

# **ORGANIZATIONAL STRATEGIC MANAGEMENT RESPONSES TO THE CONSEQUENCES OF COVID-19 PANDEMIC**

**Sándor Nagy<sup>1</sup>**

<sup>1</sup> University of Szeged, Faculty of Engineering

One consequence of the COVID-19 pandemic is that companies based on traditional value creation logic, even agricultural enterprises, are forced to make such strategic decisions and apply such strategic planning techniques which have not characterised them so far.

This paper points out the different leadership and management methods of traditional and non-linear companies and – with the help of an extensive literature review – it systematizes the changes and new aspects which the companies in question have adopted and copied from the practice of non-linear organizations.

The pandemic has accelerated all the transformation processes which could have already been observed so far too: during the value creation of traditional companies, special sets of functions emerge that are non-linear in their nature. These include the development of adaptation skills, activities focusing on innovation, creativity management, rethinking of HRM, coordinating digital transformation, and the skills needed to successfully respond to an increasingly unpredictable operating environment.

However, the impact of the pandemic is leading companies towards a financial and self-oriented sustainability, which threatens the fulfillment of other sustainability objectives and the spread of a global, holistic approach. The good news, however, is that the emergence of nonlinear dimensions in parallel with traditional organizational processes not only serve the financial survival in the short run, but can also induce long-term efficiency gains.