

Article

How do you assess the Dynamics of Sustainable Business Operations during the COVID-19 Pandemic?

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E D I T O R I A L

It is my pleasure to raise issues of HR and organization through this editorial which may be of assistance for you to further conduct your future research.

According to Michel Dell, 85% of the jobs in 2030 have still not burn, the required education and skill set has not been decided yet whereas Forbes says 75% of the companies are going to disappear from the current space by 2025 and 50% of the future companies will still not have been started. This assures that we are leaving in VUCA World which means that the world of our existence is volatile, uncertain, complex, and full of ambiguity as nothing is clear. The best possible scenario in the present situation is to maintain sustainable business operations during the COVID-19 pandemic.

The evolution and transformation of organization during COVID 19 has been found as Market oriented Ecosystem (MOE) (reinvented with COVID) has misfortune with latent opportunities as well. The value in the line of a business assures its success or failure. Financial security, health and well being, family, and productivity and work are the top issues burning in the mind of employees. Networking is the passport of success for the current organisations which can be maintained through effective communication to assure victory through organisations by creating sustainable business operations in the best need of society. Industry 5.0 is all about coping with the challenges with equity, efficiency, and sustainability in a smart way for creating a balance among the environment, society, and economy. Human resources help the organisation citizenship issues around the planet, people, political changes, philanthropy, and purpose/ profit creation. HR responds quickly to opportunities and challenges to create anticipatory scenarios that can be quickly implemented. HR goes beyond description to prescription to offer guidance on the "right" talent, leadership, organisation, and HR issues. In today's business context of overwhelming information (noise), HR recognises and focuses on what matters the most (signal). HR helps an organisation acquire, analyse, and act on information to make

better decisions. Focus on Contribution, Not Performance is today’s business reality. Adjusting the agenda of check-in conversations to acknowledge new realities by enabling flexible goal setting are attributes of the performance of existing human resources, so, help employees prioritise through short-cycle work planning. With increasing cases of COVID-19, the business seems to be reduced till optimality is reached and after that business keeps improving with the intervention of vaccine as shown in Figure 1. The figure depicts a comparison of developed and developing countries where it is assumed that vaccines are easily available and enforced in a developed country but not yet in a developing country. A developed country can adopt a digital workplace, digital HR, and digital workforce to create a digital organisation to sustain in the business world during the COVID-19 pandemic. Demand for technology has seen a 30% hike during the pandemic. Demand for mobile-based live sessions or pre-recorded training sessions has grown by almost 40-50%. AI-enabled chatbots are being used on such platforms to answer any pandemic-related queries and to even nudge employees to finish work within deadlines. Technology has to be at the forefront to enable remote work management, minimise productivity loss, and enable outcome-based collaboration. This is needed for both services and manufacturing. Organizational strategy will be largely determined by technology rather than culture experience and process. 21% of the firms in Nepal have started to use the internet, social media, applications or digital platform. Corporate learning is moving from push to pull, from classroom to the workplace. It is must to increase staff satisfaction, increase staff morale, improve staff retention, increase productivity, reduce absenteeism, foster better relationships between staff and management, increase open communications, lower costs and work towards a more sustainable workforce through huge investing in wellbeing. As occupational Safety and Health Professionals Nepal (OSHNP) strives to change from Past Sentiments – Wellbeing and Safety as added cost/ expense; slows down operations to Today’s view - Wellbeing and Safety as investment with a positive return in the sense that a safer workplace boosts employee morale.

Information a symmetry and employee well-being should be given care for innovative business operations during COVID. Consequently, failure to recognise the environmental values and integration into the decision-making processes by individuals in the marketplace and by the government will lead to degradation of natural resources and the environment to achieve rapid development after COVID.

Editor is humble to earlier authors and researches who gave insights for this editorial. Thank you all for your intellectual support to us through your articles, readings, recommendations, feedback, and citations. We assure you a high-quality publication with your great love, hope, and belief. Kindly enjoy the current issue with many pragmatic solutions and new knowledge as we serve in all issues. Stay safe and healthy.

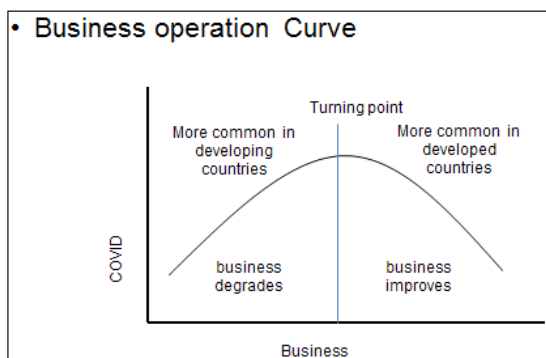


Figure 1. Business Operation Curve