**Business Impact  of Pandemic**

Review the following article:

<https://www.businessinsider.com/retailers-comment-on-coronavirus-impact-business-2020-2>

**Choose four of the companies discussed in the article and for each:**

**1- Summarize the impact of Covid-19 on this business. How are they reacting?**

**2- Make a prediction: Where do you think this business will be 6 months from now as a result? (You may areas such as consider growth/decline of industry, regulatory changes, consumer confidence, brand loyalty, impact on distribution channels, )**

**Industry Impact of Pandemic**

**Review the following article:**

<https://www.emarketer.com/content/the-biggest-business-impacts-of-the-coronavirus-pandemic-according-to-business-insider-intelligence>

**Choose three of the industries discussed in the article (Telecoms and Technology, Digital Media ,Payments, Fintech, Banking, Healthcare) and for each:**

**1- Summarize the impact of Covid-19. Explain in at least 3 sentences.**

**2- Make a prediction: Where do you think this industry will be 6 months from now as a result? (You may areas such as consider growth/decline of industry, regulatory changes, consumer confidence)**

**How Will Coronavirus Change Consumer Behavior?**

**Listen to the following podcast: (Runtime 35:52)**

<https://www.emarketer.com/content/podcast-how-will-the-coronavirus-change-consumer-behavior>

**Respond to the following:**

**How is the United States handling covid-19 (as of the time of the podcast) differently than other countries?**

**Name at least 2 specific digital companies that have seen an increase in usage during the outbreak.**

**How has covid-19 changed consumer behavior in China this lunar new year?**

**How does the status of the Japan Olympics relate to marketing activity?**

**Describe additional impacts or predicted impacts of covid-19 on commerce and consumer behavior. Give at least three specific examples.**