

**FUNCTIONAL STRATEGIES AND ADOPTION METHODS FOR POST COVID-19 IN  
INDIA:  
A PERCEPTIONAL STUDY USING EXPERT OPINION TECHNIQUE**

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**ABSTRACT:**

Covid-19 emergency tosses to new focal points to the entire world as a pandemic, the organizations went on lockdown for a significant stretch of time. Both flexibly chains and appropriation channels are stopped the activities and there by the progression of assets are reaches a conclusion, this circumstance making a great deal of nervousness and metal desolation among the individuals over the organizations around the globe and in the third world war countries in specific. The thought behind the equivalent is to know the every ones discernments towards COVID-19 recuperation Perspectives and the recuperation components relevant to India. The study results reveals that, The innovative techniques with adaptability and innovation backing can help in recuperation of business and connect the achievement in the new business condition with traditionalist conduct and arranged by examples of customers in the market.

**Key words:** Mental agony- Financial distress- Adoption issues- Service scape- Technology cost

**1.1 Introduction**

As the Covid-19 emergency tosses to new focal points to the entire world as a pandemic, the organizations went on lockdown for a significant stretch of time. Both flexibly chains and appropriation channels are stopped the activities and there by the progression of assets are reaches a conclusion, this circumstance making a great deal of nervousness and metal desolation among the individuals over the organizations. The recuperation procedures are not yet clear with the expanding pandemic circumstance through infectious conduct of the COVID-19 over the urban communities and rustic territories. India as a various neighborhood circumstance and its traditionalist conduct is not the same as different nations on the planet. In any case, to ready the

advantages and openings from the new condition, organizations needs to gain from others in areas in and around the world. India has all the earmarks of being in the supporting phase of a monetary bounce back according to the circumstance of pandemic in the principal seven day stretch of May 2020. The development of individuals, merchandise and ventures are as yet stale circumstance indeed.

The retail segment is moving with trouble for debt benefits and by suspending the social worries of society and individuals is expanding the hole between the rich and poor in the general public. The clinical administrations, banking and NBFCs are still in the scourge stage. Mean while evacuation of lock down in specific organizations prompting increment in the infectious contaminations and there by expanded number of Cases detailing in the clinics. The testing systems are as yet not sufficient to test the COVID-19 for affirmation. The issue of relocated work is uncertain in numerous states in the nation and the issues looked by the work are catastrophe in nature. In this circumstance, the Government is begun evacuation of lock down requests in a staged way. The individuals are in frenzy and organizations are not yet arranged a system to move further. In this circumstance, the current examination is taken up to distinguish the best key choices to recuperation of organizations during post COVID-19 circumstance in the Indian setting.

### **1.2 Research Statement and destinations**

Business and individuals face numerous monetary emergency during the residency of life. Some system will be there is the writing to apply and come out of the equivalent. Be that as it may, this COVID-19 pandemic is an alternate and new business and social circumstance looked by the economies since beginning of March 2020 in the nation. The lock down began with Janatha Curphew reported by the Prime priest on 22-3-2020. All the business firms lock down the organizations since 45 days and still, there is no lucidity on the controlling procedures of the COVID-19 spread. IT has affected business and individuals way of life, left the individuals in pandemic circumstance as a life-changing bad dream. In this circumstance, the current exploration can assist by giving the master thoughts and procedures for different sorts of organizations to brisk beginning and to carry it to ordinary circumstance. Subsequently, the current examination is a perceptual in nature and centered to gather the master assessment

utilizing Delphi strategy and introduced to the business network. Consequently, the current investigation is named as "Flexibility, brought together interchanges and driving through proactive methodology as business procedures to COVID-19 recuperation in the Indian setting: a perceptual study utilizing Delphi strategy"

### **1.3 Research strategy embraced**

With the end goal of exploration, an elucidating research strategy is received. The examination is led among the accomplished agents, specialists, market analysts, academicians, business investigators, independent scholars and top most pundits and some clinical experts. The thought behind the equivalent is to know the every ones discernments towards COVID-19 recuperation Perspectives and the recuperation components relevant to India. A critical and advantageous inspecting method is received in picking the example respondents and the review is led through an organized survey and semi organized meetings. The example size is fixed at 250 from all ways of life and business from Chennai city. The information is examined utilizing the single direction ANOVA and relapse to recognize the conceivable effect of every one of the procedures on the recuperation of business during post COVID-19 Scenario and introduced as a key way to deal with recoup. Fourteen new procedures are recognized from the HBR and other writing presented to the specialists approaching the level of endorsement for use during the post COVID-19 situation. The level of endorsement is acquired through five point likert's scaling. The mean position examination is done utilizing Friedman test and recognized the most suggested procedures and its execution component and introduced in the accompanying lines.

### **1.4 Data examination of the investigation**

Invalid Hypothesis: There is no huge contrast between the mean positions of business recuperation and achievement techniques for post COVID-19 period in India.

**Table-1 Mean ranks of Post COVID-19 Strategies along with Friedman test result**

Q.No	Post COVID-19 business Recovery strategies	Mean Rank	Chi square value	P value
Q2.2	Proactive and constant information to employees	16.76	923.615	0.001* *
Q2.3	Design and development of new distribution and sales channels with ease and in collaboration with the existing reliable players in the market	15.08		
Q2.4	Usage of standard app platforms to co-ordinate and function with stakeholders, mainly employees and channel partners	15.00		
Q2.1	Diagnose the new needs of business and procure	14.74		
Q2.5	Prepared to manage the faster recovery and to deal with supply and distribution issues	14.50		
Q2.9	Forecasting and Perpetual reframe of crisis planning	14.48		
Q2.7	Service scape environment building through virtual mechanisms.	13.95		
Q2.11	Service quality aspects correction in the new channels	13.76		
Q2.6	Permitting and Allocation of employees to flexible modes of work	13.67		
Q2.8	Focus to manage different speeds of recovery in various segments of business and	13.50		
Q2.4	Look for new opportunities in business within the segment or in the new segment	12.98		
Q2.12	Market observation and focus on changing needs and consumption patterns of people	12.93		
Q2.10	Customised recovery strategies different locations and different products range and line	12.79		
Q2.13	Simultaneous adoption of bottom up approach along with complimentary top down efforts	12.59		

It is seen from the above table that, the p esteem is under 0.01, and thus, the invalid theory, There is no critical contrast between the mean positions of business recuperation and achievement methodologies for post COVID-19 period in India is dismissed at 1% level of criticalness and this shows profoundly huge relationship and pertinence. In light of the mean positions, the essential procedures of business recuperation and achievement in India during the post COVID-19 period are Acting as Proactive and steady data to workers, Design and advancement of new dispersion and deals diverts effortlessly and in a joint effort with the current dependable players in the market, Usage of standard application stages to co-ordinate and capacity with partners, for the most part representatives and channel accomplices, Diagnose the new needs of business and obtain, Prepared to deal with the quicker recuperation and to manage gracefully and circulation issues, and Forecasting and Perpetual reframe of emergency arranging individually in the request for need.

The optional techniques serves to business recuperation and accomplishment in India during the post COVID-19 period are Service scape condition working through virtual systems, Service quality perspectives revision in the new channels, Permitting and Allocation of representatives to adaptable methods of work, Focus to oversee various paces of recuperation in different portions of business, Look for new open doors in business inside the fragment or in the new section, Market perception and spotlight on changing needs and utilization examples of individuals, Customized recuperation methodologies various areas and various items range and line, and Simultaneous selection of base up approach alongside complimentary top down endeavors separately.

## II. Examination of effect of Post COVID-19 recuperation procedures on business achievement in India

In this investigation, the reliant variable is business accomplishment during post COVID-19 period; Independent procedures are Flexible ceaseless emergency arranging (X1), Redesigning of business systems (X2), new structure of administration scape (X3) Customized methodologies (X4) and Bottom up approach (X5) and examination are talked about as follows:

**Table-3: ANOVA(b) test results**

Model		Sum of Squares	df	Mean Square	F	P value
1	Regression	87.430	5	17.486	26.580	.000(a)
	Residual	245.454	331	.742		
	Total	332.884	336			

**Table 4: Coefficients(a)**

	Unstandardized Coefficients		Standardized Coefficients	t- value	P value
	B	Std. Error	Beta		
(Constant)	-4.166	.672		-6.198	0.000**
Flexible perpetual crisis planning	.212	.022	.244	5.145	0.002**
Redesigning strategies of business	.235	.023	.290	5.965	0.000**
New design of service scape	.165	.020	.155	3.263	0.001**
Customised strategies	.327	.018	.347	7.213	0.004**
Bottom up approach	.279	.020	.189	3.952	0.000**

The various connection coefficients is 0.732 estimates the level of connection between the real qualities and the anticipated estimations of the free factors on the post COVID-19 period business accomplishment in India and the coefficient estimation of 0.732 demonstrates that the connection among reliant and autonomous factors is very outstanding and positive. The estimation of R square is 0.443 essentially implies that about 44.3% simply means that about 44.3% of the variation in adjustment is explained by the estimated SRP that uses innovative business strategies as the independent variables and R square value is significant at 1 % level.

The numerous relapse condition is  $Y = 4.166 + 0.212X_1 + 0.235X_2 + 0.165X_3 + 0.327X_4 + 0.279X_5$ . Here the coefficient of  $X_1$  is 0.212 speaks to the halfway impact of occupation adaptability and emergency arranging procedure on the business accomplishment in India, The coefficient of  $X_2$  is 0.235 speaks to the incomplete impact of overhauling methodologies, Coefficient of  $X_3$  is 0.165 speaks to the fractional impact of new structure administration scape, the coefficient of  $X_4$  is 0.327 speaks to the eminent impact of altered techniques and coefficient of  $X_5$  is 0.279 speaks to the Predominant impact of base up approach in the business achievement in India and coefficient esteems are profoundly noteworthy at 1% level.

**III: Analysis of the effect of working procedures on the Business Recovery during post COVID-19 period in India**

In this investigation, the reliant variable is business recuperation in India during post COVID-19, Independent factors are data and co-appointment procedure, Adoption of imaginative methodologies, and Technology base activities methodology and the outcomes are talked about as follows:

**Table 5 :ANOVA (b)**

Model		Sum of Squares	df	Mean Square	F value	P value
1	Regression	53216.458	2	26608.229	845.291	.000(a)
	Residual	10419.282	331	31.478		
	Total	63635.740	333			

**Table 6- Variables in the Multiple Regression Analysis along with Coefficients(a)**

Variables	Unstandardized Coefficients		Standardized Coefficients	T value	P value
	B	Std. Error	Beta		



(Constant)	82.984	3.409		24.341	0.000**
Information and co-ordination	.522	.048	.429	12.858	0.000**
New strategies adoption	.452	.028	.548	16.415	0.001**
Technology base operations	.245	.031	.356	10.462	0.004**

The different connection coefficient is 0.914 estimates the level of connection between the real qualities and the anticipated estimations of the business recuperation in India during the post COVID-19 period. Since the anticipated qualities are gotten as a direct mix of Information and co-appointment methodology (X1); Adoption of imaginative methodologies (X2) and Technology base tasks (X3). The coefficient estimation of 0.914 demonstrates that the connection between business recuperation in India during post COVID-19 period and the autonomous factors vocation development factors (X1); Information and co-appointment system (X1); Adoption of imaginative methodologies (X2) and Technology base tasks (X3) is very solid and positive. The estimation of R square is 0.836 just implies that about 83.6 % of the variety in business recuperation in India during post COVID-19 period is clarified by the evaluated SRP that utilizes Information and co-appointment procedure (X1); Adoption of imaginative systems (X2) and Technology base tasks (X3) as the free factors and R square worth is critical at 1 % level demonstrating the solid security between the methodologies chose to the examination.

The various relapse condition is  $Y = 82.984 + 0.522X1 - 0.452X2 + 0.245X3$ . Here the coefficient of X1 is 0.522 speaks to the significant impact of data and co-appointment methodology on the business recuperation in India during post COVID-19 period. The coefficient of X2 is 0.452 speaks to the critical impact of appropriation of imaginative strategic policies, and the coefficient X3 is 0.245 speaks to the moderate degree of effect of innovation base activities methodology on the business recuperation during the post COVID-19 period in India and coefficient esteems are profoundly huge at 1% level.

IV: Analysis of the effect of working systems on the business accomplishment during post COVID-19 in India

In this examination, the needy variable is business achievement in India during post COVID-19 period, Independent factors are Information and co-appointment system (X1); Adoption of creative methodologies (X2) and Technology base tasks (X3) and the outcomes are talked about as follows: F Value: 395.460 and P esteem: 0.000\*\* shows exceptionally critical at 1% level.

**Table 7- Variables in the Multiple Regression Analysis along with Coefficients (a)**

		Unstandardized Coefficients		Standardized Coefficients	T value	P value
		B	Std. Error	Beta		
1	(Constant)	29.779	1.372		21.709	0.000**
	Information and co-ordination	1.045	.122	.379	8.580	0.000**
	New strategies adoption	1.376	.117	.521	11.800	0.000**
	Technology base operations	1.152	.119	.459	9.652	0.003**

The various connection coefficient is 0.862 estimates the level of connection between the genuine qualities and the anticipated estimations of the business achievement in India during the post COVID-19 period. The anticipated qualities are gotten as a straight mix of Information and co-ordination (X<sub>1</sub>); Adoption of creative techniques (X<sub>2</sub>) and Technology base tasks (X<sub>3</sub>) as autonomous working methodologies of business. The coefficient estimation of 0.862 demonstrates that the connection among Information and co-appointment technique (X<sub>1</sub>); Adoption of inventive systems (X<sub>2</sub>) and Technology base tasks (X<sub>3</sub>) is very impressive and positive. The estimation of R square is 0.715 essentially implies that about 71.5 % of the variety in the accomplishment of business during post COVID-19 period is clarified by the assessed SRP that utilizes Information and co-ordination (X<sub>1</sub>); Adoption of inventive procedures (X<sub>2</sub>) and Technology base tasks (X<sub>3</sub>) as the autonomous systems and R square worth is critical at 1 % level.

The various relapse condition is:  $Y = 29.779 + 1.045X_1 + 1.376X_2 + 1.152X_3$ . Here the coefficient of X<sub>1</sub> is 1.045 speaks to the ostensible level impact of data and co-appointment technique, The coefficient of X<sub>2</sub> is 1.376 speaks to the impressive degree of impact of imaginative

methodologies appropriation, and the coefficient of X3 is 1.152 speaks to the low degree of innovation put together tasks system with respect to the accomplishment of the business in India during the post COVID-19 period and this coefficient esteem is huge at 1% level.

### **Perceptions and observations**

1. Selection of techniques is significant factor in the recuperation and accomplishment of business in India during the post COVID-19 period because of exceptional change in the plans of action and cost associated with the equivalent and thus, achievement of a methodology is absolutely relies upon the customization and adaptability combined and actualized in the business.

2. No single methodology gives the full achievement or recuperation, every procedure may turn out to be in a specific division or a section of item or administration. Anyway the execution ought to include the base up approach and worker inclusion with reasonable degree of correspondence and backing.

3. The working techniques are not the same as key plans in business, don't blend and match, which may prompt misdirecting the partners and recuperation may discourage anytime of time.

4. The imagination and adaptability and correspondence ought to be the key in business progression and accomplishment over the long haul and thus, straightforward arrangement with respect to these angles should be set up over the business verticals and fragments.

5. The half and half systems may better work in managing Indian financial situation and heterogeneous client base. Henceforth, the specialist ought to be a guard dog in gathering and evaluating the information every once in a while and take the choices as needs be.

### **Summary and ending remarks**

COVID-19 pandemic is a circumstance made the wake of businesspeople to thoroughly consider of box and quest for new business openings in the difficulty advertise condition. The methodologies distinguished in the ebb and flow research work depend on the master sentiment by utilizing Delphi procedure. The systems reception may require some measure of condition evaluation and co-ordination with inward and outside partners of business. The innovative techniques with adaptability and innovation backing can help in recuperation of business and

connect the achievement in the new business condition with traditionalist conduct and arranged buy examples of customers in the market. Subsequently, no single technique may help in accomplishing the business recuperation and accomplishment during the post COVID-19 period in the nation.

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