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The Covid-19 Pandemic versus Functioning of Companies

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Abstract

The aim of the article is to define changes, the COVID-19 coronavirus pandemic has had on the functioning of companies. The research is focused on the condition of companies, consumer behavior and the ways companies deal with the government restrictions imposed in the consequence of COVID-19 pandemic. Coronavirus pandemic (SARS-CoV-2) and its rapid spread forced countries to take decisions aimed to curb mobility of communities, which move translated into the changes in economy. Those government decisions became an exogenous shock for a considerable number of business entities. Global economy lost its potential and the ensuing question is how companies should function so that they can survive on a changed market, in the erupting new reality. While striving to find answers to such research questions, a research gap was noticed, and the need to order knowledge within the new area of a coronavirus affecting functioning of companies came to the forefront.

Keywords: functioning of companies, innovation, government action, pandemic, policy, corporate sector