

Ph.D. Research Proposal

**Doctoral Program in Management Studies
Business Management**

**BUSINESS MANAGEMENT LEVERAGING TECHNOLOGY
DURING GLOBAL OUTBREAK**

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Business Management Leveraging Technology

During Global Outbreak

Introduction:

Definition of key words:

Business is the activity of making one's living or making money by producing or buying and selling products (such as goods and services).

Management (or *managing*) is the administration of an organization, whether it is a business, a not-for-profit organization, or government body.

Management includes the activities of setting the strategy of an organization and coordinating the efforts of its employees (or of volunteers) to accomplish its objectives through the application of available resources, such as financial, natural, technological, and human resources.

Recently we have come across a global outbreak naming COVID-19 Pandemic during which every industry got severely affected. Out of all, there are few worse-hit industries where the magnitude is high, and it is of great importance that what are their future readiness business goals and plans.

Following is the list of severely affected industries:

1. Aerospace
2. Automotive
3. Real Estate and Property Management
4. Construction
5. Retail
6. Banking
7. Textile
8. Freight and Logistics
9. Metals and Mining
10. Oil and Gas
11. Power
12. Chemical
13. Broadcast Media
14. Tourism and Hospitality
15. MSME

Technology plays vital role in all these industries, nevertheless due to COVID-19 pandemic the technology still could not keep up the businesses smooth as all times during this outbreak.

Many studies document that technology has helped industries for global crisis preparedness. However, very few explanatory studies have been conducted to investigate business management on all mentioned industries during global outbreak.

Problem Statement:

More specifically, the research questions of the study are following:

- a) What are the differences of Business Management between normal situation and during outbreak?
- b) What are the challenges during transformation of business model in outbreak situations?
- c) How does the change acceptance bring effectiveness?
- d) How long does it take to recover from global outbreak?

Objective:

The long-term goal of the research is to develop a formalized business management system. Business management is defined herein as management of a business. It includes all aspects of overseeing and supervising business operations. Management is the act of allocating resources to accomplish desired goals and objectives efficiently and effectively; it comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. The objective of the current study is to provide a comprehensive review of literatures and industry practices in relation to constraint analysis and outline a conceptual framework for business management. Particularly, the study has the following sub-objectives:

- a) Sketching the Management techniques to accomplish business objectives under normal circumstances and during outbreak situation.
- b) The purpose of this study is to document role of technology (digital transformation) across all industries to work seamlessly during any global outbreak.
- c) To understand the common challenges across industries while major transformation.
- d) Drawing a hypothesis timeline for businesses recovery.

The result of this study will be valuable to the industry practitioners as well as related software providers in developing better practice and tools for business management and look-ahead scheduling.

Literature Review:

The global community has developed effective processes and steps to respond to a pandemic outbreak. However, the industry's ability to respond effectively remains to be seen. Unless experts accurately anticipate the final form of the H5N1 virus, conventional manufacturing using embryonated eggs will probably not satisfy international demand. For development and approval cycles to meet the needs of a pandemic response plan, innovative vaccines using cell-culture and recombinant techniques, equipped with integrated biomarkers, will be required. The current plan requires industry collaboration in the face of a global threat—collaboration both through allocation of available or allocated manufacturing capacity, and

through shared investment in technology transfer and scale-up. Assuming that compensation and intellectual property issues can be managed or set aside, the biopharmaceutical industry must not delay in developing the necessary business contingencies and technology roadmaps. Although this threat may seem less imminent today than a year ago, the potential for and the consequences of pandemic outbreak remain very real, and they will require cooperation on a global scale.

Here we must understand about other industries as well, which get worse hit by global outbreak and intending to help these industries if global outbreak affects in future.

Research Methodology:

Drawing on a series of interviews, personal experiences and observations encompassing a wide range of organizations to include profit and non-profit/government across a variety of industry sectors that include retail, high technology, manufacturing and hospitality and service etc, the paper provides an overview on how to make technology work effectively and smoothly within various industries.

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