

SUPPLY CHAIN DISRUPTION AND ADAPTATION IN A POST-PANDEMIC WORLD

Нарушение цепочки поставок и адаптация в постпандемическом мире

Let's start by defining that supply chain is a system of processes that determines the formation of information, material and financial flows from suppliers to end consumers. The purpose of my work is to explore supply chains in the post-pandemic world and show the adaptation solutions of some companies. The structure of supply chains before the COVID-19 pandemic typically had several key stages and participants that together ensure the creation and delivery of goods from manufacturers to end consumers. It consisted of suppliers, manufacturers, distributors, retailers, end customers, logistics, reverse logistics. For example, the automotive industry had a structure: suppliers of materials (metals, plastics) → manufacturers (factories) → distributors → retail car dealerships → motorists.

The structure of supply chains before the pandemic was fairly standardized but tailored to the specific needs of different industries. Each chain could vary depending on market conditions, level of demand and other factors. The COVID-19 pandemic has unfortunately exposed the vulnerability of such chains resulting in the need to change and adapt supply models across many industries. Factories were closed or limited in their activities which led to a sharp decrease in the production of products and components. The supply of raw materials decreased, logistical problems arose due to the closure of borders and the cost of logistics services increased. There has been an increase in demand for online shopping and the shift to e-commerce. Everyday goods have seen an increase, while demand for other goods (such as clothing or travel services) has decreased significantly. In this battle companies needed to make immediate decisions to adapt to rapidly changing market conditions.

1. Zoom video communications. The video conferencing platform Zoom has become one of the most popular during the pandemic as many companies and educational institutions began to switch to remote work and online learning. At this time Zoom quickly expanded its infrastructure to support its growing number of users introducing new features such as the ability to virtual backgrounds, improving security and making the service free for educational institutions.

2. Nike. With the closure of physical stores and changes in consumer habits Nike has seen sales decline. To adapt to new conditions, company focused on its online sales through its website and mobile application, offering consumers free shipping and expanded product returns. Nike also launched new digital products and programs such as Nike training club allowing users to exercise at home.

3. Ford Motor company faced the crisis in the automotive industry due to plant closures and falling demand for cars. Understanding the situation, Ford temporarily stopped making cars and pivoted to making medical equipment and protective equipment such as ventilators and face masks using its manufacturing capabilities to address global challenges.

4. Companies in the pharmaceutical industry faces unique challenges in producing and distributing vaccines. The response to these challenges has had a significant impact on supply chains. She increased investments, conducted parallel production, monitored product chains using technology, emphasized partnerships and quality management, analyzed demand, optimized logistics, and generally remained stable in the market.

To sum up we can conclude that adaptation is important. This helps companies not only survive in difficult situations, but also strengthen their position and reputation in the market position in the long term. The future of global supply chains will be determined by a combination of technological, environmental and social factors. Companies that can adapt to these changes will be able to improve their competitiveness and resilience in a rapidly changing market. Resilient and flexible supply chains will be critical success factors in the future.

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FEATURES OF DOING BUSINESS IN CHINA AND INDIA

Особенности ведения бизнеса в Китае и Индии

Business is an activity aimed at the production, sales or exchange of goods or services in order to make a profit. All countries have its own approaches to its management. Each state has its own economic growth, consumer market, its own laws, cultural aspects, transport system and more. The purpose of this thesis is to study special features of doing business in China and India and to compare them.

If we talk about cultural aspects, the personal communication system plays a very important role in doing business in China. These connections do not involve constant communication and maintaining relationships, the basis is the mutual assistance when it is needed. Personal mutual understanding, communication with family and friends depend on all this, but this plays a special role in the business community. In addition, we want to add that the better the face of a Chinese, the more opportunities he uses, so you inspire confidence and willingness to do business with such images. Personal connection is also very important in India. Establishing trusting relationships with partners and clients is a priority. During important conversations, it is necessary to immediately establish good