

The Role of Business Administrative Science and Management Science Amid Coronavirus Pandemic

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Abstract—The coronavirus appeared for the first time in Wuhan City, Hubei Province, China on December 1, 2019. And spread almost all over the world, resulting in lockdowns in several countries affected by the spread of the coronavirus. So that it has an impact on the decline in the country's economic growth. The spread of this virus also has an impact on the business world. To anticipate a bigger impact, companies must be able to play a role in business administration and business management so that the company can survive this pandemic. This study aims to determine the important role of business administration science and management science. So that companies can reduce the impact of the coronavirus pandemic. This research uses literacy study method in which data is collected from literature, reading, taking notes and processing research materials. From the results of this study, it is known that the science of business administration and business management plays an important role during the coronavirus pandemic. With proper business administration and business management, the company will still be able to carry out productivity by company expectations and goals.

Keywords—role, business administrative science, management science, coronavirus

I. INTRODUCTION

Coronavirus has terrorized lives all over the world, and most people are faced with a sense of anxiety and fear. The coronavirus, which first appeared in December 2019, was detected in the Chinese city of Wuhan [1]. And it has been confirmed as a pathogen for the new coronavirus pneumonia by the World Health Organization (WHO) [2]. Since the case of the coronavirus appeared, the spread was so fast that almost 200 countries in the world were exposed, which resulted in a global health and economic crisis [3]. The spread of the coronavirus in Europe has become a big challenge for European member states to manage and control it effectively. The European Union has implemented measures to control its spread. Through closing borders and significant restrictions on the mobility of people to reduce the spread of the virus [4]. And on the African continent, nearly 60% of countries in Africa spread in less than two months [5].

As a result of the very rapid spread of the coronavirus, several countries have adopted social restrictions and lockdown

policies as steps to reduce the transmission of the corona virus [6]. The social restriction and lockdown policies have resulted in the closure of all access, including access to public transportation, and restrictions on all business and retail activities, except for grocery and drug stores [7]. With the enactment of restrictions and lockdown policies in several countries, it has had a major impact on the business world, especially the transportation services business, both air, land, and sea. As well as forcing people to work at home [8]. In practice, management encourages workers to continue to contribute to the company even by working at home [9].

In dealing with the problems caused by the coronavirus, companies must address potential strategic responses in times of crisis such as the current coronavirus pandemic, by carrying out measures such as Savings, persistence, innovation and exit [10]. To overcome challenges both domestically and internationally, a public administration policy is needed in carrying out its role to solve public problems and cooperate with civil organizations, government and business organizations [11].

This research is expected to help problems in the business world in dealing with the Coronavirus pandemic which has hit almost all over the world. Based on the data used, it is hoped that it can provide information as well as material for solving problems faced in business, both services and goods.

II. LITERATURE REVIEW

A. Business Administration Science

The administration is those aspects that deal more with the formulation of goals, value-related issues, and the human component of organizations [12]. Meanwhile, business administration can be defined as helping to manage, manage, and run a business organization in achieving its goals [12]. Administration focuses on the organization itself as a whole from the organizational structure, organizational culture, and organizational design. So that administration can be said to be generalism, which is to provide guidance, carry out leadership, and control over organizational performance to achieve common goals. As well as more explaining about policy determination in general, decisions to determine the main

objectives, identification of general objectives and implementation of programs and projects broadly [13].

B. Business Management Science

Management is aspects that are more routine, definitive, programmed, and tend to be quantitative methods [12]. Management is the art of getting things done through other people by directing their efforts towards achieving predetermined goals [14]. Management focuses on carrying out its functions on the resources owned by an organization such as human beings and other materials to support the achievement of company goals. So that there are several specializations such as Human Resources Management, Marketing, Finance, etc. which are of a nature specialist [15].

C. Difference between Business Administration and Business Management

Based on the understanding and concept and focus, the differences between business administration and business management are as follows:

- Based on the meaning: Administration is concerned with the formulation of goals, plans & policies. Whereas management is the art of getting things done through the resources they have to achieve goals.
- Based on its nature: Administration is generalism. Meanwhile, Management *specialism*.
- Meanwhile, based on its function, the administration has a decision-making function. Meanwhile, Management is an implementation function.

III. METHODS

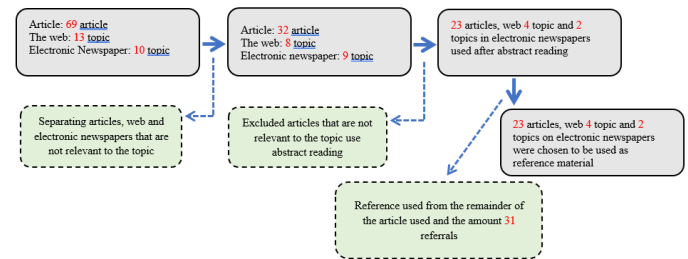
In this study, the method used is the Systematic Literature Review (SLR) method. This method is used to identify, review, evaluate, and interpret all available research with the topic area of the phenomenon of interest, with specific relevant research questions [16]. By using the SLR method, a transparent and relevant review and identification of journals can be carried out, which in each process follows predetermined steps or stages [17]. The data used in a series of alternative problem solving are obtained from articles, web, and electronic newspapers related to Business Administration Science, Business Management Science and the Corona Virus Pandemic [18].

A. Search Strategy

Conduct a systematic search on all articles, web, and electronic newspapers on the topic of the coronavirus pandemic, business administration science, business management and disasters. The articles used were published between 2015 and 2020. And for the web and electronic newspapers for publication in December 2019 to September 2020. By searching using roles, business administration, business management and pandemics of the coronavirus and disasters [19].

B. Inclusion Criteria

After that, articles, web, and electronic newspapers were screened, separating those not related to the role of business administration science, business management and the coronavirus pandemic. And narrow the search with articles and electronic newspapers that are relevant to the category of management, and the coronavirus epidemic problem [19]. It can be seen in the diagram of the search process carried over this.



Source: N. Darabi and N. Hosseinichimeh: System Dynamics Modeling in Health and Medicine

Fig. 1. Diagram of the literature search process.

C. Selection Study

Selecting with abstracts from article titles and journals and electronic newspapers that are taken are filtered by the authors of this study. Then, compare the results and discuss the differences. When the abstract is deemed inadequate, then filtering is carried out using the complete text and resolving differences. Likewise with the presentation of electronic newspapers, then differences are resolved after discussing each case [19].

IV. RESULTS

A. The Impact of Corona Virus on Global Economy and Business

Since the first cases of the coronavirus were detected, many countries have closed borders, mandatory services and flight restrictions as well as social distancing and social gathering restrictions globally [20]. The restrictions imposed in several countries, many large companies that reduce their production levels, such as Apple, Jaguar, Diageo, Land Rover to Volkswagen and large factories in China and Italy are also forced to stop their production [21]. This resulted in massive layoffs [21]. The sectors most affected in the business world are the manufacturing sector, the trade sector, hotels and restaurants, and the services sector [22]. From the problems faced by various businesses, to solve these problems, there must be an important role in business administration and management so that the company is stable again.

B. The Role of Business Administration during the Corona Virus Pandemic

Business administration science can help companies to grow through developing leadership initiatives, such as providing special training for employees, providing adequate

facilities, and increasing work benchmarks and targets [23]. In the face of a pandemic, new policies are needed by companies, which include: sick employees are prohibited from entering, applying paid and unpaid leave, doing work at home, and dividing employee shifts [24]. In this condition, the role of Human Resource (HR) is very important and crucial during the new normal era, to align the organization and protect company assets to be safe and comfortable [25].

C. The Role of Business Management during the Corona Virus Pandemic

In a pandemic like this is a crisis for organizations, both manufacturing companies and service companies, therefore the company must run its business and not consider it an obstacle and prepare crisis methods and strategies [26]. As well as implementing new business management changes to face challenges [27]. So that a company or business can reduce the impact caused by a viral pandemic, having strong business management is rare to find a way out [28]. Therefore, to reduce the level of losses caused by a pandemic, a reliable business strategy is needed [29].

V. DISCUSSION

Based on the results of the study, the impact caused by the coronavirus is extraordinary in the business world. In minimizing the impact of the coronavirus on business organizations and reducing the level of losses, the role of business administration and business management is very important so that companies can face difficult times like this.

With the role of business administration, a leader can answer challenges and make policies which can reduce the spread of viruses and increase company productivity. And issued a policy prohibiting sick employees from entering. Even so, the company still provides the Human Resources Information System (HRIS) feature so that it can help employees [24]. Doing work at home is one of the solutions in preventing viruses and being able to carry out employee productivity, by providing an HRIS application that has a mobile attendance feature so that companies can keep on control [24]. In implementing social distancing policies, companies can carry out work with a system of dividing employee shifts [24]. The challenge of a leader in facing situations when the new normal is in aligning and protecting the assets they have to remain safe and controlled through the main business of the company can survive the global situation [25]. Creating digitalization that aims to simplify work, control and communicate well between employees by working with vendors who are experienced in managing payroll [25].

Meanwhile, the role of business management in dealing with a pandemic like this has a very crucial role as well. In the current pandemic crisis management is needed as a basis in determining methods and strategies so that crisis does not become an obstacle and an obstacle in running a business [26]. As well as carrying out risk management so that it can create methods of mitigating risks to reduce the level of losses [30].

The coronavirus pandemic has indeed become a blow to all business sectors, with events like this there must be a change in business management through changing the mindset, providing incentives for high-performing employees, changing strategies and digitalization [27]. Changing resilient business management in the face of a pandemic like this is imperative by prioritizing the overall health of workers, reviewing short and long term strategy, and examining risks in business operations [28]. As for maintaining business during the coronavirus pandemic by checking the company's financial condition, checking the company's assets and forestry, creating a new business plan if something happens to the business, and recording spending patterns including wages or employee salaries, investment, operational costs, and obligations. other. Meanwhile, the secondary cost is the additional capital cost [29]. In business management, companies must also look at the supply chain during a pandemic because it is the most important thing in operating production processes and results. Even though in a pandemic like this the supply chain becomes a problem, what needs to be done is to focus on improving communication between the bidder and buyer relationship to improve communication as information [30]. As is the case with company offers, in the bid strategy during the coronavirus pandemic, very tight matrices and interpretations can be made. When faced with adversity, the company makes and distributes a wide range of offerings capable of including competitive business solutions to shape potential future business paths [31].

This study is expected to provide information on how companies take steps to deal with disasters so that they can continue to carry out the production and distribution process and maintain the supply chain needed by the company, as well as a reference for the next study. Although it has many limitations in extracting data sources and a lack of literature discussing the same study.

VI. CONCLUSION

At a time of a coronavirus pandemic like this, the role of business administration and business management is very necessary and is the most crucial to be able to maintain company stability. Amid restrictive policies on all countries affected by the corona pandemic virus outbreak, companies can still maintain their productivity and can meet the needs of the community.

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