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LEADERSHIP ROLES IN DEALING WITH THE COVID-19 TO MAINTAIN BUSINESS SUSTAINABILITY

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Abstract:

The rapid onset of COVID- 19 has been rapidly reacted by sustainable development researchers. In its various editors, the Academy stressed the critical need for corporations that respond rapidly with their communities' pressing needs [1]. Most of the manufacturers and policy makers look for adequate policies and strategies to revamp manufacturing patterns and meet demand on the market. Form the global supply chain outlook, imports of most raw materials from China and other developing countries in Asia. Manufacturing and handling complexity is discussed and policy measures to promote systems stability and resilience are appropriately advised in pandemic circumstances. This paper also explores the leadership roles of COVID-19 on sustainability or stability

Introduction:

Covid-19 is unprecedented in its effect on the global economy since the Great Depression of the 1930s (Euronews, 2020). That is without question one of modern marketing history's greatest environmental advances, which could have a strong impact on the corporate social responsivity (CSR), consumer ethics and basic marketing theory. The short-term impact of Covid-19 is felt quickly and easily through the robust global lock down or social distance measures. The pandemic will end, however, but there will already be profound economic, social, cultural and political implications. In this article we discuss some preliminary ideas about how this pandemic could impact CSR or marketing philosophy. We analyse its effect on the potential or trend of CSR, including CSR-related consumer ethics. We will focus on the future effect of marketing, marketing and marketing practices on the core marketing principles.

Concerning e-commerce, telecommunication, business travel and economy the COVID-19 has a wide impact. All this has robbed many futures, but it will be more damaging. The growing group therefore adopts the lock-down protocols as a way of preventing action and Saudi Arabia has also taken the same measure. However, both private and government businesses continue to bounce off this crisis. Indeed, in the environment, business including people, the effect of the new

corona virus is somehow inevitable. This increasing likelihood of a single corona virus is now a question of public safety and has a negative effect on almost the whole business cycle. The value chain of the organization has already been shut down. Growth and distributors must be hampered further. For several businesses worldwide, China is the final assembly hub. There will certainly also be a challenge to Chinese production. The business sector finds its services difficult to sell and sometimes faces major problems when exporting its goods from China to the world.

Background of Study:

The world experiences the depletion of COVID-19 in all nations. In sectors where dismissal or wage cuts are very likely, the International Labor Organization reports 1.25 billion jobs. It would be temblorous, but it would take time to remove certain curfews. The re-evaluated impact will also be enduring, with the recent trends increasing: quick acceptance of undeveloped technology; corporate sector re-evaluation; innovation that needs great ideas and imagination in order to maintain customers in COVID-19 are the central pillar of best results in any industry (Tanveer & Hassan 2020).

COVID-19 crisis: A leadership research

In crisis times such as conflicts, floods, earthquakes and the like we face, critics play a particularly important role, as choices and decisions have consequences for life and death. The coronavirus pandemic poses a significant challenge to leadership in all organisations. How do government, industry, non-governmental organisations, civil society and the public health crisis respond to them? What are the necessary steps? What is the decision responsible? What is the decision responsible? What is the responsibility?

The contribution of responsible research:

Business analysts are equally responsible for contributing evidence-based insights into accountable leadership relative to normality in crisis times, when we see different forms of management interventions to cope with this pandemic. In various organisational contexts, stages, markets, sectors, areas and periods of crisis, how and why are responsible leadership actions similar or different? How do leaders who are accountable act and care about reducing the suffering of those directly affected, while not losing sight of the need and long-term implications for wider society? How can inconsistent awareness and priorities be tackled? Who can they consult or take timely decisions, as time is at the heart of the situation in crisis? Overall, what types of responsible management activities lead to citizens' wellbeing and society's stability in resolving all aspects of threats and adversities? Is the nature and content of responsible leadership different from usual or peaceful leadership? Research will help us recognize, choose or grow leaders accountable in times of crisis as well.

Leading Market Research and Management (RBM) reminds us of our duty to generate credible intelligence, which can help us overcome the major social problems of our times, if not immediately. As responsible scientists, we will contribute to the world's pressing issues by searching for understanding and proposing scientific solutions. Our choices of research problems need to be addressed in crucial ways. Is this project linked to all our societies' social problems? Who is going to profit from the study findings? If our research results

are defective, what might be any unintended consequences? Seven guiding principles for creation of accountable studies were provided in the document on the role of RRBM (cRRBM 2017) [2]. I describe in Tsui (2019) how accounting studies can be conceived on the basis of the seven principles of responsible analysis.

We must also acquire a sense of the values that guide our choice of themes, theories and methods of analysis. Is it okay? Is it easy to publish? Is it a sense of uncertainty? Who are we doing [5] research (Davis, 2015)? The basic concepts that guides research goals of business schools are discussed in Tsui (2016) [4]. The focus is on the publication in selected journals of as many articles as possible. The papers therefore place less emphasis on practical thought or on whether analysis leads to real business or social issues being resolved. In another article (Tsui, 2009) [3] I describe how our capacity to tackle passionate problems is constrained by current research cultures.

I remember the fragility of human life and the disorder in certain cultures, as this pandemic is spread across the world. I am much more persuaded that market analysis helps minimize these miseries and leads to the transformation and restructuring of organizations. I hope that the pandemic is an invitation to entrepreneurs, government, business, community and university leaders to wake-up. As a group of academics, we are motivated to recover freedom, so that we can fulfil our hopes and aspirations to support stable, equitable and efficient communities. we are responsible scientists. History has shown us that the planet is happier after any big global catastrophe. This pandemic teaches that it is too important for life to write key research papers. Let us lead responsibly and promote leadership and other useful topics to improve our environment after COVID-19.

The concept of sustainable development:

By learning and advancing responsibility for the leadership and all other valuable topics let us practice responsible leadership to help make a better world. Sustainable development represents not only development that contributes to economic growth but also the need for an equitable and environmentally friendly distribution. For poor people, this is extremely important because it ensures their participation in decision-making and their living areas and is important for people and the environment, while promoting women's position in society and development is important to ensure that growth capital is fairly distributed among present and future generations. Sustainability is also defined as a "pattern of progress and progress in satisfying today's needs without costing or weakening the ability of future generations to meet their basic needs" (Salem, 2008) [11]. Multi-dimensional sustainability: Mohamed (2013) and Hamdaoui (2017) (Figure 1). There are a variety of facets to sustainable development.

Dimensions of Sustainable Development

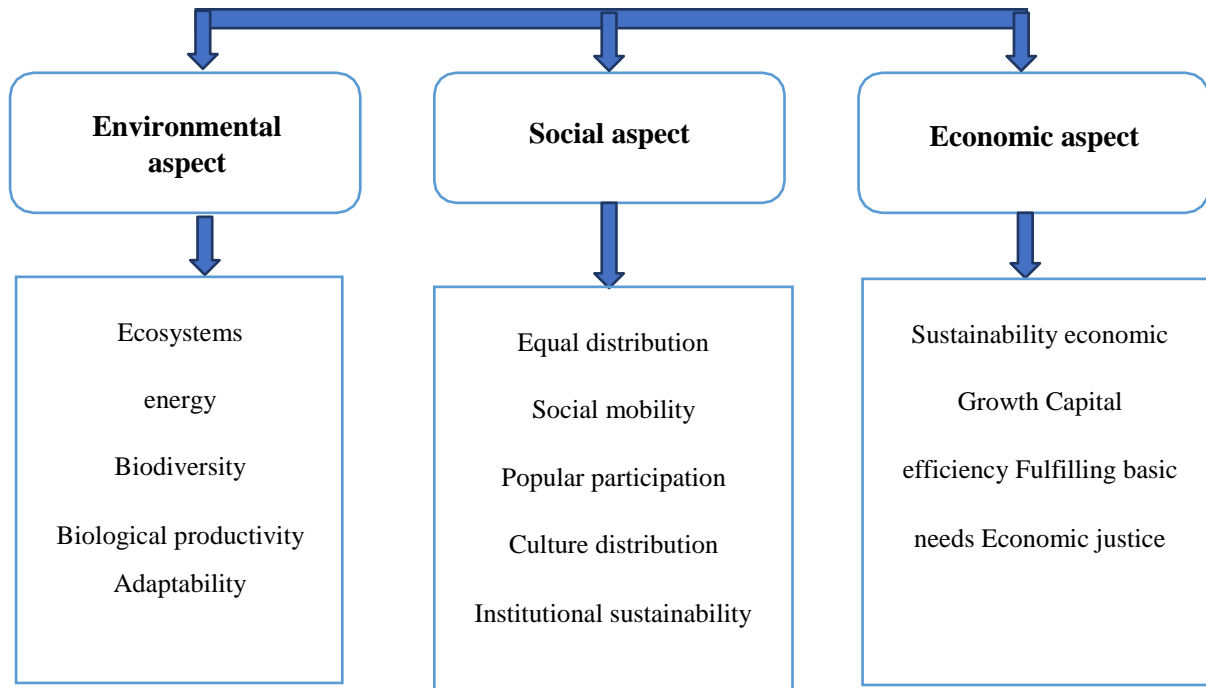


Figure 1: Dimensions of Sustainable Development

Literature Review:

Up to 859,000 infections in the world were COVID-19 infections. Infections caused 42,000 deaths in the morning of the 1st of April. Nevertheless, Saudi Arabia, like 1563 and 10 (business problems, 2020), has had comparatively fewer disease cases [6]. The first COVID- 19 case was reported in the Kingdom on 2 March and the first Virus-related fatality was reported on 23 March - a 51-year-old Afghan citizen in the area. In response to the corona- virus, while policy-makers are introducing large-scale reactions, businesses respond rapidly to increasing demands from their workers (Accenture, 2020) [7] as well as business customers and vendors. Increasing customer numbers (Tanveer et al., 2020) by using "digital resources" to ensure that faculty, including the majority of the workforce, can work homework assignments, documents, demonstrations and much other material" [8].

However, these improvements certainly would not happen if the economy were to recover. The United Nations Environment Program head, for example, Inger Anderson "We need to take into consideration the environmental signals and their implications for our future and for our wellbeing, as COVID- 19 is by no means a silver liner to the environment." The pandemic will also lead to increased health-residue and harmful waste from Inger Anderson.

"These are only temporary due to a tragic economic collapse and human misery" (Hospitality Net 2020) This is not an environmental reaction model for anyone, particularly an environmentalist (United Nations News, 2020).

The business community has become increasingly relevant in recent years and many leading players in for example, the retail sector have embraced sustainable sustainability programmes, social issues and governance (e.g., Jones, Comfort & Hillier, 2011) and a range of SDGs in 2019 for their market strategy. Especially Di Marco et al. (2020) stated that disease had developed "is driven by

anthropogenic changes, such as deforestation or land development, intensifying livestock production or wildlife hunting or trading." Di Marco et al. (2020) argued that human health inclusion should continue to be integrated into sustainable development planning, but argued that "Cross-disciplinary research involving But while companies in the service sector are obviously unable to do such studies, operations, supply chains in many areas of the world are also important for environmental, social and economic ties in vulnerable environment[15,16]. 'The social and economic shifts, pathogenic dynamic, human and wildlife biological and behavioural aspects.'"

Objective

Research tries to understand that the impact of COVID-19 and quarantine on industrial production and consumer behaviour is negative or positive or is similar if they eventually reduce the sustainability of India's business empire?

Classification of Variables:

- **COVID-19:**

A new rare disease, corona virus occurred. No one is safe, regardless of gender, race or sect. It caused many deaths within a week of its occurrence. This causes acute respiratory problems and is rare. Days of solitude of oneself are not even a good solution. Its influence on the digital industry is growing in many other industries. Most politicians have declared their social contact isolation and avoidance. Nobody spends money on scanning devices, technological solutions and every ERP while the customers are locked down. A discussion is being held on agriculture, no use of fertilizers, no agriculture and no installation of laser and leveller. Textile and e-commerce industries are being disrupted. The consumer is considered to be a key player in the customer's sales, while COVID-19 is treated as independent. Each thing is limited, based on the actual market scenario, the chief, policy makers and the company's revenue [9].

- **Business Industry:**

The economy as a whole is under extreme crown strains which can build a broad economic vacuum. Therefore, we regard business as a consumer based variable and this pandemic inevitably has an impact on business.

- **Consumer Behavior:**

Also known as an independent variable is the consumer's reaction to the outbreak. The primary explanation for keeping this element separate is that the nation's population responds similarly to this outbreak. The needs and the delivery of services will affect the customers. The business is down and vice versa if you are unable to buy the services/goods. The buying behaviour of the consumer will have an effect on the amount in stock when attempting to store most of the goods [9].

Methodology:

Both quantitative and quality analyses were used by the researcher. 80 participants helped to complete the sample questionnaire for the quantitative study. These people help to evaluate the Saudi business sustainability on behalf of the organization. The research is carried out with the assistance of data collection and compilation on a scale of 7 Liker points. The experiments are performed. The

principal aim of the sampling data is to achieve the research goals in particular.

The respondents were first contacted via WhatsApp and requested to take time to respond. One by one, the survey was forwarded, and information was returned in a week. Each respondent was very responsible and had appropriate knowledge and importance in the survey.

It was also taken into account that policy makers are the actors that play a critical role in carrying out business plans. They are both adults and, in this case, completely aware of the outbreak. For qualitative study the researcher interviewed business managers and scientists using themselves to visit various business sectors and industries.

Test Results for Reliability:

The research interprets the confidentiality test (Table 1) in order to ensure trust in the variables or not. The precision of the study is measured.

Variable Names	Quantity	Alpha
Covid-19	7	0.96
Business Production	7	0.94
Consumer Behavior	7	0.96
Business Sustainability	7	0.98

Table 1: Reliability Test

Results and Discussion:

The effect on the commercial philosophy

Marketing is a fascinating study as we learn about the various aspects in which Covid-19 has modified our disciplines and activities. We think Covid-19's impacts have been deep and far-reaching to structure our analysis and how the pandemic has altered basic marketing principles, the marketing landscape or marketing strategies.

a)Core marketing:

There are various consequences for marketing discipline for the huge and serious upheaval of the Covid 19 pandemic. The same philosophies, beliefs and basic principles anchor our region, because events are rooting, transforming and shaping our lives and cultures. Even though much of this change is difficult to foresee, it seems that such events would have a profound effect on core marketing philosophy, thoughts and ideas. Marketing is based on the philosophy and ideology of the concept of marketing, with the goal of identifying market wishes and expectations better than competitors for objectives (see for example Kotler, Armstrong, Harris, & He, 2019). More trained analysts and organisations have proposed changes to the concept of marketing for companies that balance short-term consumer requirements with long-term social security (see Kotler and Zaltman, 1971, Kotler et al., 2019). [17].

b)Context of Marketing:

A wave of transition overshadowed all past variations and reverberations throughout the marketing microenvironment of organisations. Social distancing and forced locking, which entail dramatic change in procedures and configurations, have altered the way businesses operate. The supply-chain was increasingly divided internationally during lockdowns and local supply chains spread through most sectors and industries. Distribution companies have gone from deriving themselves to being simply hungry for products as "white van pests" and "damned nuisances," as national saviours for the market (SIRC 2020; see Hatchman 2020). [18,19] Across the nation, restaurants have moved from fine dining to take-offs; fast food suppliers have expanded into retail shops and suppliers (see Whitbread, 2020). In days when earlier attempts took months and years, advertisement and media firms wanted to build strategies and answers. Campaigns for public safety and other social media activities will be discussed, the lessons gained and implemented in new theories and fundamental insight. The competition sense has changed as well.

c)Marketing Strategy:

Changes in the marketing and marketing fields forced businesses to develop strategic resilience before and during the pandemic. While strategist has long advocated strategy agility, Covid-19's lightning pace needed companies to build certain entrepreneurial versatility to render hypermobility flexible! Whilst innovative analysts have praised the need for strategic agility to create markets for goods and consumers, the pandemics/forced agility and management required to develop customer-friendly systems, operations and tactics were Blue Ocean (see Kim & Mauborgne, 2004)[20] (more life-water strategy than necessarily blue or red ocean). However, various companies, in spite of adversity, have found previously unfunded or undisclosed sources of enterprise and creativity (see Armstrong 2020) [21]. Scientists with marketing strategies will undoubtedly explore this new versatility and incorporate this flexibility into their strategic processes. They are looking forward to this new flexibility. The study of the findings shows a negative effect on business survival in Saudi Arabia as a result of the Corona virus outbreak. Most companies have little or hardly any benefit. The monthly value of expenditures is very high relative to the production. Since the epidemic was first announced, the client base continues to decline.

As the hypothesis has been taken, the customer base is very poor and the economy of industry in the country has decreased. COVID-19 retains clients at home, but demand is increasing. The supply is insignificant in comparison. The prices of Common Goods and Products are rising because of a lower supply and demand. In the end, this sends the Saudi business industry a grey line and is expected to deteriorate even further.

The drop in consumer base affects retailers and suppliers immediately. The market is beyond doubt. Many people go hand in hand because of unemployment. Most of the owners of the mill and the plant have shut down their mills for an unpredictable and volatile time. The lower class is also in bad shape.

As the findings of the survey conclude, the economic downturn will continue to go up to 6 months, long after this pandemic is over. This lowers the profits of corporations and reduces the economy.

Conclusion:

The crisis threatened the health and socio-economic stability of the country. Even Indian business industries affect the global impact of COVID-19. Owing to this demand and supply volatility, the output of business sectors declines. Market habits for goods buying and sale are also deteriorating because of the pandemic and lock-in conditions, which is why the entire company survival is suffering greatly. The situation also guaranteed that no business community had been prepared in the nation with any kind of contingency plan. Either company owners shut down the companies or take a break for this break.

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