



Orange Economy in the SARS-COV-2 Era

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Message from the Guest Editors

This Special Issue on the orange economy in the SARS-CoV-2 era seeks to fill a gap in theory relating to cultural and creative industries in the context of crisis. This Special Issue is focused on but not limited to the following topics:

- How are businesses in one or more of the industries mentioned redirecting their strategies under the new social norms and policies that have come with the health crisis?
- What are the characteristics of these new markets, and how are businesses' distribution chains adapting, especially in terms of contact with different stakeholders?
- How have marketing and commercialisation strategies changed under these new circumstances?
- How are the changes brought by SARS-CoV-2 affecting sustainability?
- How are these changes affecting organisational relationships and cooperation? (share experiences, knowledge creation, best practices);
- How are the changes affecting industries that include artistic creation in their value chain?
- In these circumstances, how are network interaction and collaborative ecosystems affected?
- New work spaces and dynamics in the “new” society.





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