

## **EDITORIAL: A cross-disciplinary approach to the business strategy research**

*Dear readers!*

The pandemic situation caused by COVID-19 had a great impact on all countries, not only regarding economies, but also the way to do business and the way of living. The International Monetary Fund (IFM) argued that the economic slowdown caused by COVID-19 was the worst since the Great Depression in the 1930s. In fact, it had a great impact on all levels (Aljaloudi, 2021; Gokarna & Krishnamoorthy, 2021; Snowden, Oberoi, & Halsall, 2021; Borio, 2020; Sukharev, 2020).

The impact of COVID-19 was huge, affecting billions of people, economic activities, social life, health (physical and psychological) (Lovrić et al., 2021; Hundal, Kostyuk, & Govorun, 2021; Agnihotri & Dolinsky, 2021). Economies had to deal with this pandemic situation, creating new legislation, new methods, and labor approaches, to help countries to recover their economy (Costa, Lisboa, Teixeira, 2021; Di Tommaso, 2021). Each country had applied solutions to avoid recession periods or huge economic problems.

Companies had reinvented their business models and the way of working, focusing on digital, online sales and post-sales, and teleworking (whenever it was possible). The infection of employees, lockdowns, organizational shutdowns, and social distance norms reduced productivity of some companies and created diverse uncertainties, not only to companies but also to employees, who were afraid to lose their jobs and sometimes saw their income reduced (Aslam, Aziz, Nguyen, Mughal, Khan, 2020; Baker, Farrokhnia, Meyer, Pagel, & Yannelis, 2020). The level of employees' stress had also incremented with a great impact on their efficiency and companies' performance (Daniel, 2019). Companies tried to be efficient, and financially sustainable. For it, companies needed to look for their intellectual capital, namely the efficiency of capital employed, human capital, and structural capital, which can influence financial performance. Also, schools have adapted the way of teaching, opting for online classes using diverse platforms to share knowledge and avoid more contagious. Therefore, academic programs were adapted to be adjusted to these new challenges (Liaqat, 2021).

The articles of the second issue in 2021 of *Corporate and Business Strategy Review* look for the impact of the pandemic in economies, companies, employees, and schools, and give suggestions to try to surpass recession periods and increase students and employees' satisfaction and needs, which can lead to an increase in companies' financial performance.

*Christina D. Patitsa, Alexandros G. Sahinidis, Panagiotis A. Tsaknis, and Venetia Giannakouli's* work suggests that openness and conscientiousness, two personality traits, positively impact students' satisfaction on online classes.

Additionally, more satisfaction in online classes is related to higher levels of openness, conscientiousness, extraversion, and agreeableness, but lower levels of neuroticism.

*Mohammed Worku's* work shows that the performance of the employee is negatively related to stress when analyzing the performance of the Ethiopian Revenues and Customs Authority in South West Ethiopia. The author recommends reducing stress, adjusting the schedule work, assigning employees responsibility, promoting positive organizational culture and improving the organizational climate to benefit the companies' performance.

Finally, *Eniola Ayisat Sulaiman, Abubakar Sadiq Kasum, and Wasiu Ajani Musa* argue that variations in market financial performance are related to variations in intellectual capital components disclosure when analyzing quoted companies on the Nigeria conglomerate sector. To make good decisions companies should report intellectual capital components in the way to comply with the International Accounting Standard Board (IASB) for financial reporting for use by both internal and external stakeholders.

All the papers presented here are a result of the fruitful work of the authors and the editorial board. Their current findings will support researchers with new ideas for future research, but also managers and individuals to deal with uncertainties and help in the decision-making process, and the government to make decisions to help the country to surpass economic difficulties, avoiding a huge recession.

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