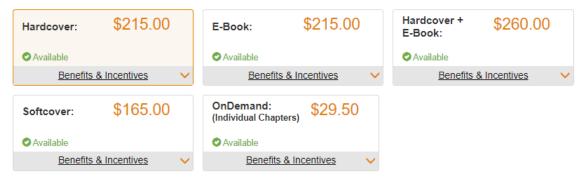


# COVID-19's Impact on the Cryptocurrency Market and the Digital Economy

Nadia Mansour (University of Sousse, Tunisia & University of Salamanca, Spain) and Salha Ben Salem (University of Monastir, Tunisia)

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## **Description & Coverage**

## **Description:**

The digital revolution is impacting not only organizations but all areas of society. No sector of activity has been spared, and the survival of many organizations depends on their ability to transform and reinvent themselves in a new digital paradigm that is still very uncertain and relatively anxiety-provoking. Before tackling technological issues, it is important to ask the right questions and to acquire a minimum of digital culture that will enable the implementation of a transformation strategy and the use of appropriate technological tools.

**COVID-19's Impact on the Cryptocurrency Market and the Digital Economy** proposes a dive into the digital ecosystem through a historical, sociological, political, and economic approach that supplies readers with a foundation they can build their future digital skills on. Covering topics such as cryptocurrency and economic resiliency, it is ideal for industry professionals, researchers, practitioners, scholars, academicians, and students.

## **Coverage:**

The many academic areas covered in this publication include, but are not limited to:

- Alternative Cryptocurrencies
- Banking Innovation
- Bitcoin
- Cryptocurrency
- Cyber Regulations
- Digital Economy
- Digital Transformation
- Economic Resiliency
- Financial Contagion
- Financial Services

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Nadia Mansour (University of Sousse, Tunisia & University of Salamanca, Spain), Salha Ben Salem (University of Monastir, Tunisia)

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Digital literature has provided significant insights into how digital transformation contributes to improving business performance. This research departs from...

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