



COVID - 19: managing the human and business implications

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ABSTRACT

The COVID-19 pandemic continues to be a health and humanitarian problem but the industry consequences for organizations are now significant. As governments make significant efforts to respond to coronavirus, companies are increasingly adjusting to the rising needs of their staff, consumers and suppliers, while attempting to address the financial and operational challenges they face. For every company, function and area affected, the amount of potential change to think about can be overwhelming. This paper seeks to find the expert insights on the areas affected in an organization coupled with concrete steps that your company can take to turn vast uncertainty into positive change.

Keywords: COVID-19, Human implications, business implications, operations management

Introduction

Coronaviruses are an enormous group of different virus which are responsible for different type of infections.¹ A significant number of them infect animals, in any case, some coronaviruses from animals can move on into human coronavirus that can spread from individual to individual.¹ This is what occurred with the new coronavirus known as Severe Acute Respiratory Syndrome Corona Virus -2 (SARS-CoV-2), which causes the infection known as COVID-19.² Ailments from coronaviruses in individuals normally cause gentle to severe direct disease with symptoms similar to the common cold.

The infection that triggers COVID-19 is thought to have originated in bats and then spread to snakes and pangolins and eventually to humans, possibly due to meat waste from wild animals, as sold on the meat markets in China.³ This origin is still the proposed presumption, concrete evidences are still being sought after. With the first infections observed in China, this infections has spread throughout the world at very speed via the contamination from individual to individual; and thus led to the pandemic over the world.³

Coronaviruses have got their name from the way they appear under a magnifying glass. The infection consists of a core of inherited material encompassed by a protein spikes membrane. This gives it crown appearance. In Latin the word Corona means "crown." The present corona virus has come to

be a more rigorously studied due the current ongoing severe infection throughout the world as led to declaration of this infection as pandemic by the WHO.

This pandemic has impacted the human life and the way human society used to live. This has led to imposing of lockdown in different parts of world at different intervals to minimize the spread of infection. This lockdown caused severe losses to the businesses and economic setup.⁴ In this study, we have reported the implications due to the COVID-19 on the human life and on the business management during the infection and post-infection.

Research Methodology

For the purpose of the study secondary data available on the internet has been used. Different analysis and outcomes in the management have been analyzed from the general scenario present during infection and respective information made available through media reports and literature.

Coronavirus Disease 2019 (COVID-19) Pandemic

An epic coronavirus, recently assigned 2019-nCoV, was recognized as the reason for a group of pneumonia cases in Wuhan, a city in the Hubei Province of China, toward the finish of 2019. It in this manner spread all through China and somewhere else, turning into a worldwide wellbeing crisis. In February 2020, the World Health Organization (WHO) assigned the infection COVID-19, which represents coronavirus ailment 2019.

Coronaviruses: Coronaviruses are recurrent reasons for the basic cold, causing URIs all through the world, in all age gatherings, prompting a huge number of long periods of work and school non-attendance, doctor visits, and continual wrong anti-infection use. Coronaviruses are transmitted by respiratory beads and are accounted for to cause 7–30% of normal colds, with a pinnacle commonness in pre-winter, winter, and late-winter.

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Research Problem

In the rising of numbers of the COVID-19 patients it has become extremely important to understand the impact of the pandemic in various areas in which an organization operates. It is necessary to understand what strategies can be applied during and post COVID-19 pandemic so as to reduce the effect of the coronavirus on the functioning of the business organizations which is directly going to affect the economy of the nation.

Purpose of the Study

The researchers have tried to identify and analyze those areas of business which are going to be effected by the COVID-19 pandemic and have proposed certain strategies that can be utilized by the organizations for overcoming the effects.

Understanding the Disease

COVID-19 was declared a pandemic by the World Health Organization. Within two to 14 days of treatment, the side effects of COVID-19 occur and include cough, hack, a runny nose and relaxation issues.

The Spread of Coronavirus

It spreads basically through the respiratory beads of infected individuals. Off chance that a person may touch a surface or object that has been infected by the infection and will touch his own mouth, nose, or eyes afterwards, he might get tainted.

Although people of any age can be infected by the virus, individuals aged 80 or older are at the greatest risk of dying due to COVID-19, according to case reports checked by Chinese and South Korean Disease Control and Prevention Centres. For example, cardiovascular disease and diabetes survivors of an illness with prior illnesses have a higher risk of casualties than others. Likewise, the speed of deaths for retirees was marginally higher.

Symptoms of the Disease

The Union Health Ministry guidelines for early identification of COVID-19 patients are those individuals who come in with Serious Acute Respiratory Infection (SARI) who likewise have a history filled with international travel or then again near contact with another COVID-19 patient. According to the rules, "COVID-19 may present with mild, moderate, or severe illness, the latter includes severe pneumonia, ARDS [Acute Respiratory Distress Syndrome], sepsis and septic shock."⁵

Detection Technology

Different patients showed varied degree of different symptoms particularly the most common observation was the presence of cold symptoms in the symptomatic patients. The infection caused by corona virus SARS-CoV-2 can be identified by using an RT-PCR test.⁶ A RT-PCR or converse translation polymerase chain response test is DNA-based and can easily say if someone is harboring the infection on the off chance. In India, the government's infection monitoring offices include 52 laboratories with the Indian Council of Medical Research (ICMR) Viral Research and Diagnostic Laboratories Programme, 10 laboratories under the National Center for Disease Control (NCDC), and the NIV.

Possible Treatment

There is no current tentative randomized controlled evidence to indicate a particular treatment for patients suspected or confirmed with COVID-19. Owing to the absence of adequate evidence from clinical literature, no specific drug for this viral infection was suggested for treating those with respiratory affliction.

In India, the guidelines of the Union Health Ministry have recommended the use of Lopinavir and Ritonavir against HIV sedate blends on a case-to case basis based on the seriousness of a person with coronavirus disease. To high-risk events, the Ministry recommended Lopinavir-Ritonavir: patients over 60 years of age, diabetes mellitus, renal disappointment, constant lung illness and immune issues.⁶ In either case, the use of Lopinavir-Ritonavir⁷ in HIV PEP regimens is often associated with tremendous antagonistic occasions that typically lead to therapy suspension. The rules prompt the getting specialists intently screen patients with extreme intense respiratory contamination for indications of clinical crumbling,⁸ for example, quickly dynamic respiratory disappointment and sepsis, also, apply steady consideration intercessions right away. Application of timely, effective, and safe supportive therapies is the cornerstone of therapy for patients that develop severe manifestations of COVID-19.⁹

Can a vaccine be produced for COVID-19?

As per Raman R. Gangakhedkar,¹⁰ leader of the Epidemiology and Communicable Diseases-I (ECD-I), Division of Indian Council of Medical Research (ICMR), there are two methods for going for vaccine readiness - it is possible that you take a gene at the groupings of the quality which at that point may prompt improvement of antibodies, or you really have the strain and afterward you attempt to create an antibody which is constantly a simpler alternative. He said Indian researchers have figured out how to effectively disengage the COVID-19 infection and around 11 disengages are accessible which is a prime imperative for doing any sort of investigate identified with infections and building up the vaccine.¹⁰ Globally, a few foundations and pharmaceutical organizations are in different phases of building up the vaccine with some set to go on clinical stage application.

Areas Affected by COVID - 19 in Organizations

Impact on Systems

COVID-19 is challenging businesses to operate efficiently in novel ways, and network durability is being checked like never before. Resilience of the networks is being tested like never before in the ongoing COVID-19 crisis.¹¹ IT and industry leaders must understand that their corporations, through ensuring the continuity of vital business structures and underlying frameworks, will continue to work during this ongoing disruption. To encourage business leaders address the implications of COVID-19, we have identified six basic elements that will allow for a fast and efficient solution to critical system challenges.

The below are important problems facing the businesses as they work in a new environment that places great pressure on their systems:

- Business continuity threats comprising supply chain disturbances, changes in client touch points, lack of essential resources and discrepancies in risk management mechanisms.

- Increases in amounts of purchases (for example due to a transition from physical to electronic purchasing) or sudden and dramatic drops in demand.

- True-time data analysis, monitoring and decision taking to respond to the urgent business requirements in a competitive situation.

- Efficiency issues for the workplace due to workers operating remotely, communication and security related.

- Cyber threats include counteracting malicious actors that would eventually try to manipulate entities and organizations.

This is the opportunity to take steps just to resolve resilience problems in the processes and lay a firm foundation. Today's leaders as well as those who act swiftly to resolve the urgent threat should handle the crisis effectively and come back stronger.

Impact on Experience

The worldwide COVID-19 pandemic has eternally affected our lived experience - as consumers, workers, residents, people - and so as a consequence our perceptions and attitudes are shifting. What else could have affected the way we think and act and how does this influence the way we plan, interact, create and operate the interactions that customers want and need?¹²

COVID-19 is really the largest global phenomenon of human lives - and a threat. As such, people's attitudes and behaviors are evolving today and forcing businesses to react.¹³ Moreover, once the imminent danger of the virus inevitably fades away the need to react does not stop.

Certain ways in which the experience is being affected:

1. Loss of trust: An obvious COVID-19 warning is that the other individuals / areas can be carrying an intangible danger. Making a decision how to get out - particularly with regard to major decisions like vacations or where to stay or take a job - becomes more and more stressful. Most transactions are put off. All of that would create the danger less bearable.

2. The loss of trust Change to the virtual world: The imposed move to virtual function, consumption, and socialization through the worst of the pandemic would drive a huge shift to electronic operation for everything. It will impact ways of communication through learning, job, transaction and consumption.

3. In every sector, health is very important: individuals believe that they may not depend on established health systems, but nevertheless want all the support they may get in every area of their existence. Health activities are going to be on demand and, vice versa, wellbeing in any activity should also be acknowledged.

4. Cocooning: Everyone has been advised to isolate themselves ensures a mass transition to homes as the apex of life and living. At the start of the crisis, many - particularly the employees - are spending a lot of time at homes. After that, this trend will last with meaning and importance and convenience that carries a hefty premium.

Impact on Operations

Owing to the enormous pressure of the pandemic crisis, process management roles are severely impacted in most industries. It is necessary for many multinationals to re-evaluate and reinvent complicated and enterprise-critical

services that are operated by international operations. Organizations need to move quickly in order to preserve continuity and threaten their operations now and in the future to benefit their companies.¹⁴

Embracing a geographically distributed system of operations will enable large businesses across sectors - from gas and oil to telecommunications and mainstream press - to manage risk to businesses. And optimizing mundane tasks with models of human machines, when everyone is a skilled professional, may also benefit to support companies now, and place themselves for post-COVID-19 development.^{15,16}

Impact on Commerce

While companies from Direct-to-Consumer and Business-to-Business are struggling to keep up urgent and immediate needs, the Coronavirus pandemic has sparked a new surge of creativity in trade. There are fresh purchasing habits that seem to be likely to continue after the recession has ended; and this opens up opportunities. Many who regarded digital business as a secondary medium now have to start rethinking about their company with an emphasis on digital business. For instance, companies are campaigning to also provide customers with "contactless" deliveries and take-up services.

The COVID-19 pandemic is quickly driving the worldwide transition in digital commerce. And while the economic effect is not completely understood, all Direct-to-Consumer and B2B companies strive to meet their market's urgent needs.

In particular, those of us who view digital trade as a secondary medium now need to reorient each aspect of their business into a digital trade paradigm.¹⁷ There is a scope for doubling on digital shopping, extending existing services and creating new lines of operation. Although this is an opportunity to increase revenue, attract new customers and accelerate the transition to the channel, it depends on digital technologies and capabilities.

Impact on Customers

Coronavirus outbreak severity requires companies to adapt at an accelerated pace, which means reassessing how contact centers can leverage, how employees provide different customer services, where they work, and how digital technologies can be used to further improve contact center capacity. Officials have to make fast, useful input-informed decisions to support their contact center employees while retaining and gaining customer confidence.

Throughout this time, leaders who can adapt to new ways of operating help reduce possible revenue losses, build new rates of confidence in their workers, and post-pandemic subsidies position their companies for sustained growth.

Impact on Supply Chain

Supply chain today is much more critical than ever before. Companies have to provide goods and services rapidly, securely and efficiently. Although the virus is rapidly spreading, and lockdowns in many nations and sectors, supply chains are still seriously disrupted. The supply chain is important to provide services and goods safely, reliably and securely to anyone at risk of illness or working at the front line of emergency response. Industry leaders need to make fast decisions and take immediate action to continue business operations to support their companies, companies and communities, and to protect and assist their employees as well.¹⁸

Impact on Workplace

COVID-19 is an unprecedentedly fast and massive humanitarian and political crisis. It has significant and lengthy-lasting consequences for people's jobs and social involvement. Protecting people's health and safety and in their workplace is the highest priority. Leaders must make decisive, informed and educated decisions and take effective steps to protect and serve their employees,¹⁹ and assure that vital business activities continue to assist in the stability of society.

Managing the Affected Areas in Organizations

Managing the Effect on Systems

Companies should quickly take the following steps to add network stability, efficiency and resilience.

72 hour mobilization: Creating a flexible governance framework for complex decision-making and establishing an approved recovery response team to deal with immediate problems.

Implement the planned action on the key areas of network resilience

- Rapidly implementation for remote research with a priority on culture, technology, communications and regulations - at unprecedented pace and scale.
- Boost current investment in technology to reduce system instability impacts, freeing up human resources and streamline IT employee management,
- Address the availability of essential infrastructure and performance restrictions easily, and scale technologies to meet market demand.

Plan for the Future: Well before COVID-19 several companies faced significant threats to their resilience. Once we have reached the other side of this disease outbreak, long-term solutions would be necessary for further resilience. Using the information gained from experience to create a plan that will help prepare the company for future disruptions.²⁰

- Recognize long-term reform plans which prioritize and repair antiquated systems, structures and networks, highly manual procedures and poorly funded cyber resistance.
- Self-fund the transformation by small incremental productivity-enhancing and capital-free measures.

Managing the Effect of Experience

Any corporation - wherever it would be in the world, and where it has its client base - must adhere to the ongoing phase of an Experience Audit, based on a clear understanding of changes in behavior. Having learned how their target audience is influenced by the Current Human Experience they should then react.

Organization needs to take decisive action to resolve changed behavior:

- The loss of trust would make trust much more critical than ever. This will take a "trust multiplier" - action that rapidly and credibly rebuilds faith to be successful. The emphasis will be on building morale in every platform.
- Digital adoption for those who have yet to do so will be accelerated and there will be a need to will the barriers to

virtualization for some kind of experience. Winners are the ones who evaluate and explore all the possibilities affiliated with it.

Plan for the Future

- Hearing customers' early signs about what they want and how they feel is important already but expected to become even more so. In the same way, the ability of a company to respond quickly and appropriately to such signals would be business-critical.

- Taking into account new consumer reality at each point. This is not an off: the change in conduct will proceed as the new one plays out.

- Organizations need to be courageous and ask if their brand or company is ready for the "new standard" the world will transform into after the crisis has ended.

Managing the Effect on Operations

Take immediate steps to ensure safety and security at the workplace. Prioritize actions that put people first and utilize the resources of global business services:

- Allow people to work and interact with colleagues from different and secure locations, and build safe working conditions through daily sanitation.
- Identify critical procedures, and establish a command center. Take action to meet the needs of key stakeholders
- Identifying priorities and critical processes, including functions such as employee benefits, health care and supply chain (to keep products flowing and services operational), and highly applicable processes and other tools such as payments, and accessible education, insurance, and banking services.
- Establish a virtual workforce command center for the assessment of performance, productivity, compliance, expertise and information, human engagement and occupational safety.

Plan for the Future

1. Establishing a sustainable culture: Organizations will strive to work collaboratively - with vital information staff strengthened by digital skills.
2. Creating broader collaborative social environments: transitioning to wider networks that employees can access, such as health benefits or childcare, beyond employee workspaces.
3. Using agile, scalable workplace models: Technology, data, privacy, and cloud computing will enable the finest combination of work from home and office, depending on the complexity and scope of the job and skills needed.
4. Adopt a globally dispersed business model: Using a variety of business models to de-risk the facility in a dynamic environment. Distributed global networks ensure they can produce high performance anywhere, anywhere.

Managing the Effects on Commerce

Quick Customer & Channel Integration

- Quick cross-functional style evaluation of existing challenges, changing market trends, breakage of the value chain / pain points.

- Recognize important individuals and provide missing information across the supply chain on the main issues.

Company Strategy & Prioritization: Triage and organize the challenges, common issues, and opportunities into a project backlog prioritized. Customer analysis identifies emerging trends, business strategy developed to comply with demand changes, completed value chain audit, ecosystem collaborations found for technology.

Deployed marketing teams: Determine marketing needs that will fuel recognition and demand.

Optimizing: Evaluate data based on the initial reaction of customers and stress on current supply chain or frameworks.

Measure & Sprint: Scale off the successful pilot item / networks launch.

Plan for the Future

Reassure the buyers and workers: There's unparalleled uncertainty about what, when, and how to buy products - customers are confused about who to buy from, whether they're paying a reasonable price, or if they're going to be able to find what they really need. As a result, they gravitate towards honest, transparent companies guided by a specific intent.

Strengthen the digital networks, websites and infrastructure: With the closing of cafes, supermarkets, restaurants and hotels and airlines, most of this demand will have to be met remotely by the industries. Although this represents an opportunity to expand sales, attract customers and drive network change, it relies on the required size and reliability of digital platforms and resources to cope with the crush.

Reconfigure and expand your goods, facilities, stock, alliances, and ecosystems

The rules for stock and inventory have radically changed with the closing of retail outlets and the restructuring of supply chains. Off the window are historical details on what sells online vs. offline. Organizations now have plenty of stocks to sit on in retail stores they need to find out how to get digital.

Managing the Effects on Customers

To adapt to the changing conditions of the COVID-19 crisis, we suggest that management of contact centers to tackle three crucial areas:

1. Reintroduce novel ways of operating: Contact centers + network access. Quickly update the equipment, administration processes and procedures necessary to support productive remote workforce.

2. Transform the management of the contact center: Information, process and analytics Combine data and analytics to provide an efficient, sensitive and appropriate approach to dealing with customer requirements and support. Re-evaluate and order customer service so that first answer the most urgent needs, with less-critical interactions deflected to digital.

3. Automate service: Improve online agents Stand-up or improve the functionality of virtual agents to meet unique COVID-19 requests.

Plan for the Future: Redefine the Future: Future developments are progressing in the present climate. Post-crisis businesses will need to continue building on their skills

as a sustainable and changing part of their company that they stood up in crisis mode. Prioritize options that fit with long-term market strategies (in addition to immediate needs) and creative long-term approaches.

Managing the Effects on Supply Chain

Organizations need to establish a quick plan to tackle the current challenges and improve processes to prepare for potential threats to the value chain. Discover how to use technology and analytics to navigate the complexities of the supply chain.²¹

Corporations need to react quickly and aggressively to form and enforce a short-term operational strategy that will minimize threats to people's health and protect the workings of global supply chains. Strong data and analytics capabilities are critical when it comes to recognizing uncertainty, predicting future disruption and creating a response quickly.

- Evaluate business operations and formulate initial guidelines
- Develop an operations center and start quick response deployment
- Change operations efficiently and maintain response process
- Develop ongoing operational capabilities

Plan for the Future

The pandemic at COVID-19 is not merely a short-term problem. It has long-lasting consequences for how people are working and how supply chains operate. Enterprises are in urgent need to develop long-term sustainability in their value chains in order to address potential challenges.

Which includes systematic strategies to the supply chain management. Companies need to develop resilience enough to defend against potential disturbances. They must also consider implementing a comprehensive framework which includes capabilities for sensitive and reliable risk management processes. This power will be powered by technology, leveraging technologies to support advanced analytics and artificial intelligence.

Managing the Effect on Workplace

For COVID-19 now is the time to act. Deferred decisions and postponed acts have immediate and long-term effects for business continuity. Organizations need to take action to start building a Digital Workforce to reduce business interruption and protect workers.²²

- Evaluate the existing infrastructure capabilities and in-house size capabilities, including the existing communication strategy and support structure.
- Create a change management strategy involving leadership messaging to enable staff to embrace key technology that will foster interactions with their team members and stakeholders in this new climate, organizational meetings and even large-scale external events.

Plan for the Future

• Provide optimization of technology and atmosphere for successful remote work and allow contact strategies to provide feedback both externally and internally.

- Implement organizationally interactive tools quickly and create relationships with your clients and suppliers.
- Develop business continuity strategies that include staff reduction, travel limitations and widespread remoteness of work environments.

Conclusion

The galvanization of government plays an important role in such epidemics. India has 37% of its household depends on labor as their major source of income. In many of the resource-limited areas of the country where majority of the population is poor and survive on daily wages, the provision of testing capacities are often limited to reference laboratories that takes time in delivering of the clinical report and hence the chances of transmission of infection, if present, increases during the incubation period making the major population of the area at risk.. Similarly, an analysis of the availability and use ratio of the equipment can also be drawn-out for thousands of medical devices, supplies, services and usability ranging from simple products and instruments of saline drips, sanitizers, hospital staples to even complex equipment like ventilators or extracorporeal membrane oxygenation devices. This reflects as to how the availability of required number of equipment and other necessities can act as a limitation to compound one another in reducing the number of alternatives available to clinicians. All the businesses need to revisit, redefine and remodel their business perspective and also the restructuring of business framework should be implemented.

Though the epidemiological study, as of now denies of any community spread but the logarithmic scale predicts the outbreak in near future. The present research provides a firm foundation for future work in these areas.

Limitations

The study is only limited to the businesses. Other areas like education, healthcare, etc can also be taken into account for further research.

The study is limited to the secondary data. An empirical study can be conducted for better research.

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