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Article Analytical Review

The COVID-19 pandemic has impacted the socio-economic wellbeing of individuals and communities worldwide. Understanding the long-term effects can help make appropriate strategic decisions in the short-run (Baghiu, 7). The author’s use of a comparative analysis approach effectively helps the author to extrapolate key model innovations for business operations in the emerging economy. Therefore, the conventions, elements, and strategies applied by the author as part of the context and methods will be analyzed.

The genesis of this paper is based on the urgent need to understand important business operation models that can help communities and people build resilience in and post COVID-19. This hypothesis is sound because there is a need to develop an understanding of the important aspects that can help advance the sustainability of businesses in such trying times. As a result, the author soundly develops the paper as an issue that affects the socio-economic sustainability in society.

This well-written paper integrates secondary data from credible sources to build authority and credibility. Some of the data is from the board of Innovation, a consulting firm that focuses on collective research into economies. One notable aspect identified by the author is that the pandemic has led to a one-fifth to one-quarter drop in output (Baghiu, 7). The author also uses a tone that creates concern for the issue through careful word choice. The issues present the need to address the arising issues as factors that can lead to a poor state in the economy. The paper takes a unique structure that offers a logical flow of ideas and understanding. The logical flow is appropriate for allowing the audience to have a better understanding of the issue.

In conclusion, the research paper looks to identify the key models that can be applied for businesses to survive in the COVID-19 period. The typologies are intended for organizations to use in pivoting in the pandemic period.

Work Cited

Baghiu C. Mihaela. Analysis of Business Model Innovation In Post-COVID-19 Economy: Determinants For Success. *Journal of Public Administration, Finance and Law*, 2020, 17: 7-17.