

Global Challenges and Opportunities Post Pandemic

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Abstract: *With societies and economies on the edge around the world, as some countries focusing on the economy and not on livelihoods, the statistics of the human mortality rate is a hidden agenda, as we all know the best available data is far from perfect. Companies, organizations and institutions are experimenting and coming to understand its full impact on their businesses and administrations and how to proceed further positively. Experimental business strategies are on the go and will reshape the world and could be best suited to medium and long term strategies and goals, which still have to be tried and tested and how to implement and take it more seriously to the next step, which could prevent losses and risks in the future. According to a survey held, how retailers can keep up with consumers, businesses are tracking customer needs and expectations, spending behaviors. People are forced to make changes and these changes also creates new doors for managing the system and restructuring trade, labor, technology, governance and health issues throughout the world due to the challenges faced, they are still confused, as to how things will end in the future with this crisis. Innovative technology could reimagine the way of life in this current scenario by giving us the right data on balance, risk and opportunities the best of do's and do not, for societies and businesses etc. There could be a reset after covid-19 crisis, for medium to long term changes for challenges and opportunities globally.*

Keywords: Economy, Global Challenges, Global Supply Chains, Human Behavior, Innovation, Reimagining, Technology, Unemployment.

1. Introduction

As the pandemic continues to spread and take so many lives globally, overwhelming health systems and disrupting supply chains, strong policy makers, leaders and journalists have realized that the pandemic is far disruptive with severe health and humanitarian crisis and has also affected societies and economies globally which will differ from country to country. For example, India had touched the highest in the world as of now with eighty thousand to a lakh covid-19 cases in a day. With an account fully for the shift in activity towards China and the rest of Asia. The financial markets are destabilized, due to short term planning and contracts or freelance work as opposed to permanent jobs, a gig economy which means constantly having an unpredicted scheduling. There has to be changes for a better stability and the governments should work towards medium and long term goals, to achieve results.

With global changes due to the pandemic, the impact on humanity and how we live, with the rapid spread of digital transformation and technologies, challenges are faced internationally by business leaders, policy makers, and individuals. Individuals are figuring out, how to end this deadlock and this requires some radical thinking, as the global economy now faces the worst recession and depression.

This topic was chosen by us as it is a current situation and needs immediate attention and reaction to the serious condition of humanity, transformation of behavior, and the economy globally which is into a recession. The goal of the paper is to build up the growth of the economy and to reinvent solutions and strategies to uplift the challenges faced and to create opportunities which will be stable for the growth, economy and human behavior. In order to sustain goals and business objectives. Sports clubs, entertainment and IT sector have to alter their business objectives as well.

Besides organizations must lay down the ground work for their recoveries in order to achieve a success, surely, keeping track of the GDP (gross domestic product) and growth of the economy. We need to find new strategies of management and funding the health system globally, working from new innovative digital technologies which improves business challenges and in turn will help to maintain a standard level of the society in future.

2. Reimagining Businesses

Businesses are currently highlighting challenges, opportunities, and policy changes in resuscitating the growth all over the world, by exploring how the current crisis is transforming business models, human behaviour and technologies like artificial intelligence due to the covid-19. Still there are health issues not resolved, experiencing disruptions due to the lockdown period which was imposed for a quarter of the year, this has affected global economies. Industry leaders, business managers, eminent speakers have come up with policy interventions in the field of banking, stressed assets and automobiles and medium enterprises along with start-ups to develop the economy. Business leaders are facing the toughest tests right now which is looming due to the covid-19. Collaboration can help to recover the businesses back in an environment where a vaccine has yet to be found and economies are still down.

With collaboration and good business planning, one could achieve a positive impact on global makers for insights on growth in the economy. As all countries are already in a recession which will lead to huge changes in the future. Industries will not be in favour of reforming, restructuring some points to ponder on, we really do not know what it will be like post-pandemic. Hence we depend upon (AI) automation "Artificial Intelligence," Agility and Scalability. Innovation Technology will be an important impact for building back the businesses with sustainable stability.

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As according to the Economic Times dated, April 25th,2020, stated by “Priya Roma” about the survival strategies for business during this unprecedented period, and the lockdowns as businesses are experiencing major impacts and recession no matter how established they are, and they have to go with the present trends and methods and forget about the past and re-look at the old strategies and re-strategize with new planning methods, as there are drastic changes occurring in the markets every week, (and for the worse), it is necessary for an intense good business model which reassesses the cost factor and status of businesses and their assumptions.

<https://economictimes.indiatimes.com/small-biz/hr-leadership/leadership/survival-strategies-for-businesses-during-covid-19-lockdown/articleshow/75371157.cms>

Banks are tracking the cash flow from a financial point of view, the impact of new sales, bad debts and credit cycles, due to the pandemic and unpredicted duration of the pandemic and people have to be alert and expect the worst to come. However if this goes on to affect the economy in the next 9-12months to a year, entrepreneurs will have to reorganise and restructure and make new changes in their strategies, and reduce expenses, renegotiate fixed expenses, rent, salaries, equipment lease payments, etc., and then have to focus on crucial and stable essentials for survival. It will be up to them to analyse and decide whether to raise or lower marketing costs, or maybe generate a new operating plan which has to be transparent with investors and employees. Every business needs to be financially sound with a capital to start a new business venture, this could be difficult to procure for the same. There are many funds which can be utilized in the coming years. Investors will be vigilant with stringent with diligent procedures.

2.1 Human Behaviour and Economy

Human behavior plays an important aspect in the economy for the consumers and retailers. According to a global economy snap shot survey by McKinsey, dated the 23rd July 2020 by Johns Hopkins University through June 23rd, 2020, Covid-19 has created implications for companies, businesses, economy and developments. Creating fashion face masks and protection using hazmat suits is not the answer to the solution, but going into depth and protecting people and from the pandemic viral spread is crucial. It is about human behavioral changes that have occurred and will stay put for some time, with people around and even with the immediate family members. This is bound to affect the customer behavior as well. Economy theory tries to understand how a human reacts and relates to price rise, markets, production, and consumption. The cognitive underpinning of economic behavior could vary from person to person and be termed as behavioral economic, being emotional, as the basic personality could be optimistic, pessimistic, trusting and Envious. This will depend on an individual.

www.mckinsey.com.risk

Reimagining marketing in the post covid or new normal to come, is intriguing and the rising importance is according to the culture and lifestyle and the way people live and travel,

and this has to be focused on by creating a good market strategy development to achieve growth in organizations and companies etc., as our next normal will be digital transformation.

www.newclimateeconomy.report (NCE 2018)

Another important aspect is climate change and how it affects planet earth, the economy and society. It is a serious threat to the planet earth and to humanity. It is also threatening the global economy, according to the Global Commission on the Economy and Climate in a report at the end of 2018, The New Climate Economy, The private-public sector should collaborate and help to change the strategy of production of goods, and other alternative methods in order to drive the sustainable economic growth, as it is a serious threat on the environment and humanity, and leads to one of the reasons why climate change is the biggest threat to economic stability, globally.

<https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business>

The pandemic has reset and changed the mind set of humans and their behaviours. Certain countries have refrained from changes due to mistrust, relating to social physical-distancing and facial-covering with masks and suits. Due to uncertainty and lack of trust, with people around giving them unnecessary and misinterpreting false information about the pandemic by messages and distrust in governments. This has created an opposite and reverse reaction. Strong efforts should be implemented, the way we design, communicate and trust in order to achieve and change human behaviours.

And this is going to be time consuming to bring efforts, messages most likely to resonate with individual groups with a positive examples from the response to the Covid-19 pandemic. Political messages can also derive a wrong notion to human way of thinking and behaviour by targeting certain communities. It is precise that people are most likely to change behaviours when our elements are in place. Human behaviours will continue to change and emerge as new scientific evidence surfaces predicting a demand and being active in increasing sales, by using agile techniques to sustain the challenges faced. Opportunities have increased and surfaced and occurred after the pandemic in resetting some of our economic approaches in chances of developing more resilient and sustainable approaches to globalization.

About the revenue management, retailers are rethinking and reacting on revenue management, keeping track of the businesses, the pricing, promotion and how to operate models accordingly, particularly from businesses, apparel companies and restaurants etc. B2B customers are changing as well, focusing on the present scenario. By reshaping the marketing approach, the result of growth will attain their goals.

By changing the company’s portfolios of businesses on the move, CEO’s (chief executive officers) have come up with this strategy outperformance. The new reverse strategies holds good for the company. Instead of remaining with a static portfolio, as one has to keep going along with the market research and details. As the best companies identify. Reimagining the office and work life Post Covid-19.

Analysts have predicted that the global economy is already in an unprecedented recession, If the covid-19 continues to hinder the health of people all over the world, liquidity will be back in the markets, which will keep the economy afloat, and if the health issues start improving, and there are no lockdowns, the capitalized larger businesses will benefit over the smaller operators.

Obviously with the use of digital technology or digital-first based businesses, technology will be used to create new value based business models, as Covid-19 has forced a rebirth of many industries as well, as we are working remotely from home during a lockdown. Reimagining modes of productivity and supply, there is a paradigm shift from cash to digital payments on the rise. People are having a major implication with banks, business models, and society, and as a result increasing the digital economy, which has set a global economic downturn due to the great depression.

According to the IMF (international Monetary Fund), dated 13th October 2020, there is a tentative recovery of the global economy predicted which is partial with significant uncertainty due to the covid-19 spreading in many places. So there will be a weaker and unstable productivity growth and this could lead to financial problems which will lead to poverty.

<https://meetings.imf.org/en/2020/Annual/Documents>

Countries all over the world are facing stress, recession and a financial crisis, the banks are minimizing, zeroing on the interests rate to help people and the economy to certain level. Central banks are cutting down and reducing certain limits and stocks. In order to improve the strained economy, the US Federal Reserve Board cut its key interest rate to near zero, on the 15th March 2020. The Fed (Federal Reserve Board) and the US central bank unveiled a new set of programs in April this year to be implemented. There have been many more measures implemented, saying it plans to provide awareness classes of riskier debt. \$2.3 billion in loans to small and midsize businesses. Meanwhile the European Central Bank (ECB) has launched 750 billion Euros for the Pandemic Emergency Program that is expected till the end of this year. Which is also happening in other countries, in order to ease the financial tension, and increase economic growth.

2.2 Economies struggling With Rising Unemployment

Unemployment is sky rocketing all over the world, in order to relieve the stress and burden on citizens, leaders and policymakers have implemented fiscal and monetary measures that would help to relieve the financial stress caused by the Covid-19 and because of this the economy is in a worse state, as this has brought down the economy drastically.

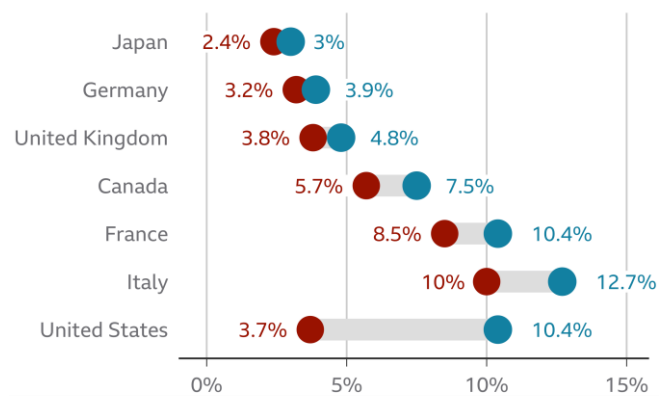
As, the availability of white- and blue-collar labour is severely limited, and there are strict quarantines in key manufacturing hubs, this continues to take a toll. Many employees are staying home. The unemployment problem, is in the world's worst economic condition, food banks and supply chains have crashed and governments straining to

deliver their best services, businesses and CEO's are going through difficult challenges, forcing an abrupt dislocation of how employees work, the behavior of customers, how supply chains function, and by the end of the day how businesses react and how they perform.. Right now there are some shifts in how CEO's are managing and leading and finding better ways to lead a company, stronger and bolder aspirations and elevating models.

Nearly 900,000 people have lost their jobs in Spain due to the pandemic, since its lockdown started in mid- March. The official unemployment figure had also risen to 3.5 million - the highest level since April 2017. Here below is the Figure 1 indicating the yearly unemployment rate change for June 2019-2020.

World economies struggling with rising unemployment

Yearly unemployment rate change, 2019-2020



Source: IMF, 29 June 2020, 12:00 BST

BBC

Figure 1: Above is a Yearly unemployment rate change, 2019-2020 model for reference. Yearly unemployment model

A visual guide to the coronavirus impact by, "Jones Lora". Dated 30th June 2020 Unemployment rates have increased across major economies as a result:-

Source: IMF, 30th June 2020, "bbc.com/news/business-51706225"

And now the latest rate of the unemployment for 2020 to 2025 is predicted below.

<https://www.thehindu.com/business/Economy/indias-economy-to-contract-by-103-says-international-monetary-fund/article32844627.ece>

Along with the necessary easing of monetary policy across the world,

As suggested by Ms. Gopinath from the (IMF) International Monetary Fund, measures should be taken to prevent the building up of financial risks over the medium should be pursued and "central bank independence should be safeguarded at all costs. The challenges are daunting but there are reasons to be hopeful," Ms. Gopinath also said, to acquire assistance from the digital technology, that by citing policy measures, as there is still much that needs to be done to ensure a sustained recovery. She also said that there is a

need for greater international collaboration on tests, treatments and vaccines, If these are made available faster than accounted for in the IMF mode’s baseline scenario, it could mean an increase in global cumulative income by \$ 9 trillion by the end of 2025.

2.3 Global Supply Chains and Technology

How supply chains will change according to the current scenario of the covid-19, supply chains needs to be focused on two main topics in technology how to work on value form cloud computing and of cyber security. High Investments in technology and sustainability in the supply chain will be the key, as there are developments in innovation technology and sustainability, with the pandemic, different ways business communication can continue to effectively manage within a remote working environment and this helps to leverage and go forward in business activities. Operations with stronger digital infrastructure have proved well currently in this situation. Artificial Intelligence and automation will enhance the resilience of supply chains.

With the new technologies, AI (artificial intelligence) and Block chain, there are opportunities for improvement in the

supply chain and innovation. It is a mechanism, by which helps businesses create positivity which has an impact on the world, by integrating elements around human and labor rights.

Supply chains are reconfiguring themselves with the great demand for personal protective equipment (PPE), ventilators and other medications. Manufacturers are having to reinvent themselves. Retailers struggle to manage queues of customers, local restaurants turn themselves into retailers, repurposing their restaurant supply chains.

The trend of, “Bring your own Device“(BYOD) has become a trend in business technology, as it’s a trend to work remotely. Many apps are following up and supporting this trend like Zoom, Slack, Microsoft’s Teams, and the House party App. With millions of personal and corporate interactions every minute. Videoconferencing platforms have emerged to help businesses bring technology and society as a new format. The present scenario gives us the latest picture with reference to the chart Figure 2 below:- <https://sensortower.com/blog/app-revenue-and-downloads-q3-2020>

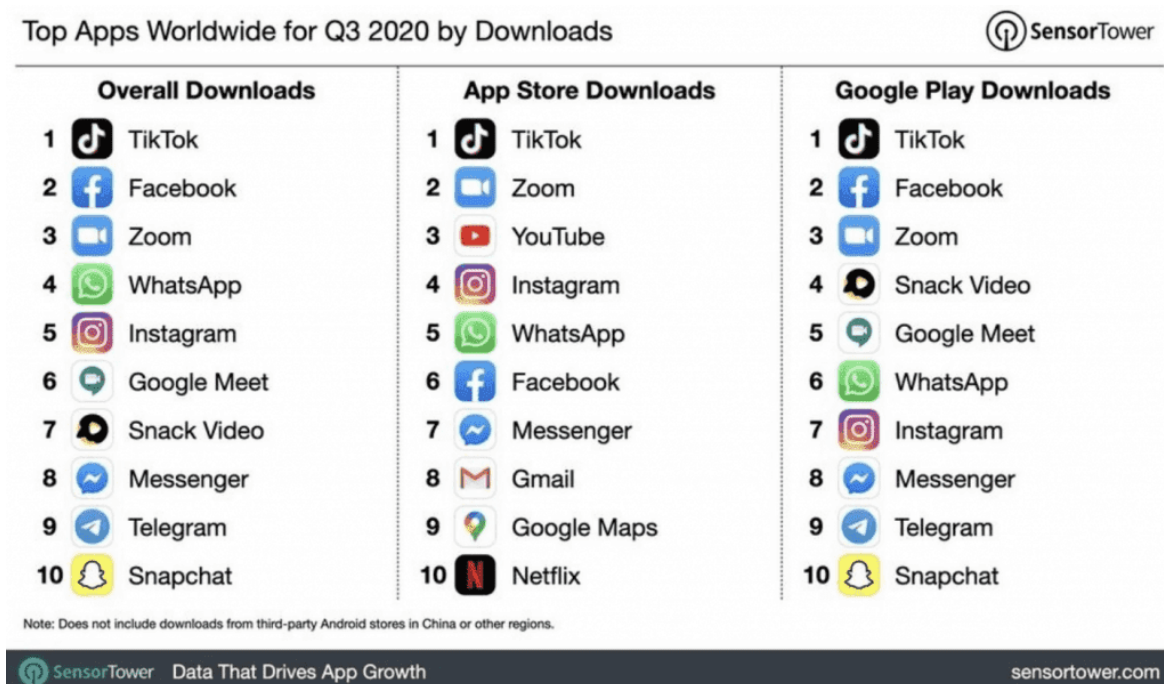


Figure 2: “Sensor Tower Blog” dated October 1st,2020.

Source: Sensor Tower Intelligence

As employees work remotely, businesses have to keep with their commitments to customers. However, not every organization has been ready enough with their existing IT infrastructure to support this. Hackers have taken advantage of the pandemic, and have started stealing research and data there is an immediate need to protect data and research, its access as information has erupted. This is due to the simple fact when accessing data through unsafe and insecure networks and end point devices as they work from home. Some employees may also be negligent towards organizational policies when it comes an ideal environment for cyber criminals.

www.weform.org/how-to-rebound-stronger-from-covid-19-resilience

Responding to risk (organizations and Industries) Companies should respond and prepare for a medium to long term to supply, by incubating new businesses, partnerships and collaboration.

The recent paper “Reshape and Rebound“, Global Value produced by the World Economic Forum in collaboration with Kearney, dated May 1st, 2020 offers a frame work for the business leaders and governments to help understand the

impact of forces and trends that are disrupting global value chains and their strategies, deploy and respond to the same. Leaders urgently need to do this to become more resilient in the future and make considerations that will reconfigure supply chains to protect against risks.

- 1) The current scenario planning is imperative, organizations must act on developing and implementation, focusing on the opportunities that offer in creating pre-emptive action plans.
- 2) Scenarios help to see the larger picture and to make effective trade-off decisions with conflicting objectives and based on real-time data, customer demand, and supplier capability, this could be enabled by AI (artificial intelligence) and automation, instead of prediction.
- 3) By analyzing past events, future threats, organizations evaluate and identify strategic and concentrated supplies, near-shore options to shorten chains and increase proximity to customers. Leveraging all advanced and manufacturing technologies to become more resilient by improving and pivoting capabilities, and also avoid risk.
- 4) Scenario-planning techniques should be put into action in order to systematically evaluate the end to end value chain. These are medium to long term benefits. This could advance the ability to model and predict consumer behavior especially in this current scenario of the pandemic.
- 5) Upgrading and innovating technology could also help in effectively leverage execution tools like cloud-office technology, multi-touch attribution or ser-touch models. This will help stability in all crisis and avoids future disruptions. An example of a multi-touch attribution is basically a method of marketing measurement, evaluating the impact of the touch point in driving a conversation. This is used in digital campaigns.

Technology is pervasive and can help supply chains to bring companies and businesses together in the global economy, by processing, planning, managing and collaboration in demand forecasting, production and distribution. Sustainability is the key, and business communication could continue remotely in order to achieve the functionalities of the supply chains Post pandemic.

3. Conclusion

From our point of view, mitigating the impact of Covid-19 and working towards post covid-19, Business Challenges and Opportunities could be discussed by global governance planning. Which can help the world. We need to work together as a community, and come up with business strategies, with technology and innovation integrated and digital marketing and transformation concepts in businesses can help overcome these business challenges that would hold in the world post Covid-19. According to the survey results of Mckinsey and company, dated 5th. October 2020, the pandemic has pushed companies over the edge with digital technology and digital adoption has taken a sudden leap which helps interaction with customers through digital channels. With reference to rates the adoption are years ahead of where they were when previous surveys which were done and developed in Asia than in other regions.

As businesses are facing a huge crisis, and in debt, right now with a recession, managing cash flow and resources for a short spell post covid-19, normal operations shall be the key to sustainability. Using medium to long term cycle planning, enabling effective mentoring for re-strategizing business models and with communication should help during the crisis. Businesses should have a combination of resilience and agility. All Government leaders should harness the leading practices and collaborative supplier relationships globally. As this foundation of trust, transparency, will lead to more shared collaborative relationships in this Post-pandemic Business World which will help in globally.

Affidavit

By inserting a seminar paper into the Student Information System of LIGS University, I Rebecca Dsouza- an Interactive Online Ph.D. student; honestly declare that I have prepared this seminar paper myself with the help of my lecturer Zdeno Matta and using only the literature presented in the paper. I further confirm that I have no objection to the lending or publication of this seminar paper or part thereof with the approval of LIGS University.

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