

Fwd_ UKS31488.edited.docx

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Submission date: 17-Apr-2023 09:09AM (UTC-0500)

Submission ID: 2067229317

File name: Fwd_ UKS31488.edited.docx (28.53K)

Word count: 1189

Character count: 6457

**ASSESSMENT: Effect of Corona virus pandemic on Employee and
Business process Management practice: A case study on Mark and
Spencer (M&S)**

Introduction

The present section of the study has discussed the effect of the pandemic situation on workers and management of the business at Mark and Spencers in England. It is an international retail store which has faced issues regarding the impact of the global economy and other businesses. The section of the research has provided the past history of the specific topic and identified the aims and objectives of the research. Also, the problem statement has been included for a better understanding of the research.

Background of study

In the present research, the consequences of Covid-19 has massively damaged the structure of the business and affected the employees in the business (Booyens *et al.*, 2022). The pandemic situation has led the business of Marks and Spencers to an uncertain level of potential customers. The sales rate of the organization has decreased during the pandemic as people avoided the purchase of non-essential things. M&S has faced issues regarding the productivity of the organization and has noticed that the motivation level of the employees has decreased gradually. The decline in sales due to the pandemic effect has restricted people from purchasing things from the organization and made an effect on generating revenue. The research has stated that the firm was also forced for closing some of its stores due to the lockdown process. The impact on the business practice and stress among the employees of the firm gradually increased their work and private life (Alekseev *et al.*, 2023). These negative effects have highly changed the work culture and the business procedure.

Aim and Objectives of the research

1 The aim of the specific research is to understand the impact of Covid-19 on M&S business management and the organization's productivity level. The effect of the pandemic also made the challenging phase of the retention of employees in the firm during the pandemic and their performance level to the business.

- To identify the effect of pandemic situation regarding the practice of employee management in the post and pre-Corona virus pandemic work environment

- To analyse the different aspects of the effect of the Corona virus pandemic situation regarding the practice of business management in the post and pre-Covid-19 work environment
- To discuss the differences between employees and business management practices in the post and pre-pandemic work environment
- To assess the issues and opportunities in the pandemic situation on the basis of employees and business management practice

Research questions

- What is the effect of the pandemic situation regarding the practice of employee management in the post and pre-pandemic work environment?
- Why is it necessary to examine the different aspects of the impact of the Covid-19 pandemic situation regarding the practice of business management in the post and pre-Corona virus pandemic work environment?
- What are the differences between employees and business management practices in the post and pre-pandemic work environment?
- How to assess the issues and opportunities in the situation on the basis of employees and business management practices?

Problem Statement

The pandemic effect has made it tough for the business of M&S and the firm has faced issues regarding the communication gap between the customers and employees and which has made mental health problem increase. The impact of the pandemic has made the sales scale decrease and many employees lost their job during this particular situation (Cheng and Kao, 2022). This crisis highly affected the management process and practice of the business and some of the employees experienced stress, anxiety and depression after losing their job.

Research Rationale

What is the issue?

The main issue is the effect that has affected the business management practice as well as to the employee's condition at the time of the pandemic. The pandemic has increased poverty and widening inequalities.

Why is the issue?

The effects of the pandemic made the situation hard for the employees in managing the business practice as the customer's interaction and communication with the retailers decreased. It has highly affected the business and many of the employees have lost their jobs.

Why is the issue in the present time?

The issue has remained in the present time as an effective solution needs to be developed in the business management practice and motivating employees effectively (Belas *et al.*, 2022). Major concerns can be added for making the motivation level increase and developing more strategies and establishing new communication channels for making business efficient.

What does the research shed light on the issue?

The present research has shed light on the issues of the effects of the Covid-19 pandemic effect on the business management practice and employees facing high-level stress. The number of research held for the research deals with the purposes led by the customers in the organization and increasing the customer base by implementing new communication channels effectively.

Research Significance

The significance of the present research study in order to handle the issues of the Corona virus pandemic's effects on the business practices and employees of M&S organization and provide effective solutions in order to make an optimizing approach. The impact of the pandemic situation created difficulties in the lives of the employees as the potential customer base of the business has decreased (Ausat, 2023). It has highly affected the revenue structure of the firm's business management and practices. The behaviour of the customers has also changed and it has become hard for the retailers to make contact with them of the lockdown process by the government. The study has provided an effective strategy that can be implemented in the organization for making an effective result in the end.

Research Structure

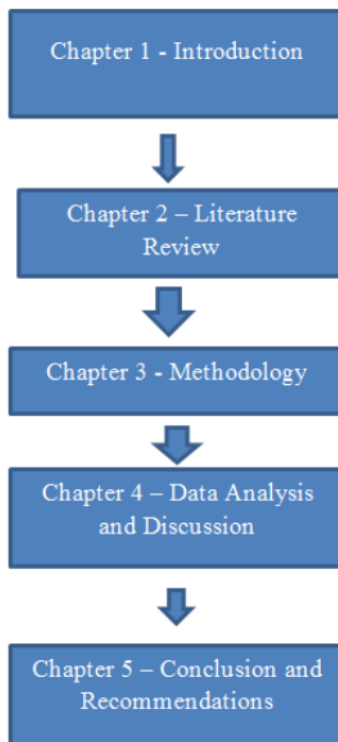


Figure 1: Research structure

(Source: Self-developed)

Summary

From the above research study, it can be observed that the effects of the pandemic situation have created many difficulties for the business management and the employees of M&S which have led the organisation to an uncertain position. The impact of pandemic has strongly impacted the lives of th employees in the organization and brought social challenges to the organization. The communication process between the customers and retailers become difficult as they were avoiding non-essential purchases.

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