

Scientific Electronic Archives

Issue ID: Sci. Elec. Arch. Vol. 13 (6)

June 2021

DOI: <http://dx.doi.org/10.36560/14620211356>

Article link: <https://sea.ufr.edu.br/SEA/article/view/1356>



Market adaptations due to the Covid-19 pandemic

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Abstract. With the advent of the coronavirus, the covid-19 pandemic brought changes in several scenarios of the world economy, such as changes in the health system and impacts on the education sectors. These changes occurred due to unforeseen events, which consequently promoted sudden changes in different social classes. In the economic / financial sector, companies from different branches had to develop strategies to remain active in the labor market, such as the decrease in products, sales and / or services provided. Carrying out a process of adaptation to new trends and technologies, necessary to remain with the doors of your companies open. Because of this, there is a need to develop new potential and a new sense of work in people's lives.

Keywords: Pandemic, Adaptation, Market.

Introduction

The current social context has been marked by the COVID-19 pandemic, which has resulted in changes in the global socioeconomic context, impacting all levels of social classes. According to IBGE, in Brazil, 34.4% of companies had a drop in sales or services sold in the first half of July 2020; in the second half of the same month, 37.5% of companies reported that the pandemic caused a big reduction in profitability.

Companies had to adapt to offer their services, with online sales being the most used technological strategy for goods flow and product inventories. In addition, it is worth highlighting the negative impact of social isolation and unemployment.

The business dynamics and the way of working is constantly adapting due to globalization, management processes and the development of actions and services, so that they do not lose space in the market and, consequently, losses related to idle stocks, employees on sick leave, unemployment, low productivity, among other factors that could be caused by the covid-19 pandemic.

The understanding and the search for improvements for the development of actions, the implementation of new ways of working, new concepts, trying to influence the processes and the development of organizations, became the path to

success. In this sense, evolving the processes of telecommunications, digital and updating to new technologies are the key to success.

Methods

This article is a bibliographic review based on documents published by IBGE and WHO - World Health Organization-, and articles published by different authors, such as: Bauman (2001), Dias (2008), Bourdien (1983), Ibarra (2003), Castells (2001) among other authors, who deal with changes in the economic and social contexts of the aspects of computerization, globalization and the meaning of work.

Results and discussion

According to the WHO, a new outbreak of the SARS-COV-2 virus was identified in December 2019, the first cases of which were registered in the Republic of China, and called COVID-19.

In Brazil, the Ministry of Health confirmed the first case in February 2020, and since then a series of preventive measures have been taken to reduce the spread of this etiologic agent.

As a result of health recommendations worldwide, there were considerable losses from preventive measures, culminating in the closing of companies, measures of social distance and other containment strategies.

Among the strategies disclosed by the surveillance and health agencies, social distancing was recommended, with the objective of reducing the peaks of contamination and worsening the public health system. The result was trade instability, with the consequent permanent closure of activities and provision of some services, which generated a significant increase in unemployment across the Brazilian federation.

Gradually, the government authorized the resumption of economic activity, provided that preventive care was maintained, such as the mandatory use of masks and alcohol gel for personal hygiene

According to the guidelines, companies and commerce should return to their activities, adopting preventive measures, according to the indications of the respective health surveillance agencies. For a better understanding, Hall and Lieberman (2003) reported the definition of the market as a "group of buyers and sellers who have the possibility to negotiate with each other" (p. 56).

For Kupfer and Hasenclever (2002) "the market corresponds to the demand of a group of close substitutes" (p. 35).

The market can be interpreted in different ways, from a commercial commodity, a group of buyers and sellers or even a demand for products. In general, the market is one that produces different commodities to be sold.

Marx (2003) defined the commodity as being, first of all, an external object, something that, by presenting differences in its property, satisfies the human need, whatever its nature, its origin, the origin of the stomach or the fantasy.

In the different market definitions, Geroski (1998) defined it as an "exchange market".

However, the market goes beyond the sale of products and services, it also offers jobs, income generation opportunities for people and their families and, with the closed trade or the reduction of hours due to the pandemic, there was an increase in unemployment, as evidenced by IBGE in the first quarter of 2020. According to the data, there was a loss of 4.9 million jobs and, according to the Ministry of Economy, unemployment had a record drop of 12.6% in the first quarter of the same year.

Considering that the jobs that are essential for economic development, the creation of new vacancies, the generation of income and the living conditions for families, denote that the sociology of organizations has an important role in the development of actions and planning to minimize the negative effects on the economic system and the labor market.

Organizations are groups of people who work for the same purpose. In the same sense, organizational sociology is defined as being groups of individuals with a common purpose connected by a set of responsible authority relationships, and are necessary whenever a group of people works together to achieve a common goal (Megginson et al. apud Dias, 2008).

Over the years, organizations have tried to improve their work based on new technologies and trends. This process of adapting to reality, trying to improve the way you work and your production is part of a process called globalization.

According to Bauman (2001), globalization means that we all depend on each other, who can still reach greater distances of time and space with the use of technological tools. However, according to the author, remote work can be limited to inspect the actions that take place, analyzing their development. Yet, globalization is a process that does not yet have any type of global policy to intervene in its negative effects, which can affect various cultures. And, as there is no global regulation, social systems have to adapt to the social norms of each cultural aspect.

Bourdieu (1983) reported that globalization is based on a scientific field, in which the specific interests of organizations are at stake. Taking into account the aspects that govern the operation of a company, profits and employees, it is necessary to have knowledge about the production, the destination of the products and the recognition of new strategies for a good organizational development.

On the other hand, Ibarra (2003) considered the culture of globalization to be increasingly dynamic and strong, in search of efficiency and the development of actions for the growth of organizations, through the adaptation and acquisition of technological innovations and knowledge.

Organizations started to search for new organizational models without losing, however, the permanence of their legitimacy and characteristics to remain intact. Adapting to this new strategic management model becomes a viable option in terms of competitiveness, efficiency and quality of services provided.

For such an adaptation, Schein (1990) apud Andrews et al. (2002) stated that the organization needs to operate the changes in a way that does not lose its own cultural characteristics and, therefore, includes new methods for adaptations according to the global scenario. This adaptation is directly associated with a set of actions and basic learning processes.

For Castells (2001), the Internet interacts with society and organizations as a means of communication and social organization, thus creating a new form of society, called "network society". It is worth noting that this new form of communication and social experience results in the need for adaptation by these organizations. According to the author, the new economy is based on the premise that the company depends on the Internet for its operation, as in times of calamities or disasters, such as the current context marked by the pandemic of the new coronavirus, where companies adapt to electronic commerce, with online sales to your consumers.

The sociology of the organization is directly related to the globalization process, new models of development and adaptation of companies, especially in scenarios where organizations need to reinvent themselves, such as the new coronavirus pandemic.

According to Petriella (1984), the world has been redefining itself through the processes of globalization with productive, financial, technological and communication processes on a worldwide scale. This can be seen when companies and organizations have technologically adapted their production, development and trade processes around the world.

Michelsen (1997) described in his work the difficulties of companies in judging their performance as an organization. Due to these difficulties, it is clear that many companies, in times of difficulties, were not able to adapt to the new technological and global context, one of which being digital communication networks and the Internet.

However, small and medium-sized entrepreneurs have come together to form a cooperative, that is, a group of people with common interests led by a company, to join forces and adapt to new global trends, especially in this scenario.

Conclusion

The adaptation of the market is perceived based on factors such as the Internet, which allows the globalization of the economy and, in times of crisis, as an example of the pandemic by the coronavirus, the means of communication, mainly through social media.

These two factors cited changed the daily actions of men in society, as an example, there is the possibility of buying food, medicine and different goods through social networks, using new information and communication technologies.

Both adaptations can be considered to have a personal and professional character, since every day there are technological tools that allow remote work, such as videoconferencing. This example brings people together geographically, allowing them to participate in courses and meetings for small and large businesses, which have facilitated the professional lives of many.

Even the family went through a process of change, because, with the covid-19 pandemic, the children did not go to school, having remote classes and activities carried out with educational materials. With these adaptations in the educational field, in this way, it is reinforced that learning is a competence, which results in the ability to remain in the labor market.

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