

Organizational Changes in Companies during the Pandemic and New Opportunities in Business, on the Example of Georgian and Foreign Companies

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Abstract: *Modern business exists in the face of fierce competition and an ever-changing environment. Organizations adapt to the environment and make appropriate organizational changes. The coronavirus pandemic has put on the agenda, study of these issues.*

Some transformations are needed, which will help organization to get out of the crisis and come to terms with the new reality. Firstly because the pandemic situation may recur in the future, and the company needs to be prepared to avoid an impending crisis. Economic changes have affected on every company. It is logical to think that the corona virus will cause organizational change for many companies.

Given the scale of the problem, the importance of research in these areas is obvious. The existing experience of both Georgian and foreign companies has shown the organization of modern business "weak points". Managers faced new problems, in particular, they had to develop somewhat new and unexpected approaches. Many questions have arisen, one of which is: Will management withstand the new management model? Companies need to adapt, live and work in these conditions, to be able to maintain the work process even in crisis situations.

The urgency of the research is especially evident in the context of Georgia. The form of remote work is not new for the Georgian reality. Many companies are already running businesses in this area and it is likely that their number will increase in the future.

We need to properly understand the role of remote work and implement it wisely. The remote worker revolution means simplifying activities, makes it more profitable. The pandemic accelerated future processes and forced the business schedule to become more tailored to people.

The new reality created by the pandemic allows our country to take business to a new horizon. To be able to export our services, without additional barriers, to the world market. Remote work gave us this opportunity. The coronavirus pandemic has put on the agenda an in-depth study of the issue. In Georgia, as in the rest of the world, the business sector has undergone changes as a result of the pandemic. Business is an important cornerstone of the country's economic development. For countries with small economies, business success and competitiveness are key to achieving economic growth and prosperity.

These challenges can be addressed through long-term and meaningful organizational change, which puts the need for in-depth, scientific research on the agenda

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1. Introduction

Modern business exist in the face of fierce competition and an ever-changing environment. Organizations adapt to the environment and make appropriate organizational changes. The coronavirus pandemic has put on the agenda study of these issues.

It can be said that COVID19 has already become one of the biggest challenges in the modern world. The virus has had a significant impact on the world economy and it has caused a major crisis.

The pandemic accelerated future processes and made the business schedule more tailored to people. Economic changes have affected virtually on every company. Companies have resorted to remote working methods, which require organizational change. Some transformations are needed, which will help organization to get out of the crisis and come to terms with the new reality. Transformation ideas are not taken seriously unless there is a need for change. The need for change arises from the current situation.

The urgency of the research is good visible in the context of Georgia. The form of remote work is not new for the Georgian business reality. Many companies are already running business by this mode and most likely count of this companies will increase in the future. Given that remote work is likely to be a priority for many companies, competition in this area will intensify. Competitiveness is necessary for existence and survival. Making the necessary organizational changes will also allow the organizations to become more competitive. Given the modern pace of development, increasing competitiveness has begun to influence consumer behavior and their demands.

Today company's competitive advantage defines on choosing the right strategy, an realization of this strategy faster than other companies. It means that managers are thinking about organizational change, especially about a remote work system and about improving this mode in company. For this, they need right time management and effective steps. This changes for companies are important to have their own place in a global market that is undergoing major changes today and is rapidly adapting to new demands. Since remote work is likely to be a priority for many companies, competition in this area will intensify.

Given the modern pace of development, increasing competitiveness depend on consumers behavior and their requirements, which nowadays, because of Corona virus is different from standard situation.

I to prevent the spread of coronavirus, people did not gone outside, they buy products and items online, use a variety of remote services. This situation has shown us that, remote work can bring great profits. Apparently, this fact was thoughtful for many managers and it help to think about how to grasp this innovation. It was in need transformation in organizations, which will help companies emerge from the crisis and come to terms with the new reality.

We need to properly understand the role of remote work and implement it wisely. The remote worker revolution means simplifying activities, makes it more profitable.

Given the scale of the problem, the importance of research in these areas is obvious. The existing experience of both Georgian and foreign companies has shown the organization of modern business "weak points". The changes caused by the coronavirus in the world economy require in-depth analysis, as the current situation can be repeated in future. Companies need to adapt, live and work in these conditions, as they make it possible to maintain work processes during crisis.

Each crisis and challenge raises new means and new opportunities. Changes in the world have allowed us to see business from a new angle. The new reality created by the pandemic allows our country to take business to a new horizon. Then we will have chance to export our services, without additional barriers, to the world market. Remote work will gave us this opportunity. However, along with the opportunities, this poses new challenges to the country, which include engaging in international competition, refining remote work, making relevant organizational changes, raising service quality standards.

In Georgia, as in the rest of the world, as a result of the pandemic, business has changed, and business is an important cornerstone of the country's economic development. For countries with small economies, success and competitiveness of small business economics is an important factor in economic growth and prosperity. Now service profile organizations work to meet the rapidly changing needs of their staff and customers. Managers faced new problems, in particular, they had to develop somewhat new and unexpected approaches. Many

questions have arisen, one of which is: Will management withstand the new management model? In this regard, in the conditions of the pandemic, many new problems have arisen.

Many Georgian companies will make organizational change that will allow them to work remotely.

In such situations, it is necessary to respond quickly and develop a strategy to help the company overcome the crisis. The way out of the crisis begins when managers figure out and make the decision to start post-crisis transformations, adapt to a new reality, a new environment and learn to live with it.

These challenges can be addressed through long-term and meaningful organizational change, which puts the need for in-depth, scientific research on the agenda. Research which has to be conducted, it will be explored the experience of foreign experts About the organizational changes made during the pandemic, and it will allow us to share it with Georgian companies.

This, in turn, will be a novelty of the study, as recommendations based on the distance working mode and the study of new opportunities in business, may play an important role in establishing and implementing management to help managers deal with similar crisis situations.

The main objective of the study is current organizational changes in the pandemic conditions in companies, the new opportunities created in the business. In order to achieve the final goal of the research, it is necessary to analyze deeply the effects that the Corona virus pandemic has on business development rates in the country.

In this regard, it is important to study the issue in the context of Georgia, as a result of the pandemic, Georgian companies experienced a major crisis and the need for organizational change was on the agenda. To achieve the final goal of the study, it is necessary to in-depth analyze the current situation in Georgian companies and also analyze new opportunities in business that have arisen as a result of the coronavirus pandemic, which in general has a great impact on the country's economy.

We take research hypothesis into the study process, which is formulated in the following way: It is necessary to made the organizational changes during of the pandemic, improve remote work, which will improve competitiveness of companies. The success and competitiveness of small business is important factor for small countries economic growth and prosperity. New opportunities are created to take business to a new horizon. We will discuss on established hypothesis in the context of Georgia, which is a study object. Approval of the presented hypothesis is one of the objectives of the research. It will enables us to discuss on Georgian companies as they undergo organizational change during a pandemic. Prove of presented hypothesis is main goal of this research. Based on it, judge the importance of organizational change and the effect it has on business development.

Depending on the purpose of the research, its scientific value is in the deepest analysis of the organizational changes and its benefits during the pandemic period. The scientific value of the research will further increase after the issue reviewed in the context of Georgia, because in our country, the organizational changes caused by the Corona virus pandemic are still new and inexperienced. The opportunities in business that arose during the crisis should be explored. However, it should be noted that the remote working method was already used by several Georgian companies. This case requires study and in-depth analysis. The study will present a comparative analysis of Georgian and non-Georgian organizations and the changes taking place in them and the impact of these changes and opportunities on the Georgian economy, which is another scientific value of the study. The scientific value of the research is high for other countries in the region, as the research analyzes the prospects of new business and management opportunities and their impact on the region's economy. If the presented hypothesis is confirmed, it will be possible to expand the scope of research and set out the new goals of future research that related to new business opportunities and fields that are most economically effective for the country's economy.