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This research focuses on emerging markets. It attempts to describe what constitutes an emerging market just like any other attempt to identify an emerging market, and that the list of potential “emerging markets” can be expanded by through broadening the definition which is a phenomenon is not new at all. The sub-Saharan Africa (SSA) began to grow since 1990 and has sustainable rise, rivaling those rapid growth towards emerging country. The article is going to explore the existing literature and amid & post COVID 19 about the prospective emerging markets regarding the economic and social impacts of globalization.