

The Covid Virus is Stimulating the Evolution of Business ¹

Michael Marshall, PhD

It seems obvious to most people that businesses of all types are changing, adapting and evolving in response to the Covid Virus and its' effects on business.

Observing this is continual daily everywhere.

Discussing this with business owners, management, staff and employees of all types of businesses and companies, confirms that business management, attitudes, operations, strategies, human resources, communications and marketing, revenue generating parts of the business are changing quickly and evolving.

Restaurants are now focusing more on the 'take-out', 'pick-up' and catering side of the business.

Enhancements and changes for more sanitation of the restaurants, employees, food preparation and food packaging for 'take out'/'pickup' are all advancing and evolving.

Social distancing and wearing masks are now part of daily life and work.

Some cultures are struggling with this since they are not used to this. USA is struggling with this with 35-45% seeming to object.

Retail stores are having the same issues with customers and evolving as well with these things.

Stores are controlling and managing this but this is a challenge.

The stores are now focusing more with their online websites and selling online with home delivery.

Inventory levels are declining in the stores forcing customers to shop online via the internet.

There is an increased demand for home delivery services and logistics. This is creating new jobs.

Clothing stores have declining sales because many people are working out of their houses now and do not need to buy so much office business clothing.

Auto sales are declining since people are not driving as much so they do not need new autos as much and the same for auto repairs and new tires sales.

Computer sales are increasing, and auto sales and auto repairs are declining since many people are now working out of their homes instead of driving into the office and workplaces through traffic daily.

¹ How to cite this article: Marshall, M. (2020). The Covid Virus is Stimulating the Evolution of Business; Commentary, *PM World Journal*, Vol. IX, Issue XII, December.

There is an increase in unemployment in some jobs and business sectors and an increase in employment in others especially logistics, warehousing, truck drivers and home delivery drivers. Some businesses cannot stay in business with the Covid Virus situation.

Restaurant Buffets where food is put out on tables in the open, for all that you can eat and serve yourself, are not able to meet the sanitation and social distancing requirements and needs. These businesses are closing or changing to provide only 'take out', 'carry out', 'catering'.

The air quality is improving and getting better because of fewer people driving to work every day.

Less travel and fewer autos on the road mean a decrease in gas demand so gas prices are decreasing.

Companies are now having many of their office staff and management work from their own houses remotely.

This is a major attitude change, management change and operations change.

Video conferencing is being utilized far more now instead of traveling to customers and meeting in an office.

Companies are finding that they are actually more productive with this and there are substantial cost savings with not having to support company offices. They can now utilize the space for other things that can help the business to grow. Companies also are finding that many highly talented people who previously they could not hire due to relocation not being acceptable or desirable, now can attract more of these highly talented people since they can work remotely.

When in person meetings are needed and required, video conferencing technology is utilized or such meetings are held to a minimum, and staff travel by airplane to a major airport selected as the central point to meet, and local business conference and meeting rooms are rented for the day for such.

The airlines business has decreased significantly with some estimate being 50-60% decrease because business travel has decreased so much, as well as personal travel decreasing. For social distancing airlines cannot pack people into the airplanes, elbow to elbow so close anymore.

More people are staying home to entertain or entertaining outside of houses on the lawn or grass. This is causing a big demand for lawn chairs to sit on outside.

Since there are more people working from their homes now, there is a big demand for home improvement products to repair or update and remodel houses. In the USA, house building products and wood lumber is in such high demand that prices have increased significantly causing new housing and new buildings cost to increase. Home furniture and home décor stores are busy with sales increasing since people are at home more and see the need for such.

There is a high demand for higher level air quality equipment for all businesses and companies. Cleaning supplies and sanitation supplies for higher level sanitation requirements are in high demand. Personal hygiene protection products such as masks and medical gowns are in high demand.

With company factories, they are reorganizing the facilities to provide more social distancing. Some companies, businesses, products and services are increasing sales while others are declining.

Due to the Covid Virus students from many schools, grade schools, elementary schools are now learning from home online with a computer and teachers are learning how to do this. Parents are learning how to help their children to learn and how to help motivate them as well. This is a very big challenge for the parents and the students. Same for college and universities. Online classes are taking the place of classrooms and teachers are learning how to teach online and students are learning how to learn online and motivate themselves.

A lot of new computers are being sold with the increase of demand and need.

It is so important and critical for businesses and companies to creatively adjust and make bold changes and improvements for 'growing the business' and 'staying profitable in business' with the current Covid Virus situation and challenges.

Even now, many businesses and companies are re-evaluating their products, services and their capabilities to expand their products and services into things in high demand.

All businesses need to be doing the same thing.

This is progressively helping these businesses and companies to grow significantly, both in sales and profits.

There are a lot more changes with businesses and consumers happening right now. I have only mentioned just a few in this article to help open your eyes to it, to help you be more aware and thinking about it more. Once you are more aware of this, you will automatically and naturally start seeing it more. This may even take over much of your thinking and observing.

Businesses are evolving and changing due to the Covid Virus. Consumer behaviors, needs and attitudes are changing and evolving. There will be many more changes to come and all will evolve.

Many of the business changes will most likely progress even though the Covid Virus will eventually be managed better and have inoculations / vaccinations available for it.

Do not expect all of the business changes to go back to the way things were before Covid.

About the Author



Michael Marshall, PhD

Atlanta, Georgia, USA



Professor Marshall has taught advanced business subjects at universities in the USA and globally, in many countries over the last 9 years.

Prior to this, Michael Marshall worked his way up to senior executive levels in various businesses and industries over 35 years.

He has served many corporate executives internationally from his own consulting firm, as well

He has over 59+ high level professional business certifications.

His 57 + global / international business publications over the last 30 years are in many business subjects; including Sales & Marketing Management, Change Management, Strategy & Implementing, Customer Service & How to Increase Sales From This , Business Creativity, Business Growth and more.

Prior to Michael's extensive and long business career, early on when young, he worked in behavioral health/psychology/psychiatry with his first university degrees in psychology and social human behavior. Here he learned about what influences and motivates others, how to change and improve, and the importance to understand 'The Psychology of Business'.

After this, he went back to the university to obtain a PhD in business and enter a progressive business career working his way up from starter level positions, though all management levels and to the executive suite.

He can be contacted at mmarshall1236@gmail.com