

Managing Strategy and Organizational Policy for Growth and Sustainability after COVID-19 crisis: Case Study of Large- Sized Listed Companies

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[https://doi.org/10.35609/gcbssproceeding.2023.1\(39\)](https://doi.org/10.35609/gcbssproceeding.2023.1(39))

ABSTRACT

The outbreak of the 2019 coronavirus, known as COVID-19, is considered a new and severe infectious disease that has spread globally. In the following stages, the number of infected individuals continued to increase rapidly, expanding the affected areas and resulting in a growing number of confirmed cases, impacting the well-being of the population. This led to the implementation of travel restrictions, including the closure of borders and the suspension of certain services, in order to control the spread of the disease. These measures had a significant impact on the economy and various industries. Many businesses had to temporarily shut down, leading to job cuts and organizational restructuring. New work plans and strategies were developed to mitigate the effects of the pandemic and create sustainable business models. The situation prompted industries to reevaluate their operational frameworks and develop new strategies to adapt and seize new opportunities. Therefore, the development of sustainable organizations became an important consideration for all industries in order to withstand such circumstances and explore new possibilities for conducting business effectively.

Keywords: Managing Strategy, Organizational Policy, Growth and Sustainability, Post COVID-19, Listed Companies