

Organizational Management in a Crisis in the Case of Covid-19 Virus Infection

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ABSTRACT

The objective of this article is to manage the organization us. the COVID-19 epidemic period as a case study and found that the outbreak of COVID-19 is considered critical. A type of organization must be managed in order to not having urgent, appropriate and effective impacts in each area. Because the spreading of COVID-19 virus infectively is a condition in which the organization has not experienced in unexpected events. Or it may be a danger to the organization and the stakeholders this a factor offending to the outside organization. It is difficult to control and manage to result based by using. Disruptive technology for operating. Therefore, the problem of financial crisis was happened. It has affecting to the employees of the organization Became the national economic crisis pornography become a global economic problem. And good management method will make the crisis that the organization has to encounter or faced with the transformation, however the government Thailand they prepare with cope, which will prepare for the management of other organizations.

Keywords

management; viral infectious disease COVID-19; Crisis; Organization

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Introduction

At the end of **2019** around the world and the new re-structure have to of organizations and management begin to recognize the word "Wuhan virus", known to be a contagious virus, originated in Wuhan Province, China, and later the World Health Organization has to identify the pathogen and renamed it in the year on **2020** that the world was well known with the word "COVID-19" rarity stands for "Corona Virus Disease Start. in **2019**" or the coronavirus disease **2019** or the COVID-19. As a result, they are more than **14** million people were infected worldwide and **6** hundred thousand deaths from infection (ISRA News Agency., 2020).

From such events of Covid-19 that spreader out to the world Include Thailand have to deal with the spread of the COVID-19 virus by using. The Emergency Decree on Public Administration in Emergency Situations in the year of **2005**. The government Thailand has to the COVID-19 Situation Management Center or a large SEPC to prescribe various measures and manage closely to control and monitor the spreading the virus. Of course, the entire government Thailand sector and the private sector will be affected directly and indirectly, as for the government Thailand sector, the most noticeable impact was the cost of public

health resources use force. from illness and death of the people, the government Thailand has to give remedial aid for **5,000**-baht remedies Private remedial money. (Bundy, J.; Pfarrer, M. D.; Short, C. E.; Coombs, W. T., 2017).

This type of money the government Thailand was not anticipated. to prepare to cope with the epidemic before. While the private sectors Temporary and permanent have loss of labor force of companies this illness may cause many companies to shut down let be employees to for quarantine **14** days or to shut down to prevent the spreading of the disease. For Thailand, it may be seen that the infection was well-controlled level, but in fact, under various arrangements, it will be a big impact. While on the government Thailand have to sector and the private sector manage this epidemic to the private companies have managed to handle the epidemic situation in order to prevent the more damage the operations of the company, so working from home employees, but the these is economic impact of city shut down. Or the cancellation of various economic activities be that affecting all types of economic sectors such as manufacture. Retails to international trade and transportation. Then and the including normal activities must ended, and also, the company's main income will surely disappear. That affect to

the employment of the companies. Many workers are suddenly unemployed, when unemployed workers have to reduce their incomes. Some people may suffer from the Covid 19 to create the crisis poverty due to insufficient income to distribute to the in society. The cause a shortage of consumer goods which makes people to face more difficult condition.

Know about COVID-19 virus infection

COVID-19 is an infectious disease caused by a virus. The outbreak was discovered in **2019** in Wuhan, China, where the disease was the known to everyone as the Wuhan virus, before it was later identified as a coronavirus family. But it is a new stress and strain that has never happened before, so the World Health Organization has officially named this new infectious disease as viral disease. COVID-19 is to avoid stain. the epidemic area as well Corona is a respiratory virus that has been around for over **60** years and it is classified as a large family of viruses. The name Corona is derived from the crown-like virus. Corona is Latin for crown. Since the virus is genetically engineered as RNA, it has a protein outer shell that covers a carbohydrate group. Fats Protruded. from the virus particles Therefore, it can bind to the viral target organs (Huang C, Wang Y, Li X, Ren L, Zhao J, Hu Y, et al., **2020**).

Coronavirus is a disease that can cause disease in both humans and animals because the virus itself contains the RNA genetic material. High chance of mutation Can cross infection each other Especially in places where there is a high concentration of animals such as animal markets, for example, the source of the disease may be poultry such as birds, bats, chickens or mammals such as horses, cows, cats, dogs, rabbits, mice. Camels, as well as reptiles like snakes, etc. In fact, everyone is constantly exposed to the coronavirus because there are many types of coronavirus. But most of them will not cause severe disease. People who have been infected may just be a common cold. But there are certain strains of the corona virus that can cause severe symptoms, included pneumonia, such as SARS, which is caused by the coronavirus. SARS-CoV crosses species from bat to musk. And infect humans and MERS disease that is caused by the corona virus strains MERS-CoV crosses species from bat to camel. And infect. people and the latest with the coronavirus

strains that lead to the coronavirus infection **2019** or viral infectious diseases COVID-19, a new coronavirus. (Hopkins C., **2020**).

The new coronavirus **2019**, officially known as SARS-CoV-2, is the seventh in the family of Coronaviruses Lineage Bgenus Beta, Coronavirus that causes human disease. SARS-CoV-2 coronavirus has the origin of the virus genetic study and the sequence, of the individual codes revealed the origin of the SARS-CoV-2 strain that the new virus contained **89.10%** of the same nucleotides of SARS-like Coronaviruses. While the bats that were found in China And later there is information that confirms that the origin of the new coronavirus **2019** was caused by the hybridization of the genetic material between the bat corona virus and the corona virus in the cobra is Mutated to be the SARS-CoV-2 corona virus that is transmitted from cobra to humans. The new coronavirus that is caused by the virus lurks in aerosols from cough., sneeze. and secretions such as mucus, saliva or feces Therefore, the transmission of new corona virus to strains People to close to expose the infection through inhalation of large aerosols and small aerosols. While having to get the infection into the respiratory tract or anyone near the patient within **1-2** meters may be infected by inhaled. a large aerosol and small nebulizers from direct cough., or if at a distance of **2** meters from an infected person, It can also be infected by inhalation of a fine mist (Yuen, Kum Fai; Wang, Xueqin; Ma, Fei; Li, Kevin X, **2020**)

In addition to the coronavirus of New species It may also be transmitted by contact, such as grab. public items. Then come to touch various mucous membranes in the body such as rub. the eyes, touch. the mouth, or pick. up food into the mouth Etc. The virus can cause disease in everyone's body. Everyone must be exposed to the virus through various membranes. Lead. to upper respiratory tract infections such as bronchial mucosal cells the virus uses the viral cell surface to bind with enzymes on the human cell surface. Then the virus will gradually Increase the number of infections in everyone Which everyone who have immunity cannot cope with this the virus, of then the number of viruses will increase. and spread to neighbor. The cells have Destroyed cells in the trachea and lungs, it can cause pneumonia and respiratory failure, only **15-20%** of which infect the lungs will cause pneumonia. But how

much violence would it take to enter the lungs. It depends on the immune system of each person. While data on people infected in China found that the virus to the lungs usually occurs in the second week after it has been infected. But about **80%** of the infected people do not enter the lungs. It's just a common cold. (Liang, L. N. & Jiran, C. J., **2010**).

In this case, the virus enters the lungs when the virus enters the body and then divides and grows in human cells such as the cells of the bronchial lin. The causing of disease and infected human cells will multiply and release the virus outside the cell. To cause disease in neighbor, cells as the virus continues to increase It destroys human cells in the trachea, alveoli and lung tissue, as well as neighbor, cells if the body's immune system is not strong enough. Or build up immunity slowly Because white blood cells have just been exposed to the virus for the first-time caus. immunity to destroy the infection in time Patients will have symptoms of pneumonia. And when these are many infected cells die, it will be replaced by fibrosis **2-3** weeks after illness. However, the majority of patients with pneumonia have been reported. About **20%** of the lung tissue that it has destroyed, and less than **50%** of the lung tissue is destroyed, the body can recover itself accord. The individual condition. However, about **5%** of the patients have lung tissue damage, **70-80%** are considered critical cases. (Harlan C, Morris L., **2020**).

Organization Management Concept

Regardless of any agency or country, when the crisis occurred beyond forecast Such as the spread of **COVID-19** virus infection, the initial solution the organization must study. Research and management methods are appropriate for the situation or crisis that arises, so the term "organizational management" is a familiar term and is used widely Include. many people who define means and ideas for example

Chen, C. J. et al. (**2010**). states that organized, means organized. relationships between people, people and work. To combine them into efficient departments Able to work towards the goal

Schneider, B. et al. (**2013**). said that organizational organization is the organization of activities of the groups. The assignment for to

people to perform to achieve the objectives of the task is, the organization is a process that involves the various responsibilities. That is everyone from different sides knows that who can do what, and what types of activities are related to other parties.

Lee, Jong-Wha, and McKibbin, Warwick J. (**2004**). said that organizational organization refers to the division of the organization that dividing into smaller units to cover the mission and function of the organization with the determination of powers and duties and relationships with other sub-organizations as well to facilitate the management to achieve the organization's goals

Tambe, S. (**2014**). states imply that Organization management is to systematize the relationships between different departments. And people in the organization by setting. A clear mission for the authority to responsibility in order to implementation of the organizational mission to achieve its objectives and goals effectively and organizational theories can be divided into three theories: Classical Organization Theory, Neo-Classical Organization Theory and modern theory (Modern Organization Theory).

Venette, S. J. (**2003**). advocated that Organization management is the duties of the authority to responsibility (Authority and Responsibility) in organization. The organization can be managed properly. When the work is divided according. to the assigned duties and everyone knows their work and duties how to Perform work within the scope assignment by the organization but work performance can only be to achieved if the executive has the power to delegate the authority to determine the responsibility of the individual to perform, the tasks.

So, it can be concluded that Organizational management during the **COVID-19** epidemic means that the organization should systematize the relationship between the departments in Various departments Included. people in the organization by setting a mission Clearly to the authority to responsibility for achieving the organization's mission to achieve its objectives and goals efficiently.

Management of The Epidemic Crisis Of COVID-19

The occurrence of viral infectious diseases, as COVID-19 is a type of crisis that requires urgent helps appropriately and effectively management effectively. May call this definition "Crisis management" because of the spread of viral disease COVID-19 that is a condition in which the organization experiences unexpected events. Or it may be a danger to the organization and the stakeholders. It is an external factor which is difficult to control and manage. There was a financial problem. That is affected to employees of the organization, while become, a global economic problem, of course, the solution to a crisis situation is limited. Since the organization has little time to prepare for solving. problems of management the epidemic crisis of viral disease has impact to the most during of the COVID-19s

1) Determine. measures that the government Thailand has announced and implementation in the first line it is disclose information about the employees and their family's overseas travel and detention of employees have to quarantine in vulnerable areas for 14 days.

2) Prevention of basic personal infection Accord of the government Thailand to deeded measurement such as wear a mask Space. Social distancing. Conclusions: in which UNCTAD is also distributed masks and sanitize. hand sanitizers. Including. the installation of a body temperature detector to screen people.

Crisis management during the viral epidemic COVID-19 that every organizations have to act and act as normal or as we know well with the word "New Normal" is not only the organization, but also the organization has to balance the various aspects as the Harvard Business Review concept of business through the virus crisis. Viral disease, COVID-19 is divided into 7 dimensions:

Dimension 1. Communications with employees and third parties of the company has to quickly communicate the procedures to understand and prepare employees to cope with various situations. Such as a vacation trip abroad that is a risky area or even communicated. with non-regular employees.

Dimension 2. Employee Needs to the understand the needs of employees in this period. By proving the. useful information Whether it is health care or how to prevent viruses Refrain from traveling. to

risky places. If an employee is to work in a vulnerable area, a mask should be used. And take care to have sanitized and washing your hands Clean all the time.

Dimension 3. Travel The company must clearly specify the areas that employees can travel to. Or, if it is necessary to travel to a country at risk, executive approval is required.

Dimension 4. Remote Work. outside the office the company should clearly state when employees are allowed to work from home. How to control the work and Review the progress of the work.

Dimension 5. Supply-Chain Stabilization The company should analyze risk assessments by review. Safety Stocks from other supplies as an alternative and solving the bottlenecks in ship. problems. They have to work together to plan solutions to temporary problems and communicate to the people involved. To reduce the interruption of business

Dimension 6. Business Track. and Forecast.: This crisis leads to intermittent performance, and the company has to provide a quick performance report to analyze the impact and prevent it from spread. Or find a replacement with businesses in the area that can recover quickly or not affected This is a great measure of the ability to manage a business in the midst of challenges.

Dimension 7. To be the Part of The Broader Solution and being a good citizen Companies must support partners such as supply chains, their industries, a society where everyone is in what the company can help, whether it has to taking care of health care, communication, food, or any other area of expertise of the company. In planning case of to do on each step that everyone cannot predict the change. That is fast and it can get worse every now and then, as well as to prepare for the worst-case scenario (Worst Case Scenarios).

Look back on how to deal with the virus crisis Wuhan according to the Chinese government Thailand has combated with virus it is an example of a decision to resolve a problem quickly. Despite criticism for the lack of transparency Not disclosed. the facts in the early stages until it is damaged and difficult to control. But in other dimensions, such as the decision to shut down Wuhan to contain the epidemic, build. a new hospital to provide adequate patient care by using.

robot technology to replace people in deliver. goods to patients to use. drones to monitor people outside the home without a mask. Trac. the person travels. in the infected file by using the Health Code data of the people in Hangzhou in green, yellow or red, the code is calculated based on the facts presorted by each person. With official data and lifestyle habits from mobile phones to screen people into workplaces or vulnerable locations such as airports, train stations, these operations show China's commitment and efficiency in deal. with the virus crisis. That anyone can learn Everyone has seen the unity of the Chinese people in this fight against the virus. Everyone must learn that the virus crisis has significantly affected and transformed everyone's business and society. And how must everyone adjust everyone's plans to survive in this world changing. (ASIS International. (2019))

Conclusion

The occurrence of viral infectious diseases. COVID-19 is a type of crisis that needs to be managed so as not to have immediately, appropriate and effective impacts on each side. Because of the spread of viral infectious diseases COVID-19 is a condition in which the organization experiences unexpected events. Or it may be a danger to the organization and the stakeholders Is a factor outside the organization Difficult to control and manage, result. in disruption of operations. There was a financial problem. How affecting the employees of the organization Became a national economic problem Pornography has become a global economic problem. have a good management method will make the crisis that the organization has encountered or encountered with a solution. Or have a certain level of relaxation, which will prepare for the management of the organization in other stages.

Organization management during the COVID-19 epidemic is that the organization should systematize the relationship between the departments. Various departments Including people in the organization by sett. a mission Clear authority and responsibility To achieve the organization's mission to achieve its objectives and goals efficiently, which can be summarized as follows:

1. Organizational management in the crisis of COVID-19, it is contagious disease by revising the organizational regulations to (Resolve) the challenges affecting to employees, customers, technology organizations or working. outside the office (Remote Work.) and leave. Basic measures to protect liquidity such as policy amendments for employees by allow. them to work from home or increasing social distance in the workplace and the amendments to the employee the safety policy This change can put the stress and strain to the employees and impair their productivity. The organization or company should set up other policies to support such as organized. a small effective team. Policy for setting goals for remote management with the clear goals and policy to the technology to help increasing work efficiency.

2. Management and organizations in crisis COVID-19 by increase. relaxation. (Resilience) The Financial Stress Scenarios Test is a key factor for responding. to the challenges of short-term management. The adaptation to this crisis is to identify and prioritize the risks. Create a scenario model from the ultimate risk Conduct a test of the ability to bear the financial impact that the agency can tolerate. Specify operational guidelines to Increase the transparency and strong financial management. And creating a data hub to track important metrics

3. Organizational management in crisis by review. (Return) plan. to work in a normal review or Normal Supply Chain, start. with close monitor. of the situation that the number of infections has decreased and measures from the government Thailand to reduce detention. It must also have a widely used disease test kit. And get results quickly or have a vaccine to prevent disease that works. If the situation is resolved, take steps to upgrade to the organization's standard to protect employees, such as measured. fever, wash. hands frequently, ensured. customers that the organization has tight measures such as having the disinfectant gel and when return. Work with agencies in the supply chain. Must distribute the supply chain to different regions to reduce the risk Then consider the effects of the disruption in the organization. And consider that the same organization should be continued or improve the operate. Guidelines and how to review

4. Organizational management in crisis by apply. new approaches (Reimagination) new social conditions after the epidemic of viral infectious diseases. COVID-19 or Next Normal will be in what form and how it will affect and how the organization should adapt, such as apply. a new approach by change. the model of public health coverage by using. various technologies such as apply. a new approach by Adopt artificial intelligence (AI) and application of new approaches us. telemedicine systems. (Telemedicine) applied to modern management.

5. Organizational management in crisis by reform. a new way of life (Reform New Normal), a new way of life reform. Is the necessity mentioned in all 4 as the above mentored to get involved with the regulations, in order to work more efficiently and may have good long-term results, such as reducing the trade barriers, defend workers' rights to work remotely (Remote Work.) or work. from home (Work from Home), etc.

Suggestion

When the spread of viral infectious diseases COVID-19, which has been a critical issue in the 21st century, has been managed to avoid any subsequent effects, whether at the micro level. Or at the macro level within the country or around the world. Management in various areas as summarized above menticide it will be a lesson for the younger generation Grandchildren have a lesson and it has been used to develop the organization management to be appropriate in each crisis and efficiency. According. to the suggestion are as follows

1. Personnel of the organization the organization should support the protection of employees under this crisis. Pay attention to the health of employees Both physical and mental health Require, that you can work from home without travel. to reduce your risk of infection. Understand the barriers posed by the non-tech-savvy use of online conference. And reduced productivity due to distraction when work. at home, management should focus on three goals: (1) increase communication. It aims to balance the achievement of the work and the creation of morale and encouragement. (2) Change work styles. Proved. work. from home or anywhere that is not a problem but as simple and easy as possible, and (3) must protect and safeguard

everyone's health as much as possible. As well as adjust. the sick leave policy to suit with crisis.

2. Information about the organization the organization should support monitor. of the epidemic situation. Along with plan. organization management in crisis for future situations (Scenario Plan.) by consider. the nature of the outbreak. And a possible economic policy by using. tools, time and scenario models to assist in future plan.

3. Drive. the strategy of the organization Organizations should support think. beyond the organizational crisis management strategy in operations after the epidemic has ended. While resolved. the situation is important, but management must not forget to think about working after the crisis has ended. Along with plan. and allocate. resources to enable the organization to adapt to future changes, which may apply the Five Re. Crisis Organization Management principle of COVID-19 virus infection

4. Government Thailand policy Organizations should support the use of the establishment of an organizational management strategy center in a crisis. Of an organization or agency, they have to provide information and plan strategies for working. Under the different levels of crisis. Including. Analyze of new ways for working. and living. after the viral disease crisis. COVID-19 is finally over. The COVID-19 is an epidemic crisis that must be resolved and stopped. But the most important the is the Thai way of life after the COVID-19 virus infection will never return as it used to be. Just as the roles of organizational executives and employees have to change.

Knowledge Gained from this Academic Articles, according to the organizational management in a crisis in case of COVID-19 virus infection by knowledge gained from academic articles are the organization leader must not panic and create a crisis management plan to eradicate the epidemic of COVID-19 infectious disease immediately, such the amendments of organizational regulations, relaxation, plan. to work in normal conditions Application of the new approach which is the New way of life reform In particular and also was the decisive communication and decisions should come from

the organization leader only. To prevent incorrect communication.

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