



COVID-19 MARKET RECESSION

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RESEARCH KEYWORDS:

coronavirus, covid-19, business-to-business marketing, market share marketing, recession, global financial crisis, and marketing expenses

RESEARCH ABSTRACT :

This analysis investigates the impact of the lockdown amount caused by the COVID-19 on the stock market. The study examines the extent of the influence of the lockdown and whether or not the market reaction would be a similar in pre- and post-lockdown period caused by COVID-19..

RESEARCH DISCUSSION:

The issue of predicting the prevalence of a recession might partly make a case for the overall absence of studies within the domain. It's but an element warranting additional attention by marketers, not solely thanks to the difficulties that individual corporations may experience throughout such periods however conjointly because of the social prices and private misery that it will generate.

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INTRODUCTION

The pandemic caused major concern for public health still because of the economy of the globe. The COVID-19 virus causes a respiratory disease of an unknown cause first detected in an urban center, China, and first reported to the World Health Organization (WHO) on thirty-first Dec, 2019.

Most workers are functioning from home (instructed by policy-makers to self-isolate), demand for home deliveries has up well, restaurants and lots of different institutions have closed their doors to the general public, and business failure rates have accumulated exponentially.



METHODS AND MATERIAL

There are 2 completely different methods of sampling techniques, **probability**, and **non-probability** sampling..

1. **Probability** sampling or stratified sampling because it can also be called, the possibility of every case to be elite the population is known and frequently equal for all cases.
 2. **Non-probability** sampling or faultfinding sampling is that the opposite; the prospect of a member from the population to be elite is not identified here.
- Since our samples aren't chosen every which way the nonprobability technique suits our analysis higher than the likelihood would have done. at intervals that suits better as a result..

EXAMPLE

The Dimensional, in the one, three, and five years following a correction up to a bear market (20% decline from recent highs), the stock market has averaged an annualized return of nearly 10% across all periods.



CONCLUSION

The COVID-19 affected the majority of exchanges around the world. the globe stopped because of the virus occurrence, it pushed the world into the crisis of the century.

The whole imprisonment and social distancing are that the sole resolution for preventing the spreading of the virus WHO declared the lockdown as a protecting measure, the lockdown contains a positive impact on the stock market performance until things improve within the World.

Investors can take precautionary steps before trading in stocks during the period of a lockdown. The risk investors can avoid trading around the lockdown to avoid the risk linked with changeable stocks in the lockdown period. The result of this will benefit investors as it may help them better understand and evaluate the impact of the lockdown on stock markets caused by **COVID 19**.