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Management Strategic During Pandemic Covid 19

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Abstract: With the emergence of a pandemic outbreak, quite a several strategies emerged and were used very quickly. The aim of the study is that strategy adaptation becomes valuable learning for the people involved in the organizational environment. In general, the level of loss for business people has increased, but of course, in other parts, there will also be very significant gains, especially for those who can adapt very quickly. The study used descriptive analysis of the environment in the pandemic situation literature. The result of Future social changes affects all industries, so every firm should regularly assess its strategic management, whether it is an ongoing or planned strategy.

Keywords: Strategy Management, Covid-19 Pandemic, Classification

1. Introduction

After the COVID-19 pandemic (CSSE, 2020) and the coronavirus 2 syndrome, which causes severe acute respiratory syndrome (SARS-CoV-2), were discovered at the end of 2019, societies and economy all around the world saw an exogenous shock never before seen (Sohrabi et al., 2020). Even though virologists are not surprised by the possibility of a pandemic brought on by a new virus, infection control measures like social exclusion (Glass, Glass, Beyeler, & Min, 2006) taken to stop the spread of COVID-19 are putting a tremendous amount of strain on the economy of the entire nation. Most of the key economic actors will see the present pandemic as a metaphorical "black swan event," a sudden, unanticipated occurrence of immense significance and dire repercussions that fundamentally transforms the political and economic landscape (Cai & Lontzek, 2019). Gustafsson and Donthu (2020) Even though such occurrences can be seen as opportunities, the unprecedented COVID-19 crisis-related lockdown of significant portions of society characterizes the current situation as acute. SARS-CoV-2 brought up a dual crisis: Infection control measures have brought about an economic crisis by abruptly halting significant quantities of economic activity, and the COVID-19 pandemic has put an enormous load on many health systems throughout the world. -arrive. In addition, the COVID-19 pandemic has affected the economy suddenly, whereas many other past crises have affected humanity at specific times and regionally (e.g., hurricanes like Katrina in 2005) (Torn & Hakim, 2009) or developed over time with global effects (e.g., the financial crisis 2008) (Feldkircher, 2014).

The use of strategic management is crucial during a pandemic. The organizational/company level, corporate, business unit, or operational level of the plan must quickly adjust. This study aims to map out the strategic management practices used by various firms around the globe. We gathered information from a number of

international journals that discussed strategic management during the Covid-19 epidemic, specifically between the end of 2019 and the beginning of 2020. Elsevier Inc. provided the majority of the sources we used, with topics of study including: (1) Business; (2) E-Government; (3) Finance; (4) Tourism Management Perspectives; (5) Management Decision; (6) Marketing; (7) Mitigation; (8) Organizational structure; (9) Procurement; and (10) Risks. The mapping that we provide is a summary of tactics and moves that decision-makers or business actors in an organization can use as a reference. We looked at a total of 12 publications from 12 international journals. The journals that we use are listed in Table 1.

Table 1. Research References

Number	Journal Name	Articles Total
1	Business & Society	1
2	Administration & Public Management	1
3	Journal of Business Research	1
4	Industrial Marketing Management	1
5	Environmental Science & Policy	1
6	Journal of Purchasing & Supply Management	1
7	Human Resources Management Review	1
8	European Management Journal	1
9	Tourism Management Perspectives	1
10	Technological Forecasting & Social Change	1
11	International Review of Financial Analysis	1
12	Decision Support Systems	1
	Total	12

2. Methodology

The following is an exposure to the article sources we use. Table 2 shows the title for each article. Furthermore, from the articles we get, we deepen the content and carry out a classification or categorization process. This research was a qualitative research with reference to the study of literature and direct observation of the object under study. This research begins by collecting data from various sources, both books and scientific journals, then primary data is carried out by carrying out direct observations in the field.

N0	Title	Author	Journal	Years	References
1	Business and Society Research in Times of the Corona Crisis.	Bapuji, Hari de Bakker, Frank G. A. Brown, Jill A. Higgins, Colin Rehbein, Kathleen Spicer, Andrew	Business & Society	2020	(Bapuji et al., 2020)
2	Major structural changes in the EU policies due to the problems and risks caused by COVID-19.	ANDRONICEANU, Armenia	Administration & Public Management	2020	(Androniceanu, 2020)

3	Marketing innovations during a global crisis: A study of China firms' response to COVID-19	Wang, Yonggui Hong, Aoran Li, Xia Gao, Jia	Journal of Business Research	2020	(Wang, Hong, Li, & Gao, 2020)
4	Coopetition and COVID-19: Collaborative business-to-business marketing strategies in a pandemic crisis	Crick, James M. Crick, Dave	Industrial Marketing Management	2020	(Crick & Crick, 2020)
5	The role of ecosystems in mitigation and management of Covid-19 and other zoonoses	Everard, Mark Johnston, Paul Santillo, David Staddon, Chad	Environmental Science and Policy	2020	(Everard, Johnston, Santillo, & Staddon, 2020)
6	Researching the future of purchasing and supply management: The purpose and potential of scenarios	Knight, Louise Meehan, Joanne Tapinos, Efstathios Menzies, Laura Pfeiffer, Alexandra	Journal of Purchasing and Supply Management	2020	(Knight, Meehan, Tapinos, Menzies, & Pfeiffer, 2020)
7	Structuring for innovative responses to human resource challenges: A skunk works approach	Biron, Michal De Cieri, Helen Fulmer, Ingrid Lin, Cai-Hui (Veronica) Mayrhofer, Wolfgang Nyfoudi, Margarita Sanders, Karin Shipton, Helen Sun, Jian Min (James) i	Human Resource Management Review	2019	(Biron et al., 2020)
8	Logistics and procurement outsourcing in the healthcare sector: A comparative analysis	Skipworth, Heather Delbufalo, Emanuela Mena, Carlos	In European Management Journal	2020	(Skipworth, Delbufalo, & Mena, 2020)
9	Insurance uptake among small and medium-sized tourism and hospitality enterprises in a resource-scarce environment	Dayour, Frederick Adongo, Charles A. Kimbu, Albert N.	Tourism Management Perspectives	2020	(Dayour, Adongo, & Kimbu, 2020)
10	Modeling Impact of Word of Mouth and E-Government on Online Social Presence during COVID-19 Outbreak: A Multi-Mediation Approach.	Yasir, Ammar Hu, Xiaojian Ahmad, Munir Rauf, Abdul Shi, Jingwen Ali Nasir, Saba	International Journal of Environmental Research & Public Health	2020	(Yasir et al., 2020)
11	Cooperative financial institutions: A review of the literature	McKillop, Donal French, Declan Quinn, Barry Sobiech, Anna L. Wilson, John O.S.	International Review of Financial Analysis	2020	(McKillop, French, Quinn, Sobiech, & Wilson, 2020)

12	Decision Errors, Organizational Iatrogenesis, and Errors of the Seventh Kind.	Meckler, Mark Boal, Kim	Academy of Management Perspectives	2020	(Meckler & Boal, 2020)
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3. Research Results

The following is an explanation of the contents of each classified article. We will start with the business classification, followed by risk and so on, and finally the management discussion classification (Table 3).

Table 3. Research Reference

CATEGORIES	ARTICLE	MAIN POINTS
BUSINESS	1	This crisis is unprecedented, more severe than the Spanish flu. And this will continue to have an impact in the future. Therefore, the world is now implementing a new normal lifestyle as the best solution at this time and maintaining health protocols.
RISK	2	This research contains several recommendations of EU member states to solve their health system problems and to relaunch the economy in the European space. It is hoped that the results of these recommendations can emerge a unified and coherent strategy to avoid economic and social imbalances.
MARKETING	3	There are two dimensions of innovation (motivation for innovation and collaborative innovation) that were used to be critically identified by the marketing division of companies in China.
PROCUREMENT	6	This paper strengthens the existing literature by highlighting the heterogeneity of coopetition strategies that companies can use in a global crisis to deal with the covid 19 pandemic.
FINANCE	11	This research discusses the main topic of performance and contribution to the real economy. When a crisis starts or can be detected earlier, it is immediately necessary to consider technical matters such as mergers, sustainable efficiency, acquisitions, the benefits (and challenges) of FinTech and the contribution of financial cooperatives to the real economy including during times of crisis.
ORGANIZATIONAL STRUCTURE	7	This study emphasizes that there are benefits and drawbacks of an innovative organizational structure to address HR challenges along with an organized and established way of working.
PROCUREMENT	8	This study investigates the implications of outsourcing in the healthcare supply chain by comparing two alternatives: public-to-private outsourcing and public-to-public outsourcing.
TOURISM MANAGEMENT PERSPECTIVES	9	Small and medium-sized tourism and hospitality businesses (SMTHEs) are often vulnerable to a variety of hazards, resulting in risk concerns. Insurance is recognized as one of the risk

		management strategies, but evidence shows that insurance absorption among SMTHE is low.
MARKETING	4	This investigation examines how organizations have used coopetition to address the Coronavirus (COVID-19) pandemic. This paper strengthens the existing literature by highlighting the heterogeneity of coopetition strategies that companies can use in a global crisis.
MITIGATION	5	Extensive ecosystem degradation reduces ecosystem services from disease regulation. The reduced barrier between humans and wildlife exacerbates the risk of zoonotic diseases. Ecosystem degradation degrades natural resources that are vital for managing transmission. Policy responses that address zoonotic threats must include ecosystem regeneration.
E-GOVERNMENT	10	The results of the study revealed that the role of E-government and COVID-19 word of mouth were positively related to online social presence during the outbreak. Epidemic protection and attitudes towards epidemic outbreaks were found to positively moderate the impact of the role of E-government and COVID-19 word of mouth on online social presence during the outbreak.
MANAGEMENT DECISION	12	This paper offers a framework for understanding how erroneous management decisions can lead to iatrogenic outcomes. Organizational iatrogenesis is the unintentional genesis of qualitatively different problems due to errors such as unwise intervention strategies, well-aimed work on the wrong problem, or ignorance of significant correlations.

4. Conclusion

Many techniques evolved and were put to use fairly rapidly when a pandemic breakout started. The employees involved in the organizational environment learn a lot from this adaptability. Although there will generally be more losses for businesspeople, there will also undoubtedly be big advantages in other areas, particularly for those who can adapt extremely fast. Every area will see a paradigm shift in the future, thus regardless of whether a strategy is underway or planned, every firm must constantly examine its strategic management.

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