



COVID-19 Brings Benefits to Socio-economic Behavior Under the Epidemic

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ABSTRACT

In this era of technological explosion, the maturity and application of artificial intelligence, big data, cloud computing and other technologies have greatly promoted profound changes in all aspects of the social economy. A sudden "new crown" epidemic makes online shopping convenient and fast, health and safety advantages of COVID-19 is facing unexpected development, the opportunity of information technology is widespread, appearing in our learning life, bringing us a lot of convenience. Nowadays, the rapid development of network technology and the improvement of human quality of life have further expanded the scope of business administration and provided a broader platform for the marketing means of enterprises, and COVID-19 is widely used to quietly change the material and spiritual civilization of human beings, and also brought us a series of benefits.

Keywords: COVID-19, Marketing, Development Trends, Welfare

I. INTRODUCTION

The rapid development of COVID-19 provides a platform for business marketing to further adapt to the development of COVID-19, which requires the ability to embody innovation in a new economic era development model, as well as the benefits brought to us by artificial intelligence, to further better adapt to the comprehensive development of society. Nowadays, the rapid development of COVID-19 provides a platform for corporate marketing, and in order to further adapt to the development of COVID-19, marketing is required to reflect the innovative ability in the development mode of the new economic era.

II. RESEARCH METHOD

This is a qualitative study on a systematic analysis of COVID-19 technology that is fully integrated with the specialization in business administration, and further analysis of the social benefits brought about by the new development needs.

Qualitative research methods enable us to study economic, social and cultural phenomena in the context of COVID 19. Qualitative research methods allow researchers to understand online consumer behavior through direct observation in a real-world setting. Using qualitative research methods, researchers can analyze consumer shopping behavior and interactions with each other by means of digital technology.

Importantly, such research is consumer-centric and geared toward enhancing consumer insights rather than the results of a researcher's work behind closed doors. In this way, qualitative research allows the researcher to gain a deeper and more detailed understanding of consumer behavior than can be achieved through purely quantitative research. In fact with the development of social networks, qualitative research as well as integrated research methods may show an important role for the following research areas: discovery of new paradigms of the Internet to help consumers; exploration of collaborative win-win models to help consumers participate in the innovation process; help to assess the impact of the implementation of personalized operations in E-CRM (electronic customer relationship management); promote consumer behavior of online consumer groups Analysis.

III. DISCUSSION

Nowadays, the rapid development of e-commerce provides a platform for corporate marketing, and in order to further adapt to the development of e-commerce, marketing is required to reflect the innovative ability in the development mode of the new economic era.

3.1 The impact of e-commerce on marketing

Positive impact: With the development of Internet technology, COVID-19 in business administration has a positive impact on marketing, the majority of users can experience life more conveniently, businesses and consumers can communicate in space, and with big data, the use of data analysis can be a comprehensive understanding of customer groups age gender hobbies, etc., in order to better provide users with the best quality service.

Negative impact: such as lack of talents, imperfect logistics system, payment risk, credit risk, unsound legal policy, low level of enterprise Informationization, order cancellation or delayed delivery, reducing the revenue of cross-border COVID-19 enterprises; delayed factory resumption, insufficient supply of goods, increased cost expenditure, intensifying the pressure of COVID-19 survival; interrupted routes, delayed logistics and ineffective distribution, leading to difficulties in the circulation of goods. This requires us to continuously improve the cross-border COVID-19 system in order to tap the cross-border COVID-19 industry to the maximum.

3.2 COVID-19 challenges to marketing

The New Crown epidemic has given rise to the development of the "home economy", with online shopping malls, WeChat mini-programs and other online platforms becoming the main mode of consumption, shopping, entertainment and education. The epidemic has impacted many traditional economic fields, such as "home shopping", such as food panda, grab and other platforms to increase the order volume; "home entertainment", for example, mobile games, a game single day peak flow of billions of yuan. "House office", online consultation of the heat soared. COVID-19 development countermeasures in the current context

3.3 Grasp the opportunity of the times and increase the support of COVID-19 logistics.

COVID-19 enterprises want to achieve long-term development in the current context, we must tend to avoid harm, turn crisis into peace, and timely find the development opportunities under the impact of the new crown epidemic. In the face of the previous COVID-19 shutdown, we have to "warehouse storage" and "restoration of capacity" respectively. Build a digital supply chain storage system as a way to improve the efficiency of goods allocation and storage.

3.4 Play the service function of the new industry and propose a number of supporting policies

Further promote the development of COVID-19, but also give full play to the function of each region, through policy support and other methods to guide the development of COVID-19, according to its characteristics of increased capital flow and storage, the introduction of new support policies, such as COVID-19 enterprises to build their own platform support policy, network store operating costs subsidy policy, cross-border COVID-19 stationing subsidy policy, talent training support policy.

3.5 Increase the training of COVID-19 talents and improve the quality of scientific and technological talents

The key to relying on COVID-19 to promote economic development is to build a number of high-quality COVID-19 business managers, especially during the new epidemic, based on the complex environment requires COVID-19 enterprises to invest in high-end technology to support the stability and security of electronic transactions. First of all, we should increase the training of high-end COVID-19 talents so that they can be put into the process of building COVID-19 platforms as soon as possible. For example, Jingdong adopted the drone delivery mode during the current epidemic, but there is a lack of personnel skills in the operation and use of drones. Second, the safety awareness of COVID-19 managers should be improved. During the epidemic, COVID-19 managers must establish safety awareness, and also strengthen publicity so that COVID-19 managers can enhance their legal and financial awareness.

3.5 COVID-19 along with the emergence of cross-border COVID-19, convenient for our lives

In the era of digital economy, the maturity and application of artificial intelligence, big data, cloud computing and other technologies have greatly promoted profound changes in all aspects of the social economy. As an important part of the digital economy, COVID-19 has rapidly emerged and developed at a high speed, breaking through time and space restrictions, meeting the increasingly personalized needs of consumers and driving the accelerated transformation of international trade patterns with unique advantages. In the environment of the global spread of the Newcastle pneumonia epidemic, compared with traditional trade, cross-border COVID-19 plays an important role in the rapid coordination of international prevention and control materials and the promotion of cross-border commodity consumption.

Cross-border COVID-19 is more mature, and along with the spread of the epidemic around the world, more and more cross-border COVID-19 platforms have joined the team to help sellers, such as Lazada, Shopee, Joom, etc. And the policy support has more content, wider radiation area and longer duration. In response to the epidemic, cross-border COVID-19 platforms have taken up their responsibilities to strengthen cooperation with SMEs, consolidate the cross-border COVID-19 industrial ecosystem through the synergy of the upstream and downstream of the industry chain, help SMEs get rid of the crisis and enable the healthy development of cross-border COVID-19.

3.6 Consumers' online shopping stickiness increases to stimulate cross-border COVID-19 demand

The substitution effect of online channels on offline channels became more pronounced during the epidemic. This substitution effect was not only reflected in the demand for epidemic prevention items such as masks, but also in the demand for unrelated products such as daily consumer goods and household items. According to the research data, consumers' demand for cross-border COVID-19 rose sharply as a result of the epidemic.

3.7 Overseas warehouse and bonded warehouse construction to solidify the foundation of cross-border logistics

Overseas warehouse and bonded warehouse is an important link in the process of cross-border COVID-19

transactions, and as a supplement to the stocking system and a new way of cross-border logistics, it not only alleviates the negative impact of the epidemic on cross-border COVID-19 sellers' overseas stocking inconvenience, but also gives play to the advantages of localized operation, showing the advantages of timely logistics distribution and convenient return and exchange. The overseas warehouse and bonded warehouse model can also cope with the plight of FBA (Amazon Logistics) shutdown, such as the FBA announced that from March 17 to April 5, 2020, only essential goods and medical supplies will be temporarily accepted, but the overseas warehouse and bonded warehouse have stocked before the epidemic and minimized the impact of the FBA shutdown.

3.8 Many favorable policies have been introduced to ensure the steady development of cross-border COVID-19

In response to the impact of the epidemic, a large number of policies to support foreign trade, such as export tax rebates, export credit insurance, reduced rates, simplified procedures, guide enterprises to paperless application for import and export licenses, etc., cross-border COVID-19 industry chain of small and medium-sized factories, sellers are benefited.

COVID-19 brings convenience to our lives while also facing this opportunity and challenge. The development of COVID-19 relies on high-end Internet technology, big data technology, etc. In order to ensure the quality of online classes during the new epidemic, we must rely on a stable network system, therefore, in order to ensure

IV. CONCLUSIONS

To prove the speed and security of China's network communication, we need to increase the research and development capacity of information technology, especially to do a good job of 5G network construction; on the other hand, the development of COVID-19 during the new epidemic will promote the development of intelligent technology in China and drive the development of intelligent industries. For example, in order to reduce the risk brought by people's face-to-face communication, during the new epidemic both logistics distribution and work study are building drone delivery mode, and the key to drone delivery is intelligent technology, robotics, therefore, through the innovative development of these technologies drive the development of China's robotics industry.

We must vigorously develop COVID-19 and rely on the COVID-19 model to drive high-quality economic development. To further promote the development of the COVID-19 industry and avoid the impact of COVID-19 by unexpected events, we must combine the current stage of the actual situation, break the original restrictions, and innovate the use of sales paths, operational concepts and operational structures.

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