



COVID-19

Bachelor seminar (Intercultural Business Administration)

The Impact of Covid-19 on a macro- and a micro-level – An International Comparison

The COVID pandemic strongly affects countries and companies worldwide

Headlines on Covid-19

Are Businesses Ready for Deglobalization?

Harvard
Business
Review

Amazon is Wall Street's biggest winner from coronavirus

REUTERS®

Why Outdoor Farmers' Markets
Matter More Than Ever



New normal of remote working compounds enterprise security challenges

Computer
Weekly.de

Merkel warns against protectionism in face of coronavirus recession

POLITICO

Why the future of work might be 'hybrid'

BBC

The impact of the coronavirus on supply chain and logistics

Bloomberg

On your bike! Coronavirus prompts cycling frenzy in Germany



Deglobalization Scenarios: Who Wins? Who Loses?

World Scientific
Connecting Great Minds

Lockdown home improvement boom boosts US DIY chains

FT



What are effects for companies across the globe?



How are different countries affected?



What are the economic consequences?

The final topics are announced in the kick-off meeting

Possible topics



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- 1 The Impact of the COVID Pandemic on the world economy – an overview of macro- and microeconomic effects in different world regions



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- 2 How Japan and Japanese companies fared in the COVID Pandemic – political and cultural drivers and economic effects

- 3 How South Korea and South Koreans companies fared in the COVID Pandemic – political and cultural drivers and economic effects

- 4 How China and Chinese companies fared in the COVID Pandemic – political and cultural drivers and economic effects

- 5 How India and Indian companies fared in the COVID Pandemic – political and cultural drivers and economic effects

The final topics are announced in the kick-off meeting

Possible topics

6 How the United States and American companies fared in the COVID Pandemic – political and cultural drivers and economic effects

7 How South Africa and South African companies fared in the COVID Pandemic – political and cultural drivers and economic effects

8 How Brazil and Brazilian companies fared in the COVID Pandemic – political and cultural drivers and economic effects



9 How the COVID pandemic affects globalization and global supply chains

10 How the COVID pandemic fosters shifts in economic power

First insights for deepen your understanding

Sources



- <https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business#>
- <https://www.pwc.com/gx/en/issues/crisis-solutions/covid-19.html>
- <https://www.pnas.org/content/117/30/17656>
- <https://www.bcg.com/de-de/featured-insights/coronavirus>

Evaluation is based on the elaboration of a paper and a presentation

Process

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Registration via Marvin: from 22th of March

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Kick-off: 22th of April

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Selection of Topic: 24th of April

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Submission of Paper: tbd

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Final Presentation: tbd



Further questions?

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