

Post-Pandemic Sustainability Strategies for Zimbabwean SMEs

Mufaro Dzingirai, Noah Tshuma and Shingirai Sikomwe

Abstract

In the past decade, the issue of sustainability in the context of small and medium enterprises (SMEs) has attracted much attention from scholars and policymakers. Admittedly, the emergence of the COVID-19 pandemic has generated much curiosity of scholars with regard to the sustainability of SMEs. Accordingly, this study seeks to explore sustainability strategies that can be employed by SMEs in Zimbabwe in the post-COVID-19 pandemic era. Notably, seven sustainable strategies emerged from the thematic analysis, namely, online marketplaces, leveraging technology, cost-cutting measures, customer relationship, innovation and creativity, sustainable culture, and collaboration and partnerships. The results of this study help the policymakers and practitioners in making sound decisions related to SME sustainability based on empirical evidence.