

COVID-19 & MANAGEMENT: BUSINESS NIGHTMARE OR A UNIQUE OPPORTUNITY FOR SUCCESS?

IVAN MALBAŠIĆ

University of Zagreb: Faculty of Organization and Informatics, Varaždin, Croatia.
E-mail: ivan.malbasic@foi.unizg.hr

Abstract The COVID-19 pandemic turned the world upside down overnight. Everyday change is the new normality. This presentation aims to consider changes in managing organizations as consequences of the COVID-19 pandemic. The critical question for modern managers is whether the current COVID-19 pandemic is a business nightmare or a unique opportunity for success? We should also consider some other specific questions: (1) What can we do to reorganize our office? (2) Should we, and if yes – in what way, change communication with our team members? (3) How to achieve work-life balance now, given that we have not managed to do that before? (4) Is there still a chance for those who have not digitally transformed so far? (5) How does the new normality changing organizational culture? (6) How to manage organizational values to support the new business normality while being authentic simultaneously? (7) Are the troubles caused by the pandemic an opportunity to become more aware of why we are doing what we do and then focus on it and thus have more purpose-driven organizations in our environment? Answering these and some other questions, we will take a peek into the future of management.

Keywords:
COVID-19,
change
management,
new
business
normality,
future of
management,
purpose-driven
organizations

