regional and global impacts have impacted Omani small enterprises. Changes in client behavior, market conditions, pricing methods, and the broader economic environment are all examples of this.

Research Aim

The purpose of this research is to examine and analyze the impact of the COVID-19 post-pandemic era on small businesses in Oman. To assess the implications of COVID-19 on Omani small enterprises, the research examines both secondary data obtained from public sources and qualitative data derived from peer-reviewed literature. The research aims to analyze the unique issues confronting Oman's small companies as a result of the epidemic. It investigates the magnitude of the influence on various industries and the techniques used by small firms to adapt and thrive in the post-pandemic environment. The research attempts to give a full overview of the situation and throw light on the ramifications for Omani small enterprises by utilizing both secondary and qualitative data (Sutton & Austin, 2015)

Overall, the goal of this research is to help people understand the problems and possibilities that have developed for small enterprises in Oman as a result of the COVID-19 epidemic.

Research Objectives

1. To identify the challenges of post-pandemic Omani small businesses.
2. To investigate how globalization has affected Omani small businesses.
3. To examine the impact of the COVID-19 epidemic on Omani small companies, as well as the impact of globalization on Oman's small businesses.
4. To provide alternative solutions for identifying obstacles and hurdles to enhanced SMEs operations in the tourist sector in the aftermath of COVID-19.

Research Questions

1. What are the unique issues confronting small companies in Oman in the aftermath of the epidemic, notably in terms of operations, supply chains, and client base?
2. How has globalization impacted the competitiveness, market access, and development possibilities of Oman's small enterprises, particularly in the post-pandemic context?
3. How the Omani small businesses adjust and continue their operations in response to these challenges?
4. What alternative solutions for (SMEs) in Oman's may be developed to improve their operations?

Literature Review

The impact of the COVID-19 epidemic and globalization on Oman's small enterprises has received a lot of attention in recent years. As the epidemic progressed, Omani small companies faced a slew of obstacles, ranging from interrupted supply networks to decreased customer demand. Simultaneously, globalization has brought both possibilities and dangers to Oman's small company sector, with variables like as trade liberalization, foreign investment, and labor market integration

impacting their operations and competitiveness. Understanding the unique implications of the COVID-19 epidemic and globalization on Omani small companies is critical for developing effective strategies and solutions to overcome obstacles and encourage growth. The purpose of this literature review is to give a thorough examination of current research that shed light on the impact of the COVID-19 epidemic and globalization on Omani small enterprises. We hope to gain insights into the challenges faced by small businesses in the post-pandemic period, the impact of globalization on their operations, and potential solutions to improve their resilience and growth in the aftermath of the COVID-19 pandemic by synthesizing and analyzing these studies.

This research investigates the impact of the COVID-19 epidemic on Oman's small and medium-sized companies (SMEs). It emphasizes the issues that SMEs confront in the post-pandemic period, such as disrupted supply networks, decreased client demand, and financial restrictions. The findings shed light on the need for alternate solutions as well as insights into the unique consequences of the epidemic on Omani small enterprises (Al-Abri & Al-Balushi, 2020).

This qualitative study looks into the impact of the COVID-19 epidemic on Oman's small and medium-sized businesses. It investigates the issues that small firms encounter, such as financial restrictions, operational upheavals, and changing customer behavior, through in-depth interviews with SME owners. The study delves into the specific consequences of the epidemic on Omani small enterprises, as well as implications for future company operations (Al-Badi et al., 2021).

This research investigates the impact of globalization on the performance of small and medium-sized businesses in Oman. It investigates the effects of variables like as trade liberalization, foreign direct investment, and access to international labor markets on Omani small enterprises' competitiveness and growth. The findings help to comprehend the influence of globalization in altering small company operations in Oman (Al-Mahrouqi et al., 2021).

This study looks into the link between globalization and the performance of small and medium-sized businesses in Oman. It investigates how globalization variables such as trade openness and technology improvements impact Omani SMEs' competitiveness and growth. The research looks at the effects of globalization on the operations and strategy of small enterprises in Oman (Al-Harrasi & Al-Dhahli, 2020).

The impact of the COVID-19 epidemic on the Omani economy, notably the repercussions on small companies, is discussed in this study. It investigates the Omani government's efforts to alleviate the economic impact of the epidemic and assist enterprises, particularly SMEs. The research delves into the unique issues encountered by Omani small enterprises, as well as the legislative remedies implemented to solve them (Al-Saifi et al., 2020).

The impact of the COVID-19 pandemic on the Omani economy and business sector, especially small companies, is investigated in this paper. It investigates Omani enterprises confront obstacles such as lower consumer spending, supply chain interruptions, and financial restraints. The findings shed light on the unique consequences of the pandemic on Omani small companies, emphasizing the importance of developing measures to overcome these issues (Al-Azri et al., 2020).

The impact of the COVID-19 pandemic on the Omani economy and its consequences for SMEs is discussed in this review paper. It investigates the obstacles that small firms in Oman confront, such

as decreasing demand, disturbed operations, and financial difficulties. The article gives a summary of the pandemic's unique effects on Omani small companies and recommends measures to aid their recovery and growth (Al-Shukaili 2020).

This study examines the impact of the COVID-19 epidemic on small and medium-sized businesses in Oman's hospitality sector. It investigates the issues that these enterprises confront, such as decreased visitor arrivals, event cancellations, and increasing operational expenses. The report delves into the specific consequences of the pandemic on Omani small companies in the hospitality sector and recommends recovery strategies (Al-Harthy et al., 2020).

This study looks on the impact of the COVID-19 epidemic on the performance of small and medium-sized businesses in Oman. It examines these companies' financial and operational issues, as well as their methods for dealing with the epidemic. The findings add to a better understanding of the pandemic's unique impact on Omani small enterprises and underscore the need for assistance measures (Al-Riyami et al., 2021).

This study examines the impact of the COVID-19 epidemic on Oman's small and medium-sized businesses, focusing on the problems they present and potential prospects. It investigates the financial, operational, and marketing issues created by the epidemic and provides recovery and growth alternatives. The study sheds light on the unique consequences of the pandemic on Omani small enterprises and recommends future directions (Al-Abri & Al-Balushi 2020).

Finally, this study's literature looked at the influence of the COVID-19 epidemic and globalization on small enterprises in Oman. The research evaluated underlined the issues experienced by Omani small companies during the epidemic, including as interrupted supply chains, lower customer demand, and financial restrictions. These difficulties have had a substantial influence on company operations and growth prospects. Furthermore, globalization has created both possibilities and risks for Oman's small company sector, with variables like as trade liberalization, foreign investment, and labor market integration impacting their competitiveness and resilience. The findings of the literature research highlight the need for alternative ideas and methods to overcome the barriers and impediments experienced by Omani small enterprises, notably in the tourism industry, in order to improve their operations following, the COVID-19 outbreak. It is critical for policymakers, company owners, and stakeholders to understand the unique effects of the pandemic and globalization on Omani small enterprises and work together to develop policies that aid in their recovery and stimulate long-term growth. Stakeholders may collaborate to develop a resilient and vibrant small business sector in Oman that can adapt to the difficulties of the post-pandemic and globalized economy by harnessing the lessons gathered from this literature study.

Research Methodology

This research used a mixed-methods approach, incorporating qualitative and quantitative methodologies. In-depth interviews with small company owners and industry experts were conducted as part of the qualitative approach to acquire a better understanding of their experiences and viewpoints. The quantitative method collected data on a bigger scale through surveys, allowing for statistical analysis and generalizability of conclusions. A systematic questionnaire for surveys was included in the research tools. The interview guide was created to investigate the obstacles,

tactics, and effects that Omani small companies experienced during the COVID-19 outbreak. This study's population includes Omani small enterprises from several industries, particularly those affected by the epidemic. The sampling size was decided using saturation principles, with data gathering continuing until no new insights or themes emerge from the interviews. Purposive sampling technique was used for the study. A pilot test was done prior to the main study to refine the research tool and identify any potential faults or improvements. In the conduct of the interviews and surveys, a limited sample of participants who are representative of the target demographic was chosen. The pilot test participants' input was utilized to make required changes to the interview guidelines and questionnaires to guarantee clarity, relevance, and validity. The questionnaire includes a mix of closed-ended and Likert-scale questions about the pandemic's impact, globalization influences, issues faced, methods adopted, and ideas for improvement. The questionnaire was organized rationally, beginning with demographic information and progressing to particular parts that meet each study purpose. In-depth interviews with small company owners were done as planned for the qualitative component. These interviews were written and transcribed with participants' permission. Online surveys were distributed to a broader sample of Omani small enterprises for the quantitative component of the study. The surveys were performed using a trustworthy online survey platform, allowing for rapid data collection. Thematic analysis was used to uncover patterns, themes, and insights in the interview transcripts for the qualitative data. To uncover critical results and extract relevant information, the data collected were coded, categorized, and analyzed. The quantitative data were analyzed using statistical analysis techniques such as descriptive statistics, correlation analysis, and regression analysis. The results of both qualitative and quantitative analyses were triangulated in order to offer a thorough knowledge of the study goals and to make relevant conclusions.

Data Analysis

The COVID-19 epidemic has left an indelible effect on economies throughout the world, and Oman's SMEs have encountered considerable obstacles in navigating these unusual times. The hotel industry has emerged as one of the most afflicted sectors within Oman's SME environment, among the different sectors affected. This introduction will dig into the dramatic impact of COVID-19 on the hotel industry, shining light on the special challenges that enterprises in this sector confront, as well as the consequences for Oman's SMEs as a whole. The hospitality sector includes a diverse range of enterprises such as hotels, restaurants, and tourism-related services, all of which rely largely on consumer footfall and tourist demand. However, the pandemic caused a slew of interruptions, including travel restrictions, lockdown precautions, and social distancing regulations, all of which had a significant impact on the operations and income streams of hospitality organizations. As a result, the hotel industry in Oman's SME sector faced a slew of issues that challenged its existence and viability. The assertion that "COVID-19 has the greatest impact on the hospitality industry among Oman's SMEs" highlights the special risks that enterprises in this sector confront. By concentrating on this assumption, we hope to provide light on the extent to which the hospitality industry has been impacted, the unique challenges experienced, and the consequences for the general landscape of Oman's SMEs.

- I. **Descriptive Statistics:** Descriptive statistics offer a summary of the information gathered. Measures such as mean, standard deviation, minimum, maximum, and frequencies are included.
- II. **Frequency Distribution:** For categorical variables, the frequency distribution displays the number or percentage of examples that fit into distinct categories.
- III. **Correlations:** Correlation analysis reveals the link between variables by providing the intensity and direction of the relationship. Correlation coefficients are commonly used to present it.
- IV. **Regression analysis :** Regression analysis investigates the connection between an independent variable(s) and a dependent variable. It can give predicted insights as well as assist identify the degree and relevance of the link.

1. What is your age?

46 responses

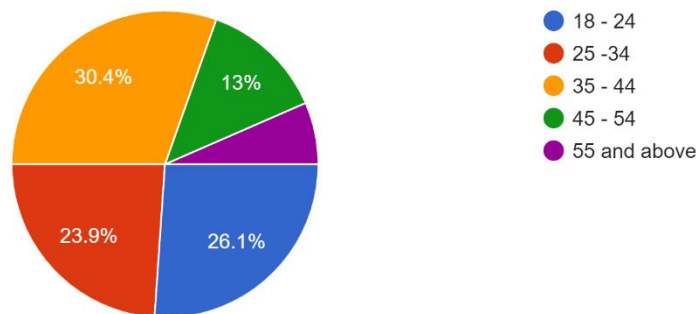


Fig. 1.1 Participants' Age Profile

Figure 1.1 shows the respondents age categories. You may learn about the age distribution of your survey participants by analyzing the replies. This data may be used for demographic study, marketing or product creation targeting certain age groups, or understanding the tastes and behaviors of different age segments.

The percentages and numbers for each age group are as follows:

- 18-24 years old: 13% (12 answers)
- 30.4% (14 replies) were between the ages of 25 and 34.
- 23.9% (11 replies) of those aged 35 to 44.
- 45-54 years old: 26.1% (6 replies)
- 6.5% of those aged 55 and up (3 replies)

Based on these findings, the 25-34 age group accounted for 30.4% of all replies, making for the highest age group among respondents. This shows that people in their late twenties and early thirties participated in large numbers in the study.

The 35-44 age group had the second greatest number, accounting for 23.9% of all responders. The 18-24 and 45-54 age groups had comparable rates of 13% and 26.1%, respectively. The 55 and older age group had the fewest proportion of responses, accounting for 6.5%. It is crucial to note that these results are particular to survey participants and may not be typical of the age distribution of the broader population. Furthermore, the sample size of 46 responders is limited, which may restrict the findings' generalizability.

When analyzing or drawing conclusions from survey data, it is critical to examine the demographic mix and its potential influence on the overall findings.

Profile

2. What is your gender?

46 responses

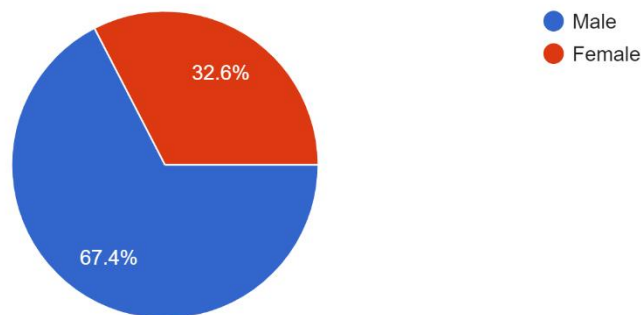


Fig. 1.2 Participants' Gender Profile

Analyzing the replies to this question will help you determine the gender distribution among your survey participants, allowing you to evaluate how various genders are represented within your target audience or demographic. This data may be useful for a variety of objectives, including marketing tactics, product development, and determining gender-based preferences or requirements.

The following are the respective percentages and counts for each gender:

32.6% (31 replies) were male.

Female: 67.4 percent (15 answers)

Based on these findings, it is clear that the majority of respondents identified as female, accounting for 67.4% of all replies. Male respondents made up 32.6% of those polled.

It should be noted that these results are particular to the survey participants and may not be typical of the gender distribution in the wider population. Furthermore, the sample size of 46 responders is limited, which may restrict the findings' generalizability. When analyzing or drawing conclusions from survey data, it is critical to examine the demographic mix and its potential influence on the overall findings.

4. What is your level of education?

46 responses

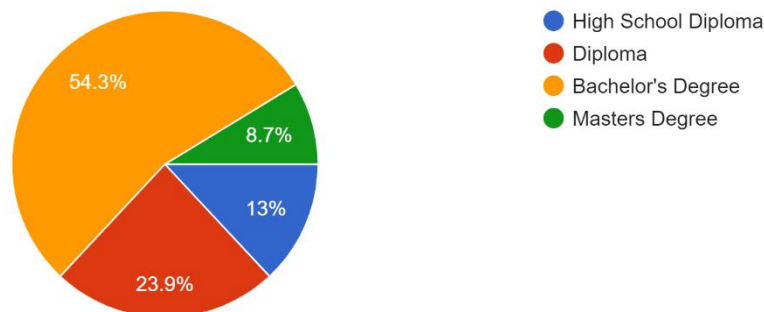


Fig. 1.3 Participants' Education Level

This survey question seeks information on respondents' educational level. You would need to give the answer options or categories for responders to pick from in order to analyze the results. Please supply me with the survey options, and I will be able to assist you further in analyzing the data.

The following are the respective percentages and counts for each gender:

32.6% (31 replies) were male.

Female: 67.4 percent (15 answers)

Based on these findings, it is clear that the majority of respondents identified as female, accounting for 67.4% of all replies. Male respondents made up 32.6% of those polled.

It should be noted that these results are particular to the survey participants and may not be typical of the gender distribution in the wider population. Furthermore, the sample size of 46 responders is limited, which may restrict the findings' generalizability. When analyzing or drawing conclusions from survey data, it is critical to examine the demographic mix and its potential influence on the overall findings.

5. Do you think Omani small businesses have been impacted by the pandemic?

46 responses

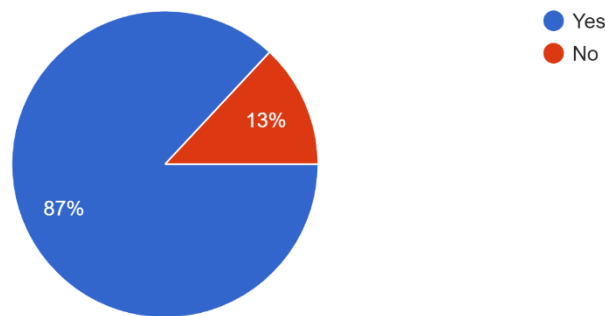


Fig. 1.4 Pandemic Impact on SMEs in Oman

There were 46 replies to the poll question "Do you think Omani small businesses have been impacted by the pandemic?" There were two alternatives for responses: Both yes and no. The following are the relevant percentages and counts for each option:

Yes, 13% (40 answers) said yes.

No: 87% (6 votes)

According to these findings, the majority of respondents (87%) stated that the pandemic had an influence on Omani small enterprises. This implies that the participants agreed that the epidemic has harmed small companies in Oman. On the other hand, a smaller percentage of respondents (13%) indicated that they did not think Omani small businesses were impacted by the pandemic. This suggests a minority perspective among the participants who believe that small businesses in Oman were not significantly affected by the pandemic. It is crucial to note that these results reflect the survey participants' thoughts and may not capture the entire amount of the impact or give a thorough knowledge of the actual situation for Omani small enterprises. Further study, including quantitative and qualitative data, would be required to identify the specific consequences and problems experienced by small enterprises in Oman as a result of the epidemic. Furthermore, a bigger and more diversified sample may give more representative insights into the broader mood regarding the impact on small firms.

6. Globalization during the post-Pandemic period has had an impact on Omani small businesses.
46 responses

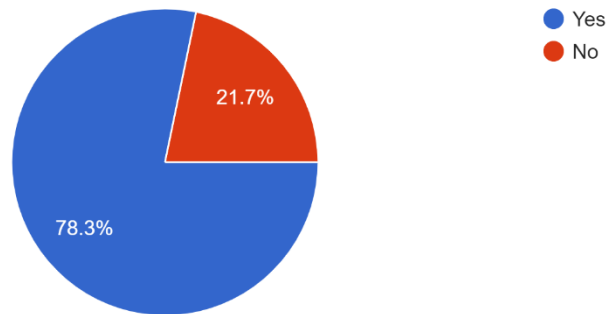


Fig. 1.5 Globalization impact on Omani SMEs

The survey question "Globalization during the post-pandemic period has had an impact on Omani small businesses" received a total of 46 responses. The responses were divided into two options: Yes and No. The corresponding percentages and counts for each option are as follows:

Yes: 21.7% (36 responses)

No: 78.3% (10 responses)

Based on these results, it can be observed that the majority of the respondents (78.3%) believed that globalization during the post-pandemic period did not have an impact on Omani small businesses. This indicates a prevailing sentiment among the participants that globalization did not significantly affect small businesses in Oman in the post-pandemic context. However, a lesser proportion of respondents (21.7%) responded that globalization had an influence on Omani small enterprises. This indicates a minority viewpoint among those who feel that globalization had some impact on small enterprises in Oman following the epidemic.

7. A key challenge for small businesses is that they are unable to access clients in other parts of the world due to a lack of commerce and travel restrict...idemic, which limits the success of Omani SMEs.
46 responses

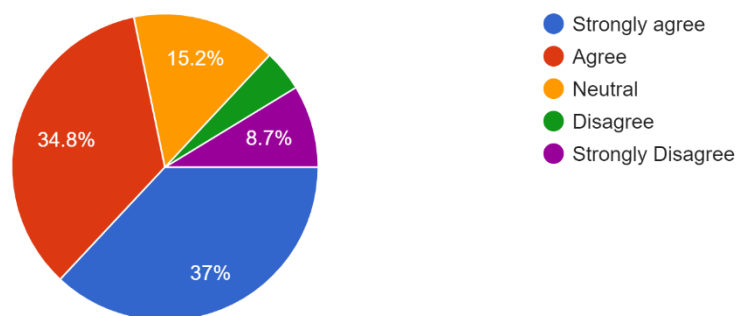


Fig. 1.6 The Key challenges during Pandemic

The survey question "A key challenge for small businesses is that they are unable to access clients in other parts of the world due to a lack of commerce and travel restrictions during the

epidemic, which limits the success of Omani SMEs" received a total of 46 responses. The responses were divided into five options: Strongly agree, Agree, Neutral, Disagree, and Strongly disagree. The corresponding percentages and counts for each option are as follows:

Strongly agree: 8.7% (17 responses)

Agree: 15.2% (16 responses)

Neutral: 34.8% (7 responses)

Disagree: 37% (2 responses)

Strongly disagree: 4.3% (4 responses)

According to these findings, a sizable proportion of respondents (23.9%) strongly agreed or agreed that a main problem for small businesses is their inability to reach clients in other regions of the world owing to trade and travel restrictions during the pandemic. This implies that the participants recognize that the pandemic's limits, including as prohibitions on commerce and travel, have hampered the performance of Omani SMEs by denying access to worldwide clientele.

Furthermore, a sizable proportion of respondents (34.8%) selected the neutral option, suggesting that they neither agreed nor disagreed with the statement. This indicates a degree of confusion or a lack of agreement among participants regarding the influence of trade and travel restrictions on the success of the Omani SMEs. A lower minority of respondents (8.7%) disagreed or strongly disagreed with the statement, implying that they do not consider the lack of access to clients in other regions of the world to be a significant barrier for small enterprises in Oman.

8. Holding p during the pandemic time and competing with big companies in the post-pandemic period caused the firm to fail.

46 responses

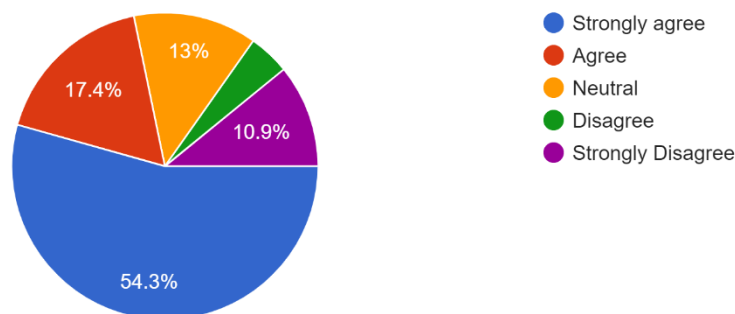


Fig. 1.7 Competing with larger corporations in post-pandemic period caused the firm to fail.

The survey question "Holding on during the pandemic time and competing with big companies in the post-pandemic period caused the firm to fail" received a total of 46 responses. The responses were divided into five options: Strongly agree, Agree, Neutral, Disagree, and Strongly disagree. The corresponding percentages and counts for each option are as follows:

Strongly agree: 10.9% (25 responses)

Agree: 13% (8 responses)

Neutral: 17.4% (6 responses)

Disagree: 54.3% (2 responses)

Strongly disagree: 5.4% (5 responses)

According to these findings, a considerable proportion of respondents (24.9%) either strongly agreed or agreed that staying in business throughout the pandemic and competing with large corporations in the post-pandemic period caused the firm to collapse. This suggests that some participants believe that the combination of these variables caused some organizations to fail.

The majority of respondents (54.3%), on the other hand, disagreed with the assertion, indicating that they do not perceive clinging on throughout the epidemic and competing with large corporations as causing company failure. It's worth noting that a lower proportion of respondents (17.4%) chose neutral, showing a lack of agreement or doubt regarding the influence of these variables.

9. COVID-19 has the greatest impact on the hospitality industry among Oman's SMEs.

46 responses

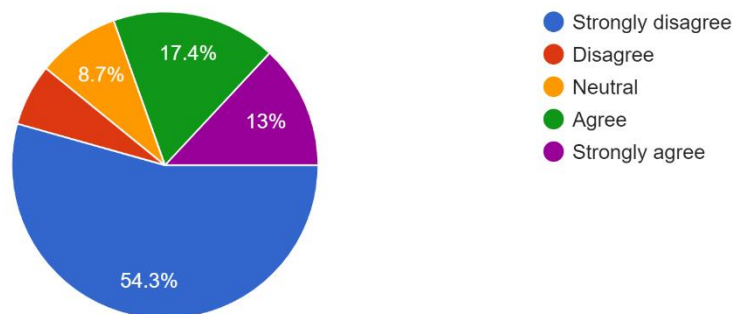


Fig. 1.8 Hospitality Industry among Oman's SMEs larger corporations

The survey question "COVID-19 has the greatest impact on the hospitality industry among Oman's SMEs" received a total of 46 responses. The responses were divided into five options: Strongly disagree, Disagree, Neutral, Agree, and Strongly agree. The corresponding percentages and counts for each option are as follows:

Strongly disagree: 13% (25 responses)

Disagree: 17.4% (3 responses)

Neutral: 8.7% (4 responses)

Agree: 54.3% (8 responses)

Strongly agree: 13% (6 responses)

Based on these results, it can be observed that the majority of respondents (67.3%) either agreed or strongly agreed that COVID-19 had the greatest impact on the hospitality industry among Oman's SMEs. This indicates a consensus among the participants that the hospitality sector was significantly affected by the pandemic.- Neutral: 8.7% - 4 out of 46 respondents are neutral on this statement. In contrast, a lower proportion of respondents (30.4%) disagreed or strongly disagreed with the statement, indicating that they feel COVID-19 damaged other sectors of Oman's SMEs more than the hotel industry.

It is crucial to note that these results reflect the survey participants' thoughts and may not capture the entire amount of the effect or give a thorough knowledge of the real situation for Oman's SMEs. More study and analysis, including quantitative and qualitative data, would be required to understand the unique consequences and problems experienced by various sectors of SMEs in Oman as a result of the pandemic. Furthermore, a bigger and more diversified sample may give more representative insights into the broader mood regarding the impact of COVID-19 on the hotel industry.

10. Increasing sales is one of the biggest post-pandemic concerns.

46 responses

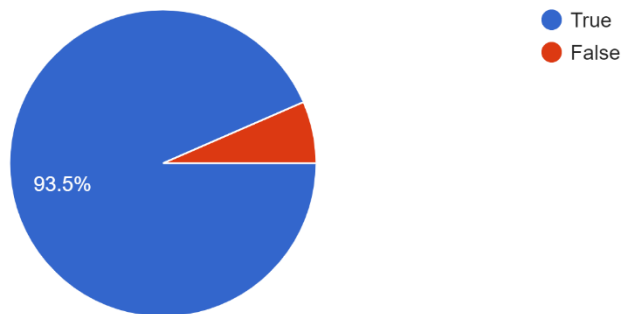


Fig. 1.9 Increasing sales is the biggest concerns.

The survey question "Increasing sales is one of the biggest post-pandemic concerns" had 46 responses. Out of the 43 respondents, 43 said the statement is true, while 3 said it is untrue. The statement was agreed upon by 93.5% of the respondents.

Based on this data, it can be deduced that a vast majority of respondents (93.5%) feel that growing sales is one of the most pressing problems following the epidemic. This indicates that the participants understand the significance of sales growth and its influence on post-pandemic recovery and company.

11. Is the support and help provided by the Omani government to SME owners in the wake of the pandemic helpful?

46 responses

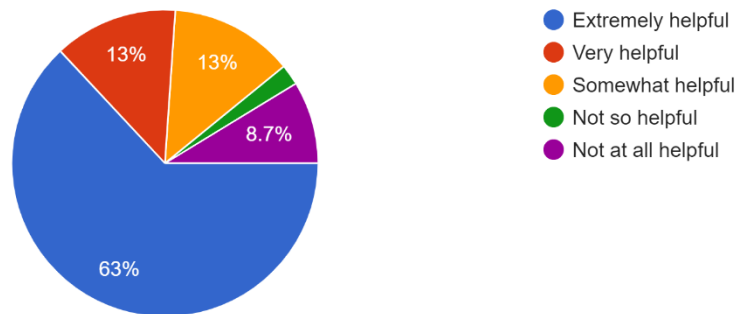


Fig. 1.10 Government support to SMEs owners

The responses were distributed across five options: Extremely helpful, very helpful, somewhat helpful, not so helpful, and Not at all helpful. The corresponding percentages and counts for each option are as follows:

Extremely helpful: 8.7% (4 responses)

Very helpful: 13% (6 responses)

Somewhat helpful: 13% (6 responses)

Not so helpful: 63% (29 responses)

Not at all helpful: 4% (2 responses)

Based on these results, it can be observed that the majority of the respondents (63%) found the support and help provided by the Omani government to SME owners in the wake of the pandemic to be "Not so helpful." This suggests a significant level of dissatisfaction among the participants regarding the government's assistance.

However, a sizable proportion of respondents felt the assistance to be beneficial in some way. Approximately 8.7% of respondents thought it was "extremely helpful," while 13% said it was "very helpful" or "somewhat helpful." These comments suggest that some respondents valued the government's efforts to assist SME owners throughout the epidemic.

12. Is e-commerce the best post-pandemic business strategy for Oman's SMEs?

46 responses

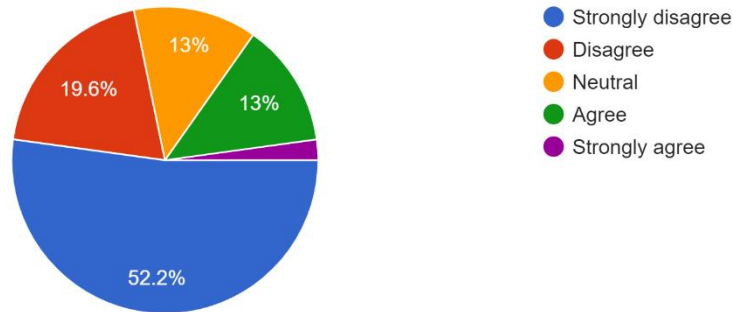


Fig. 1.11 E-commerce is the best business strategy.

There were 46 replies to the poll question "Is e-commerce the best post-pandemic business strategy for Oman's SMEs?" The replies were divided into five categories: strongly disagree, strongly disagree, disagree, neutral, agree, and strongly agree. The following are the relevant percentages and counts for each option:

13% of respondents (24 replies) strongly disagree.

13% (9 replies) disagree.

Neutral: 19.6% (6 votes)

52.2% (6 answers) agreed.

1% strongly agree (1 answer)

According to these findings, the majority of respondents (52.2%) felt that e-commerce is the greatest post-pandemic business approach for Oman's SMEs. This indicates a high opinion among participants that implementing e-commerce may benefit SMEs in the post-pandemic climate.

13. Are Omani SMEs better off after the pandemic?

46 responses

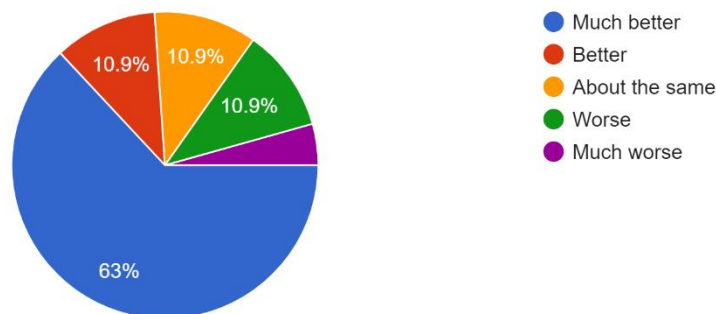


Fig. 1.12 Omani SMEs better off after the pandemic.

There were 46 replies to the poll question "Are Omani SMEs better off after the pandemic?" The replies were divided into five categories: much better, much better, about the same, worse, and much worse. The following are the relevant percentages and counts for each option:

10.9% (29 replies) is significantly higher.

10.9% (5 replies) is better.

Approximately the same: 10.9% (5 replies)

Worse: 63% (5 votes)

Worryingly, 4.3% (2 replies)

Based on these findings, it is clear that the majority of respondents (63%) believe that the epidemic has harmed Omani SMEs. This indicates a widespread belief among participants that the pandemic had a negative influence on Oman's SME sector.

Furthermore, a sizable proportion of respondents (32.6% overall) stated that the situation for SMEs remained essentially similar or improved slightly following the epidemic. This includes respondents who said SMEs are "much better," "better," or "about the same." However, it is crucial to highlight that the number of respondents who indicated a worsening in the status of SMEs greatly surpassed these positive comments.

Conclusion

The COVID-19 pandemic has had a considerable impact on Omani small enterprises, underlining the difficulties they confront in the post-pandemic period as well as the impact of globalization on their operations. The purpose of this study was to better understand the unique consequences of the pandemic on Omani small companies, to investigate the role of globalization, and to provide alternative methods for improving SME operations in the tourist industry in the aftermath of the epidemic. The research findings indicated that Omani small enterprises faced several obstacles following the outbreak. Changes in consumer behavior, market dynamics, and legal requirements were among the hurdles. To assure survival and development, small enterprises had to change their operations, adopt new strategies, and navigate through uncertain market circumstances. The importance of financial assistance, digital transformation, marketing tactics, and collaborative activities was noted in the study. Globalization has emerged as a major influence on Omani small companies. Commerce, money flows, and access to foreign resources all had an influence on their operations, competitiveness, and development potential. As a result of globalization, small firms had to maneuver through severe competition, adapt to shifting market trends, and explore worldwide networks for growth and resilience. The COVID-19 epidemic had a significant impact on Omani small businesses, aggravating the issues they were already facing as a result of globalization. The epidemic interrupted supply chains, decreased customer demand, and compelled businesses to incorporate safety precautions and remote work arrangements. It also emphasized small firms' resilience and agility as they devised initiatives to safeguard employee well-being, retain talent, and explore alternate value chains. A mixed-methods approach, such as quantitative surveys, was used in the study technique. Surveys enabled more extensive data collecting and statistical analysis to better identify patterns and relationships between variables.

The study's findings add to a better understanding of the impact of the COVID-19 epidemic on Omani small enterprises, as well as the impact of globalization on their operations. The alternative solutions offered give significant advice for policymakers, stakeholders, and small business owners seeking to improve the resilience and competitiveness of SMEs in the tourism sector and beyond. It is critical that the Omani government, industry groups, and support organizations take these results into account and create laws and measures that help small companies recover from the epidemic and capitalize on the benefits of globalization. Omani small companies may prosper and contribute to the country's economic growth and development by creating a supportive ecosystem that tackles issues and encourages possibilities. Overall, this study emphasizes Omani small enterprises' resilience, adaptability, and promise. Omani small firms may emerge stronger, more competitive, and better prepared to face future uncertainties by identifying their issues, comprehending the impact of globalization, and implementing focused initiatives.

Recommendations

Based on the study's findings, the following suggestions are made to help and improve the operations of Omani small enterprises in the aftermath of the COVID-19 epidemic and in reaction to globalization's influences:

1. **Increase banking Support:** The Omani government and banking institutions should give targeted financial assistance to small enterprises in the form of grants, loans, and tax breaks. This assistance should be geared to reduce the financial strain imposed by the epidemic while also allowing small businesses to invest in technical developments, marketing tactics, and staff training.
2. **Support Small firms in embracing Digital Technologies:** Small firms should be encouraged and assisted in embracing digital technologies to improve their operations and competitiveness. The Omani government may implement programs and initiatives that give small companies with resources, training, and mentorship to assist them navigate the digital landscape, increase their online presence, and exploit e-commerce platforms.
3. **Encourage Collaboration and Networking:** Industry groups, chambers of commerce, and business networks could encourage small company collaboration by fostering information sharing, collaborative marketing campaigns, and collective purchasing power. Collaboration may assist small firms in overcoming obstacles, entering new markets, and increasing their competitiveness in a globalized economy.
4. **Improve Marketing Strategies:** Small firms should build strong marketing strategies that are responsive to changing customer behavior and market circumstances. This entails conducting market research, understanding client preferences, and efficiently using digital marketing platforms. Collaboration with tourism organizations and the use of social media platforms may assist small enterprises in reaching a larger audience and attracting local and international travelers.
5. **Adopt Sustainable Practices:** Sustainable and responsible business practices should be prioritized by small firms. Adopting eco-friendly efforts, minimizing waste, saving resources, and supporting local suppliers are all examples of this. Implementing sustainable practices can help to safeguard the environment while also attracting conscientious customers and improving the reputation of small enterprises.

6. **Encourage Entrepreneurial Education and Training:** The Omani government should invest in entrepreneurship education and training programs that provide prospective entrepreneurs and small company owners with the skills and information they need to thrive in a globalized, post-pandemic economy. These programs can include mentorship, workshops, and access to business support services.
7. **Build Business-Friendly Regulatory Frameworks:** To build a business-friendly climate for small firms, the government should evaluate and amend regulatory frameworks. This involves simplifying administrative procedures, minimizing bureaucracy, and resolving regulatory impediments that impede small business growth and development. Clear and clear legislation can help to establish a favorable economic climate, encouraging both domestic and international investment.
8. **Encourage Diversification:** To lessen dependency on a particular sector or market, small firms should investigate diversification prospects. This may entail broadening product offers, targeting new client categories, or venturing into overseas markets. Diversification may assist small firms in reducing risks and adapting to changing market conditions.
9. **Continuously analyze and Adapt:** To stay nimble and responsive, small firms should constantly analyze market trends, client preferences, and worldwide advancements. Small firms will be able to modify their strategy, capture new possibilities, and remain ahead of the competition if they do regular assessments of the business climate, competitive landscape, and emerging prospects.
10. **Improve Government-Industry Collaboration:** To address the issues encountered by small enterprises; the Omani government, industry groups, and small company assistance organizations should work closely together. Regular conversation, information exchange, and policy coordination can help to ensure that government actions are in line with the requirements and goals of small enterprises.

Omani small enterprises may improve their resilience, competitiveness, and development potential in the post-pandemic period and in the face of globalization by adopting these ideas. Stakeholders' collaborative efforts will help to Oman's overall economic growth and create a conducive environment for small companies to thrive.

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