

Review of General Management Under COVID-19 ---Take Road Traffic and Transportation Management as an Example

Jiayue Dang*

*School of Traffic and Transportation Engineering, Central South University
8212190624@csu.edu.cn*

ABSTRACT

General management mainly includes policy management, safety management and financial management. Under the background of COVID-19, general management has played an important role in maintaining the order of our life. Road traffic and transportation management is one of the best examples. Under COVID-19, road traffic and transportation faces new challenges such as epidemic prevention and control, maintenance of benefits and so on. The review expands from macro policy, security management and financial management and it aims to help researchers efficiently understand the research status in this field.

Keywords: *General management, Road traffic and transportation management, COVID-19, Epidemic prevention and control*

1. INTRODUCTION

General management is the process of multi-dimensional and structured management of management objects and it aims at achieving the overall optimal effect. Since the outbreak of COVID-19, the importance of general management has become increasingly prominent. Total management has been applied in the field of road traffic and transportation and achieved good results. At present, there are already a few studies in the field of road traffic and transportation management under COVID-19 from different views.

This paper makes a multi angle analysis on road traffic and transportation management under COVID-19, and expands from three aspects, macro policy, security management and financial management. It aims to help researchers in need to form a general understanding of the existing research and save data access time.

2. REVIEW OF MACRO POLICY

2.1. Highway Management Measures Under Normal Epidemic

2.1.1. Strengthen Responsibility

As Shuohuai Han has said, from the current situation

and trend of global epidemic, we can see that it is difficult to eliminate the epidemic in a short time. The epidemic prevention and control pressure of defense input and domestic rebound is still great. So, relevant departments should improve political position, implement epidemic prevention and control responsibilities at all levels and eliminate the occurrence of personnel carelessness. Dereliction of duty with lax control and ineffective implementation will be held accountable.

2.1.2. The Epidemic Prevention And Protection Of Front-line Personnel

During the epidemic, all staff should measure their temperature every day, wear the mask and show the health QR code. At the same time, an emergency isolation room shall be set up and we should ensure epidemic prevention materials are fully equipped and sufficiently supplied.

2.1.3. Do A Good Job In The Coordination Of Epidemic Prevention And Control

Improve traffic control measures in areas with different risk level to minimize the impact on transportation. Establish special green channels for transportation and supply of epidemic prevention

materials and important living and production materials.

2.1.4. Highlight Key Points And Strength Detail Control

Establish a special team for epidemic prevention and control. Strengthen the command, scheduling, organization and coordination of epidemic prevention and control and timely and effectively arrange the deployment units and personal protection, epidemic response in the transportation industry, epidemic inspection at traffic checkpoints and other work. Strengthen the management of bus, cruise taxi and other passenger vehicles, regularly organize personnel to conduct nucleic acid detection, improve the epidemic prevention and control awareness and disposal measures of transportation employees by issuing clear paper and pushing network information, and jointly build a "firewall" for the prevention and control of epidemic.[1]

2.2. Implementation Of Expressway Free Policy Under Epidemic

Houbin Xiang said, the purpose of freeway free policy is to strengthen epidemic prevention and control, reduce people's travel costs and promote the resumption of work and production. From the perspective of implementation results, it does bring some benefits to the people, but there are some criticisms in the process of policy implementation. The income of expressway companies is almost zero. The policy conflicts with the interests of expressway management costs and maintenance costs, resulting in the loss of economic benefits of expressway enterprises. Meanwhile, though the policy benefits motor vehicle users, it damages the interests of high-speed railway and railway freight transportation.

Through the comparative analysis with China's holiday expressway free policy, it is necessary to solve the problems existing in the implementation of the policy and put forward suggestions on vehicle type, regional differentiated charging and government level guidance and support. It is suggested to implement differentiated charge reduction policy for different vehicle types and different regions and solve the problems existing in the current policy through various optimization means.[2]

3.REVIEW OF SECURITY MANAGEMENT

3.1. Provide Good Service To Road Transport Practitioners

Road transport practitioners have contributed a lot in fighting the epidemic, resuming production and realizing the sustainable and stable development of the transportation industry. Doing a good job in the service

of employees and constantly improving the quality of employees is the premise to improve the capacity and level of transportation services, the basis for ensuring safe production of transportation and the key to the upgrading of transportation.

3.1.1. Build A Strong Ideological Defense Line For The Normalization Of Epidemic Prevention And Control

Zhaofeng Xia thinks traffic service personnel should fully understand the severity and complexity of COVID-19, attach great importance to the prevention and control work, take the epidemic prevention and control work as the top priority task at present, firmly establish risk awareness and awareness of responsibility and ensure that the ideological understanding is in place, the responsibility and implementation are in place and the prevention and control measures are in place. Make sure to ensure the safety and health of the people.

3.1.2. Adjust And Optimize The Working Mode To Meet The Requirements Of Epidemic Prevention And Control

According to the actual needs of epidemic prevention and control, Nanyang transportation management department has broken through the routine of organizing an examination once a month. As long as there is an examination demand, it will hold an appointment at any time. There will be two examinations in the morning and afternoon. The number of candidates in each examination will not exceed 1/2 of the number of people accommodated in the examination room and no more than 60 both in the morning and afternoon. At the same time, the examination system is upgraded to greatly improve the efficiency of the examination. After entering the examination room, candidates log in to the examination system uniformly installed by the provincial transportation development center to participate in the examination of theory, scene and application ability. The theory and scenario adopt the microcomputer paperless examination method. After passing each examination and announcing the examination results on the spot, two examiners shall sign on the examination application form for confirmation. After the examination, the paper application materials of all qualified candidates shall be sorted out and the corresponding electronic information shall be transmitted to the certificate issuing system of Yunzheng network. The window staff of the municipal administrative service center shall review the application materials and examination results, and those who pass the review shall log in to the transportation administration network and print their certificates. All materials shall be transferred to the comprehensive approval section for final review, sealing and filing. Since the resumption of the examination in April 2020,

by the end of December 2020, 11553 people have organized and implemented the qualification examination for passenger transport, freight transport and taxi, 9901 new qualification certificates (including 368 cruising qualification certificates and 868 online shopping qualification certificates), 23086 replacement certificates and 62751 credit assessment. During the period of serious epidemic, adhere to the background operation of business work to ensure uninterrupted work. For those who have passed the examination before the epidemic, quickly arrange the filing, filing and issuance of certificates and take the initiative to call. With the consent of the other party, 339 certificates will be installed successively by mail.

3.1.3. Innovate Working Methods And Reduce The Burden On The Masses

According to the relevant provisions of the ministry of transport on the management of taxi driver's professional qualification, the applicant applying for the taxi professional qualification examination shall provide six records of no drug use and no drunk driving. However, in practical work, the applicant suffers from running around in the process of issuing six types of certificates, which is time-consuming and laborious, resulting in incomplete registration procedures and failure to make a normal appointment. In serious cases, the registration window has a backlog of more than 1000 people and the number of new applications accepted is increasing at the rate of more than 20 people per day. For this reason, the masses often complain at the window. This increasingly prominent problem seriously restricts the work efficiency of the management department, reduces the satisfaction of the masses, and affects the optimization of Nanyang's business environment. In order to reduce the burden of the masses as soon as possible and reduce the risk of cross infection caused by personnel mobility, Nanyang traffic management department has actively coordinated with the public security department at the same level and established an information verification and sharing mechanism. The basic personal information provided by the applicant for the taxi qualification certificate examination shall be uniformly provided by the transportation department to the public security organ at the same level. The public security organ shall carry out background verification on the certificates or commitment materials provided by the applicant, and feed back the verification results within 10 working days. The drivers who meet the conditions through background verification shall formally obtain the examination registration qualification. It greatly reduces the pain of the masses in running around for various certificates, avoids a lot of time consumption, maximizes the convenience of the masses and optimizes the business environment.

3.1.4. Fully Implement Network Distance Continuing Education To Effectively Alleviate The Contradiction Between Work And Study

Distance continuing education belongs to the education form stipulated in the national measures for continuing education of road transport drivers. It is an effective means to continuously standardize the behavior of road transport employees and improve the professional quality of road transport employees. It is an important measure for road transport management institutions to facilitate and benefit the people. The use of distance continuing education for employees can effectively alleviate the work study contradiction of road transportation employees, adapt to the professional characteristics of mobile and decentralized operations and realize the equalization of high-quality education resources. Carrying out distance network continuing education is a powerful measure to effectively prevent substitute learning, examination and agency.

In order to further improve the prevention and control of COVID-19, we should effectively reduce the number of people gathered and block the spread of the epidemic so as to better protect the safety and health of the people. According to the provisions of the measures for continuing education of road transport drivers and the program for continuing education of road passenger and freight transport drivers of China, the network distance continuing education for business road passenger and freight transport practitioners shall be fully implemented. Business road passenger and freight transport drivers who hold the road transport qualification certificate issued by the road transport administration all belong to the object of continuing mathematical education. All counties and districts shall fulfill the supervision and inspection responsibilities for the continuing education of road transport practitioners within their respective administrative regions, establish and improve the corresponding management mechanism, assign full-time personnel, do a good job in docking with training institutions and earnestly implement the continuing education of road transport practitioners within their respective jurisdictions.

3.1.5. Strengthen The Implementation Of Epidemic Prevention And Control Measures

All examination staff of the transportation department shall carefully do a good job in personal hygiene and protection, personal items and personal disinfection and monitor the temperature of the staff at any time. Candidates entering the examination room must wear masks, take temperature measurement on site and make code scanning registration. Those who find physical abnormalities, such as fever, fatigue or dry cough are prohibited from entering the examination room and should be reported immediately at the same

time. Before each examination, the theoretical examination room and application ability examination room shall be disinfected. The logistics security department shall implement it uniformly, and the examiner shall assign at least two examination staff to supervise on the spot to ensure the strict implementation of disinfection. We should carry out propaganda and education on preventive measures for pneumonia caused by COVID-19, conscientiously do well in self-protection, educate and guide people to pay attention to personal hygiene. When communicating with people, they should keep their mouthpiece and maintain a distance of more than 1 meters, reduce or not go to public places and wear masks if they must go out. Report any physical discomfort in time and actively cooperate with relevant departments in isolation, observation and investigation.[3]

3.2. Highway Checkpoint Epidemic Prevention And Control

From Jvlin Mao, Dongjie Yin and Zhendong Qiao's study, aiming at the problems of outdoor open environment, large number of people to be inspected, inaccurate temperature measurement and long time-consuming personnel information registration in expressway epidemic prevention and control, the comprehensive use of artificial intelligence, big data, infrared radiation and other technologies, high-precision temperature measurement equipment, information registration procedure, license plate recognition device and background management system can meet the requirements of expressway in open and low-temperature environment, realize the needs of non-contact, rapid screening and rapid release and improve screening efficiency and reduce screening time.[4]

4. REVIEW OF FINANCIAL MANAGEMENT

4.1. The Financial Management Difficulties Faced By Road Transportation Enterprises Under COVID-19 And Corresponding Measures

Wenhui Huang thinks we know that according to incomplete statistics, during the epidemic in the first quarter of 2020, more than 750 enterprises in China issued bankruptcy announcement, and 249 enterprises declared bankruptcy from January 25 to February 21 alone. Although the bankruptcy of many enterprises can not be simply attributed to the impact of the epidemic, there is no doubt that the epidemic has served as the last straw to crush these enterprises. The impact of the epidemic on the survival and development of enterprises can be seen evidently. Tourism, catering and

entertainment, wholesale and retail industries bear the brunt, ranking among the industries most seriously affected by the epidemic. Among them, as an important pillar industry related to the national economy and the people's livelihood, it is obvious that the transportation industry is greatly affected by the impact of the epidemic. According to the basic situation of transportation economic operation in the first quarter released by the ministry of communications, the passenger volume showed a cliff decline. In the first quarter, the operating passenger volume was 1.85 billion, a year-on-year decrease of 58.4% and more than 90% of road transportation enterprises were in a state of loss.

Transportation enterprises may make the following adjustments: (1) Timely adjust the comprehensive budget indicators of enterprises in combination with the impact of the epidemic situation. (2) Broaden financing channels, strengthen current asset management and revitalize enterprise funds. (3) Strengthen cost control and realize cost reduction and efficiency increase. (4) Make full use of various social security and tax preferential policies during the epidemic period to reduce the financial risk of enterprises.

COVID-19 has brought a great impact on many industries in China in the short term. But in the long run, the fundamentals of China's high-quality development and long-term improvement have not changed. With the effective control of the epidemic, the adverse impact of the epidemic on economic development will gradually dissipate and all walks of life will regain vitality and usher in new development opportunities. Transportation enterprises will gradually return to the operation order before the epidemic. Effective financial management countermeasures have played a significant role in resisting the business difficulties caused by the epidemic. However, from the long-term development of road transportation enterprises should actively change their business ideas and optimize the allocation of enterprise resources in order to make the traditional road transportation enterprises fundamentally revitalize and realize long-term and healthy development.[5]

4.2. Strategies For Sustainable Development Of Expressway Traffic Operation Under The Background Of COVID-19's Prevention And Control

Yizhu Zhou and Yan Chen has found that the transportation industry is affected by COVID-19 and a series of preventive and control measures, which are major public health emergencies. The operation has been seriously affected. Whether it is inter city traffic, urban and rural traffic or urban traffic, traffic volume is decreasing sharply compared with the same period. Under this background, the expressway is faced with a severe challenge as one of the main passages of intercity and urban and rural traffic.

The occurrence of the epidemic has caused a real impact on the highway operation. The operation enterprises should timely study the response measures according to the actual situation of investment, financing and loan repayment, so as to enable the enterprises to overcome the difficulties smoothly. (1)Focus on making fund use plans to avoid liquidity risks. (2)Apply to the government and actively strive for tax policy support. (3)Actively connect with banks and other financial institutions and make good use of the supporting policies issued by the state. (4)Strive to extend the franchise fee period to make up for the losses caused by the fee free policy. (5)Increase revenue and reduce expenditure, reduce cost and increase efficiency.

In order to ensure sustainable development, while seeking external policy support in resolving investment and financing difficulties, highway enterprises must also take the initiative to turn the epidemic crisis into an opportunity for reform, practice their internal skills, improve services, reduce costs and increase efficiency and explore multi-channel financing, so that enterprises can survive the difficult period smoothly and finally achieve sustainable development.[6]

5.CONCLUSION

Road traffic and transportation management under COVID-19 is a new, interdisciplinary practical problem arising from the outbreak of the epidemic and is also a good application model for general management. Through general management of road traffic and transportation, we have well controlled the spread of epidemic and have restored normal life and economic order. The experience is worth summarizing and utilizing.

ACKNOWLEDGMENTS

First of all, I would like to extend my sincere gratitude to Richard Pettinger and YaLan Li. Richard's excellent teaching in management helps me to have a macro control of management and Yalan Li's guidance helps me to complete and improve the paper.

I am also deeply indebted to all the assistant teachers who have also given me a lot of help and encouragement.

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