**CASE STUDY RESEARCH OF THE GLOBAL PANDEMIC CAUSED BY CORONAVIRUS WHICH EMERGED IN DECEMBER 2019 IN CHINA**

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# 1.0 Introduction

The case study researched the pandemic effect that changed the whole world's lifestyle in December 2019. The case is based on the intensive study of a person or a group of people for certain consequences. It seems to have severe consequences that have locked down the whole world, infected with the disease virus. This has aimed to generalize with the content that it seems to gather for several units. The covid pandemic was raised by realizing the symptoms of the virus from a research laboratory in Wuhan of China in 2019. The virus was named Covid-19 with an impact that started late in December 2019 and followed in December 2020. Thus when the virus spread rapidly, every affected nation had made a complete lockdown of the respective countries. There seem to be many digital meetings held among the Prime Ministers of the respective nations to make a joint decision to do the complete lockdown.

Thus it affected the most important lifestyle change that was brought about by the Covid pandemic. It has initiated the IT sector to get their job done by the employees by staying at their home. The rationale for the context of the study is to maintain the Covid pandemic among the people. Social distancing norms are being followed with the restriction of control between people to control strategies. This helps to mitigate the pandemic spread. The study aims to find out the case study approach that is required for the global pandemic caused by the coronavirus which emerged in December 2019. The focus of the study is to determine the impact that the virus made on the lifestyle of human beings. Social, economic and physical changes happen every day to have an impact on the lifestyle of human beings and businesses.

# 2.0 Discussion

## 2.1 Question 1:

**Overview of the case study knowledge and Approach to the Pandemic**

The virus thus spread from SARS-Cov-2, which emerged in December 2019. The virus was spread from a research laboratory in Wuhan, China in December 2019. The virus has spread through isolation and contract to trace the most common strategy adopted by infectious disease outbreaks (Zheng, 2020). The negative impact of the pandemic thus made a profound impact on young children's development. The negative impact could be related to the rise in poverty levels disrupting healthcare and other use of personal factors such as psychological stress and the demise of caregivers. The approach of the pandemic has resulted in an estimation of 3,000,000 deaths worldwide. Businesses have been heavily impacted and thus have gone bankrupt due to the loss of economy and ease of doing business.

On the other hand Sookaromdee and Wiwanitkit, (2020), various funding for every small and large business was granted from the welfare organizations like World Economic Forum, World Trade Organizations etc. Millions of people have fallen below poverty to grapple with social, economic, and health impacts (Li *et al*., 2020). This has been widely granted for mental health and widely affected people. It is thus forced for some people to make the spark and amplify it by using digital transformation to perform every work through a cloud-based system. This has given a change impact on the human and economic life of a significant number of people that have started a ***“new normal”.*** This thus changed the whole situation of giving an impact on everyone's life.

**The pandemic impact on human and economic life**

According to Abdullah *et al*., (2020), the economic and social disruption thus taken to be made for the cause of the pandemic is devastating. This thus falls in the ten million people that are at risk of falling into extreme conditions of poverty. The estimation has made nearly 690 million people could be made an increase to 132 million by the end of the year. Infectious diseases are one of the major causes of death that are responsible for mortality worldwide which is for a quarter of one-third (Zhao *et al*., 2020). Every business has experienced a complete shutdown where the physical presence of human beings is very much important.

Any type of traditional business with a physical outlet has experienced a huge loss due to the complete lockdown (Villa *et al*., 2020). For instance, large showrooms of vehicle companies like Jaguar have experienced losses, due to the shutdown and they suffer economic losses in their life. Due to the lack of customers and the complete shutdown of airline sectors for instance British Airways also experienced a heavy loss in their revenue generation. The feature is about the delay in developing the drugs to cure the diseases caused by the economic calamities of every nation that have fallen due to the closure of many businesses. Only the e-commerce business and a few IT companies that can earn through cloud-based systems are running with significant mortality and damage to the economy. The economic and human life is improving from the possible approach with the initiative to get the coronavirus vaccine with the treatments that can go long run that could be prevented to some extent.

**The case study design is more and less suitable**

According to Rao *et al*., (2020), the case study design is very much explanatory with the research methods that news to explore to occur when limited information is available. It can be helpful to increase the understanding of the topic by ascertaining the particular phenomenon which is occurring (Ward *et al*., 2020). This, therefore, forecasts future occurrences of the country, using the explanatory design for the phenomena of occurrences and anticipates future occurrences. The phenomena of occurrences of the current design for the research is about Covid-19 influence as the worldwide shift that has altered physical business to digital functioning and given more significance to the e-commerce business.

As per the views of (Wang *et al*., 2020), the explanatory research model is quantitative and qualitative by the relationships among variables for the data that defies. The critical characteristics that are used for the explanatory research would allow for an increased understanding of the specified topic. Explanatory research aims to explore with the mark as selects that to be used with proper aims to explain and consequences of the well-defined research problem.

**Include advantages and disadvantages in the discussion**

According to Järhult *et al*., (2020), the advantages of coronavirus impact are not that much compared to its disadvantages. As the sudden spread of the virus from China has emerged and spread gradually through the mode of symptoms of one person to another. Thus people traveling from one country to another have to be kept isolated so that the virus won't spread further in the respective nation (Binnicker, 2020).

On the contrary Yang *et al*., (2020), the economic effects can be made by analyzing the existing studies for the impact. The disadvantages for the impact of coronavirus thus might look to be affected in declining the economy of the nations. It thus affects the economy with the partial equilibrium of heavy revenue to be collected from the health sector in making and supplying corona-prevention drugs (Deng and Peng, 2020).

As per the views of El Zowalaty *et al*., (2020), many people have started using an app-based payment that gets paid directly from the payer's bank account to the payee's bank account. It thus proceeds with the difficulties to make up for the deaths of the attributes and the pandemic situations associated with the disease to be buried and burnt with a dead body (Wu *et al*. 2020). People by staying at their home have learnt many such physical activities that they were uncomfortable doing so. IT sector jobs have left them to do the official work within 5 to 6 hours and then do other types of household jobs. People tend to connect with their nearby ones through the digital mode of Zoom meetings very frequently during the pandemic times.

## Literature Review

According to Liu *et al*., (2020), the case study knowledge and approach about the pandemic is that the global situations caused by the pandemic have changed the lifestyle of every human being. While the virus was spreading gradually the new normal started making everything a digital look. Thus the advantage of running the businesses to introduce it in a digital platform helps to adopt the new technology. This has been given to analyze through characteristics for the business of the consistent effect of the historical and pandemic outbreaks. Many physical jobs have been lost due to the processes of physical business having made a complete shutdown. This has been initiated with forgone earnings due to the mortality from the disease. The pandemic has taught human beings to always have Plan B to get their cash flow income to be coming if their business experiences a physical shutdown.

On the other hand Lee *et al*., (2020), the disadvantages of the discussion about the introduction of coronavirus thus changed the lifestyle of every human being. Though e-commerce businesses have been influenced due to the pandemic, thus the nature of the business has changed or transformed from traditional to digital mode (Yang *et al*., 2020). The revenue that is generated by getting the payment to be received is in digital mode. Too many uses of physical cash have been reduced and thus fake payments with fake currency have also been reduced.

Despite the use of major development in the pharmaceutical industry, it becomes very much difficult to prevent infectious diseases from rising due to globalization. This has increased the changes in human behavior for the cause of reviving of pathogens and improper use of antibiotics. On the contrary Zheng *et al*., (2020), the sudden outbreak of the virus from the research lab of China thus shows that infectious diseases that help spread easily due to the economies threatening nations' economic stability.

## 2.2 Question 2:

**Two maximally different profit organizations to explore the impact of pandemic**

British Airways is likely to be taken for the global airline which is issued for the UK's flag carrier used to fly customers from one place to another. It is the UK-originated company that connects Britain with the world to remain for Britain. This thus has been putting customers and sustainability towards making it the heart and thus providing required services (Li *et al*., 2020). Apart from that another company chosen is a car manufacturing company Jaguar Motors. The company Jaguar is itself a UK-originated company that has explored history with the ownership. This thus makes the Jaguar car today at Jaguar Monmouth near Rumson.

The pandemic situation, impact of the pandemic on the work-life balance of employees is such:

***Tasks***

The pandemic situation thus impacts the work-life balance of employees based on the task that they were doing. In the case of British Airways, which is an airline company, the planes travel on national and international trips daily? All the supportive staff of the company such as air hostesses and pilots thus follow and maintain the covid guidelines set for all the passengers in the airport. They wear PPE kits to protect themselves from the virus and guide the passengers by wearing PPE kits and face masks to be protected from the virus (Qiu *et al*., 2020).

***Contexts***

In this context, it can be said that both companies have maintained their precaution about their staff and the customers or passengers. British Airways were aware of the situation of the pandemic thus alerting the customer and passengers to use face masks and also use hand sanitisers to clean their hands. In the case of the airline company, the support staff along with the air hostess and passengers were covered with full protective precaution equipment that might be helpful for the organization to have staff and the reputation of the business (Sohrabi *et al*., 2020).

***Mindset***

The mindset of British Airways and Jaguar staff and the customers or passengers have been set towards protecting themselves from the deadly virus. The daily death rate they are viewing tends to set an alarming state in the organization's internal situations regarding their health. British Airways organizations are always using masks and hand sanitisers to clear their hands while giving them service to the passengers (Ting *et al*., 2020). They also take care of their passengers while deboarding and onboarding. They used to assist some old customers and passengers with the help of hand gloves. Jaguar used to give the product of their business of specialized mechanized cars to their customers in making the business to be running during pandemic times.

***Daily Routines***

This has been taken by inserting the organizational levels factors such as the making of the daily routines for the staff like temperature checkups of the staff and hand sanitizing. Wearing PPE kits and hand gloves is mandatory for them to deal with customers and passengers for both organizations. Brush Airways and Jaguars are likely to make their employees and customer life safe to be levied with the changes that are required to guarantee safeguarding and prevention if any staffs get affected with coronavirus.

The organizational level factors are also considered to be as such:

***Structure***

The structure of both organizations is followed through from the management level towards the junior level. Whatever safety precautions and guidelines are being instructed from the top hierarchy needs to be followed according to the company rules and guidelines. That was followed during the Covid pandemic times due to the safety of the management bodies and also the junior working staff.

***Culture***

The culture of every organization is different from one time to another with the organizational culture for the key to be developed by the traits necessary. British Airways' culture is to give services to the passengers and thus keep in mind their safekeeping from onboarding to deboarding. It is useful for the business to set a healthy culture and thus make the business grow rapidly. Organizational culture during the pandemic times is maintained consistently thus making the staff and the customers have a distant relationship over digital mode.

***Technology***

The technology that both companies use is digital-related technology to comply with the situations that have taken place due to their physical presence (Xu *et al*., 2020). In the case of British Airways, the company bus operated to bring people from one place to another and from China mainly where the epidemic was worse affected. App-based systems and working procedures are thus followed in the organization thus to make up for the contrivances developed by the process to be creating new goods and services delivered for the organizations. For the company Jaguar, the work was progressing through digital mode and the customers were required to connect with the relationship managers for any assistance regarding their vehicle.

**Compare and contrasts two organizations to arrive at stylized impact categories**

The airline service has operated to aim in generating a return for the capital with a minimum of 15% sales to be taken and operated in the profit margin. Despite any such potential benefits, the travel restrictions would make safety protocols that have an immense effect be made for the airlines. British Airways have been badly affected by those airlines that have been particularly affected by the pandemic (British Airways, 2022). British Airways thus have been affected by the major findings that it tends to be affected by changing landscape. The outbreak of the virus has had a significant impact on British Airways. It has resulted in a decrease in the demand for travel that will increase cancellation and postponement of flights. This led declinement in the revenues of the airline in response to the crisis.

It might be taken into consideration with the latest financial years affected due to the epidemic continuing to bite (Jaguar, 2022). The disruption that the company faces due to the pandemic has been given to a subsidiary by the UK government, but that had no impact as the losses they had generated is due to the lack of staff and customers (Jaguar, 2022). It can be assured that the firms that remain on track for the guidance would implement profitability and cash flows.

## Literature Review

According to Ali *et al*., (2020), British Airways seems to have a premium segment of the airline that needs to be determined according to the business to have strategic with the specific service for the differentiation (British Airways, 2022). The car manufacturing company Jaguar also faces a serious task-related issue as their physical outlets have been stopped. The customer relationship manager of the company gets such orders of any vehicles online and connects through social media about any vehicle issues.

As per the views of Fan *et al*., (2020), only the local showroom owner along with a few staff thus comes to the showroom to deal with any order if it gets from online dealing of the vehicle. Jaguar thus followed Covid guidelines and precautions set by the governments of the respective countries they are doing business with, by selling their cars and promoting them. Jaguar gives product-related services where their manufactured vehicles give the product to the customers. This has been made upon the collection of the traits that can make the company highlight the business in which they are expertise. They need to improve their performance with the company culture to bring out the qualities that can hinder the growth of successful organizations.

On the other hand Wu *et al*., (2020), the business Jaguar faces covid the pandemic and has retail sales suffered for the reverse by more than 13% during the latest financial year.

## Findings and Analysis

**Conduct a minimum of two in-depth interviews with key informants of each organization**

***British Airways***

*Question 1: How did the business run during the pandemic times?*

| Manager 1 | The business is hugely affected by the pandemic and passengers doing international or national trips return to their homes. We face staff losses also. |
| --- | --- |
| Manager 2 | The traveling rate of the passengers has decreased thus affecting the revenue of the business a very much. Few staff have left due to the pandemic situations |

*Question 2: What measures have you taken for the staff and the passengers during the pandemic?*

| Manager 1 | We have initiated every step of safety measures to be taken due to the pandemic. Applying hand sanitisers and using a face mask end PPE kit becomes mandatory for every passenger. |
| --- | --- |
| Manager 2 | Apart from other safety measures we have initiated Covid related safety measures for the passengers and our staff. We have also distributed guidelines for our staff and passengers to follow. |

*Question 3: What losses have you suffered during the pandemic times?*

| Manager 1 | We have suffered revenue losses and staff losses. |
| --- | --- |
| Manager 2 | Few staff have left and we also suffered economical losses during the pandemic. |

**Analysis**

It can be analyzed that both managers have exercised losses in the pandemic of their business. They have taken every safety measure during the pandemic and thus recovered well post-pandemic.

***Jaguar***

*Question 1: How did the business run during the pandemic times?*

| Manager 1 | Not so good, we have experienced shutdowns in many of our showrooms. |
| --- | --- |
| Manager 2 | Not so good, we are connected on the cloud but not many physical meetings and customer interaction for car sales. |

*Question 2: What measures have you taken for the staff and the customers during the pandemic?*

| Manager 1 | We have sent the staff to do work from home and a few staff were doing physical business by maintaining social distance and taking precautions. |
| --- | --- |
| Manager 2 | We have taken utmost care of the staff, by doing their daily temperature check and social distancing is followed. |

*Question 3: What losses have you suffered during the pandemic times?*

| Manager 1 | The revenue losses and a few other financial losses regarding vehicle manufacturing |
| --- | --- |
| Manager 2 | Financial losses and staff losses due to the pandemic condition. |

**Analysis**

It can be analyzed that car manufacturing companies have lost a few of their staff and skilled workers. The managers also experienced losses during the pandemic due to a lack of customers buying any vehicles. They have maintained safety measures for their business to run and thus recovered after the pandemic.

## Research Methods:

Based on the phenomenon of understanding the Research methods are all about the phenomenon of understanding of Covid-19 effect on two distinct organizations. The post covid effect and the pandemic period that have affected the worldwide situations in the economy of many organizations are explained. Secondary data collection methods with qualitative and quantitative approaches are used in this research. Positivism philosophy is taken as due to secondary data collection methods being used for various data collected from journals. Interpretivism philosophy is also made to collect primary data from managers of two organizations’ that were selected by making an interview transcript. Mixed methods are used in this research with inductive and as well as deductive approaches.

# 3.0 Conclusion

From the topic, it can be concluded that the research is all about the global pandemic caused by the novel coronavirus. An overview of the case study and the impact of the pandemic have been discussed. The advantages and disadvantages of the pandemic are also discussed with the norms that would introduce a new normal that everyone adopts using digital transformation. Two organizations British Airways and Jaguars' impact due to covid have been discussed also. A comparison of the two organizations has been made with two in-depth interviews of key informants have been made for each organization.

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