

The Impact of Corona virus Pandemic on the International and Domestic Economy: Analysis the Strengths and Weaknesses Based on SWOT Analysis

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Abstract

Purpose– The aim of the current study is to investigate the impact of Coronavirus Pandemic on the International and Domestic Economy and analyse the strengths and weaknesses of such pandemic based on SWOT Analysis. The present study utilized Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T) to reflect a (SWOT) analysis as a way that is to investigate the impact of Coronavirus on economy.

Design / Methodology / Approach- Taking in the account the one of the most important indicators of the economy, which is the gross domestic product (GDP) to measure economic activity in Iraq. In addition, the current study takes into account to measure economic growth, public debt to extract the ratio of debt-to-GDP, foreign currency reserves, gold reserves and US Treasury bonds to measure inflation that has occurred as a result of the disease Coronavirus pandemic.

Findings- Coronavirus pandemic report provides detailed information on the institution, its mission, functions, and activities in financial and administrative terms. It also provides a brief but comprehensive statement of the objectives of pandemic eradication and expected economic decline. It also provides a comprehensive analysis of the country's activities and strengths, weaknesses, opportunities, and challenges (SWOT analysis).

Originality/value- Many strategies and their role are utilized on an annual basis—however; they are often neglected in the middle of a pandemic such as Coronavirus. There is a chance right now more than ever, in the management team for several directions, a method to concentrate their activities and a bumper rail to save them going forward. As a result, it will give you to harness the energy of the management rather than falling in the mistakes.

Keyword: SWOT analysis, Managerial accounting, Coronavirus Pandemic

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I. Introduction

SWOT analysis reveals the evaluation and estimation of Corona-various strengths (S), weaknesses (W), opportunities (O), and threats (T), in addition to other elements that have impact on a specific issue. It generally, has a systematic and accurate explanation to the scenario that the issue is located. Therefore, this is a support to construct the useful plans and strategies. This way might be used to determine the favourable and sometimes the unfavorable elements and circumstances in order to participate in solving present problems and issues in a targeted way, distinguish the difficulties and obstacles that might be faced, and create plans to guide logical decisions. The current research utilized SWOT analysis method to draw on my knowledge as a reaction to the SARS that occurred in 2003 as an epidemic, while as a pandemic, in China in 2019 several problems have happened in health and changes in China's policy environment to perform a good analysis system to face coronavirus as a way of prevention and monitor strategy. Several studies have focused on the importance of growth and performance (e.g., Alabdullah, 2016,2017,2019, 2022, Alabdullah et al., 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022; Kanan et al., 2012; 2014;2015;2022; Ahmed et al., 2015;2016;2017;2018;2020;2012;2022). In this paper, we measured the most important indicator, which is the gross domestic product that measures the country's economic activity (Hasan, Zgair et al. 2015, Ivanova, Smorodinskaya et al. 2020). We have taken the most important countries in the world in terms of economic indicators in terms of debt size, GDP, currency reserves, gold reserves and inflation, for the first three countries, with Iraq being added to the sequence regardless of the arrangement, then we analysed these results using SWOT analysis to find strengths, weaknesses, errors and opportunities that occurred after the spread of the Corona epidemic(Hussein, Kasim et al. 2015, Aizenman, Cheung et al. 2020).

The rationale for the study is to spread knowledge, enrich people's lives, motivate them to think and understand the impact of financial analyses on community development, and to create an enabling environment for learning, understanding and willingness to face any epidemic in the future (AL-HASHIMY 2017, Jeanne,

Sandri et al. 2020). This research aims to develop an economic analysis using the methods of SWOT analysis and balance scorecard to explain how countries deal with and prepare for a pandemic such as the Corona virus through economic perceptions of the GDP and economic growth of these countries as well as the public debt of these countries and the ratio of debt to GDP after knowing the reserve as well as the currency for these countries and measure gold reserves and US Treasury bonds to see how much inflation is (Barros 2020, Al-Hashimy and Yusof 2021). SWOT analysis limits from the fourth month of 2019, the beginning of the virus almost until the fourth month of 2022, i.e. the year limit (AL-Hashimy 2018, Longhurst, Stone et al. 2020).

II. Hypotheses development

This study was built on the basis of eight assumptions that were fundamental and adopted as the basis for SWOT analyses in extracting and analysing the results.

H1: There is a relationship between GDP and Corona virus (covid-19)(HUSSAIN 2017, Fernandes 2020).

H2: There is a relationship between the economic growth of countries and the Corona virus (covid-19)(Stojkoski, Utkovski et al. 2020).

H3 There is a relationship between the public debt of countries and the Corona virus (covid-19)(AL-HASHIMY and Al-hashimy 2019, Lopatta, Alexander et al. 2020).

H4 There is a relationship between the debt-to-GDP ratio and the Corona virus (covid-19)(Sohrabi, Alsafi et al. 2020).

H5: There is a relationship between foreign currency reserves and the Corona virus (covid-19)(Kumar and Hembram 2020).

H6: There is a relationship between gold reserves and corona virus(covid-19)(Barua 2020).

H7: There is a relationship between US Treasury bonds and the Corona virus (covid-19)(Zhang, Hu et al. 2020).

H8: There is a relationship between inflation and the Corona virus (covid-19)(AL-Hashimy 2019, Sirkeci and Yucesahin 2020).

III. Methodology

The SWOT and balance scorecard analysis was adopted to measure the most important economic indicator, which is the gross domestic product that measures the economic activity of the country and society, and this measurement was done during the period of the Corona epidemic(covid-19)(Maydana, Romagnoli et al. 2020). Coordination was also held with a group of professional accountants in Iraq to audit these results and their compliance with international standards. Also, 87% agreed with SWOT's analysis (Cakir, Raimonet et al. 2020). It is worth noting that this study was prepared in the fourth month of 2022.

IV. Empirical Result

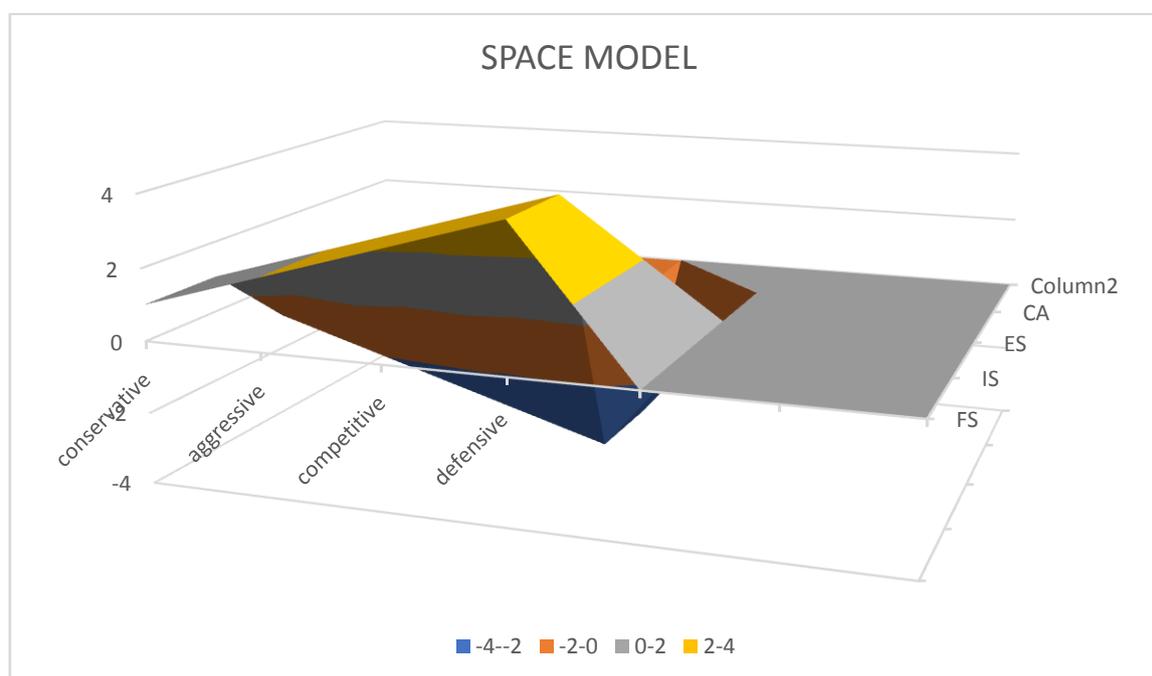
V. SWOT analysis

<p>Strengths</p> <p>Gross domestic product</p> <ul style="list-style-type: none"> • America by 21 trillion dollars • China by 14 trillion dollars • Japan at \$ 1 trillion • As for Iraq, by 226 billion dollars. 	<p>Weaknesses</p> <p>Debt to GDP ratio</p> <p>This is more important than debt, as the state debt is divided by its domestic product, so if the debt is more than the domestic product, then this is a dangerous indicator of the collapse of the economy, and the result is a percentage of more than 100% risks, less than 100% satisfaction, and the International Monetary Fund depends in a way Main on:</p> <p>Japan 222%</p> <p>Greece 165%</p> <p>Lebanon 131%</p> <p>As for Iraq, it is from 28% to 36%, which is an indicator less than 100%. Satisfaction. Note that America has gone from 100% to more than 100% when its debt exceeds its economy.</p>
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<p>Opportunity Opportunities are very large for economically developing countries that depend on a single source of income such as Iraq and do not depend on diversified sources. These will represent a positive point in resorting to other resources and their investment. Imposing a tight tax collection system.</p>	<p>Threats 1- Lack of a mechanism to follow up on the development of skills and abilities required by the shop labor market for graduates. 2- Lack of cooperation between Iraqi universities and exchange of study plans among them and work on developing them. 3- Lack of specialized national evaluation committees. 4- The lack of full conviction by the faculty members of the importance of evaluating the academic performance and quality assurance.</p>
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VI. SPACE MODEL

Internal strategic position	External strategic position
<p>Financial position</p> <ul style="list-style-type: none"> - Return on investment (ROI): Protaso ROI in 2021 is -11.42%,2 - Return on assets (ROA): Protaso ROA in 2021 is -1.86%,1 - Operating cost: 1 	<p>Stability position</p> <ul style="list-style-type: none"> - Rate of inflation -2 - Barriers to enter market -2 - Technological change -3 <p>Stability position average -2.33</p>
<p>competitive position</p> <ul style="list-style-type: none"> - Financial position average 1.33 competitive position - Market share:0.35%, -1 - Competitive price -2 - Technological know – how -1 <p>Competitive position average -1.33</p>	<p>Industry position</p> <ul style="list-style-type: none"> - Financial stability 2 - Growth potential 2 - Ease of entry into market 3 <p>Industry position average 2.33</p>



It is worthy of note that performance is good and is competing fairly well in a highly competitive industry (education) in Iraq, however it should pursue more competitive strategies to be among the best.

VII. Conclusion

In summary, via the SWOT analysis regarding the impact of Coronavirus (COVID-19), I have mentioned about the relevant elements that are presently are not considered, and have a more systematic for preventing or at least controlling of coronavirus (COVID-19) that hit all countries around the world. I combed

SWOT strategies. I used depth analysis of the policies that i identified. Also, regarding the result represents of balanced scored card is explained in table 2 below:

Table 2 presents the balanced scored card of the college.

	Strategy			
	Objectives	Measures	Targets	Initiatives
Financial	Increase revenue	ROI	8-10%	Increase cash flow through other source revenue.
	Increase liquidity	Money	7%	Lack of flow of oil revenue to IRAQ due to lack of awareness of the request for specialization from the labor market and after country.
people	Improving the scientific people	scientific index	3.5-5	Creating channels to listen to customer and solve their problem
	Improving people research capacity	People research capacity index	3.5-5	Conducting a questionnaire to find out the scientific methods to develop scientific demand.
Learning and growth	Increased number of research completed	research	6 -10	Work, research and distribute research according to the requirements of the concerned departments
	Approved scientific curriculum with the labor market	labor market index	2-5	Conduct a questionnaire to find out how to develop students and interest in their academic and vocational approaches.
Learning and growth	Improve employee training and development	Employee satisfaction index	4-5	Conduct periodically training to increase the employee skills and competence
	Transferring the company to knowledge company	Knowledge index	4-5	Creating culture of knowledge sharing and applying best practice and lesson learned

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