

BUSINESSES AND THE CHALLENGE TO OVERCOME THE CRISIS ORIGINATED BY COVID-19

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The globalized world faces the challenge generated by COVID-19, all the countries have been impacted on their economy in a highly uncertain economic and financial scenario. Some policies are implemented in order to support the operation and survival of companies (Cruz, 2020)

Companies are facing extremely complex and hardly predictable context restrictions for which they were not prepared; they had to adapt and develop specific skills to the renewed competitive environments caused by the COVID-19 health emergency (Pérez-Calle, García-Casarejos and García-Bernal, 2021)

In the context of the conditions imposed by the pandemic, the governments challenges show the difficulties they faced in the new scenario of the global economy. At the international sphere, the health and economic effects of the spread of the virus in a fragmented and uncoordinated world, with countries competition for supplies and resources, in some cases in unequal conditions, with low capacity to supply products, limited by the high demand or the rules of the market economy, selling to the highest bidder or giving preference to the customer who buys the most.

The case of Peru is particularly interesting, the early application of confinement and social distancing measures caused collateral effects on the economy, resulting in the greatest recession compared to the rest of the world's economies, accompanied by one of the highest rates of unemployment and poverty in the world. Despite the great confinement, the virus advanced vertiginously due to the lack of infrastructure, deep weaknesses of the health system, finally spreading to an economic, political and cultural crisis.

This situation affected business organizations in various ways, especially those that were forced to close for a determined or undetermined period of time. Companies have had to adapt to the new normal situation, making changes in their businesses in parallel with the implementation of health and social distancing protocols. In this way, companies adapted their business strategies to a new situation and reinvented their value propositions. In order to face this crisis, the use of technology has been essential, which has reduced costs for companies. At the same time, the governments strategies to reactivate the economy have been of great help to be able to boost business, thus being essential to keep the operation and operability of companies. (Suarez, 2020)

Overcoming the crisis and ensuring the sustainability of organizations is a great challenge. Competitiveness expressed through the implementation of strategies with contingency plans, efficient management systems, discovering solutions in limited periods of time and with limited resources. Indeed, the actions taken by organizations that have been dynamic in the adoption of different ways to cope with the crisis and the adoption of public policy measures imposed by governments, have been very important for their survival (Bargados, 2021).

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