

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Liang Wenyan

**THE IMPACT OF COVID-19 PANDEMIC ON STRATEGIC PLANNING
OF CHINESE AIR CARGO ENTERPRISES**

Master's thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

Supervisor:
E.V.Matskevich

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Head of Chair
of Innovative Management
Ph.D., Associate professor
_____ Alena A. Poddubskaya

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: THE IMPACT OF COVID-19 PANDEMIC ON STRATEGIC PLANNING OF CHINESE AIR CARGO ENTERPRISES: 64 pages, 27 figures, 2 tables, 29 sources, 3 appendices.

Keywords: AIR CARGO ENTERPRISE, PEST, SWOT, STRATEGIC PLAN, COVID-19, FREIGHTER, LOGISTICS, CARGO THROUGHPUT, AIR CARGO TRAFFIC.

The aim of the study is to evaluate the impact of Covid-19 pandemic on strategic in planning process.

In order to achieve the above stated goal, the following **objectives** have been developed:

Investigate the impact of COVID-19 epidemic on Chinese air cargo enterprises.

Analyze the external environment and industry of China's air cargo enterprises under the COVID-19.

Object of the research: China's air cargo industry, China's air cargo enterprises and measures taken by the Chinese government and China's air cargo enterprises affected by COVID-19.

Subject of the research: Strategic planning process at the time of Covid-19 pandemic.

Research methods: SWOT, PEST, Porter's Five Forces Analysis Model, comparative analysis, expert assessments, graphic method.

Realm of the possible practical application: proposed solutions can be applied in Chinese air cargo enterprises developing successful development strategies, and to provide reference for logistics, multinational industries.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.