

Negative Impacts of the COVID 19 Pandemic on Companies in the Trade and Services Sector in the Zilina and Trencin Regions in Slovakia

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Abstract

The paper aims to identify some of the negative effects of the COVID 19 pandemic in a selected area. The authors focused on the services sector, which is characterized by certain specifics, which, however, did not affect - did not reduce the intensity of the negative impact of the pandemic. The goal of the paper was to determine the negative effects of the COVID 19 pandemic on companies in the trade and services sector in the Zilina and Trencin regions in Slovakia. The article essentially defines the basic problems of the COVID 19 pandemic, innovation and the services sector, points to the partial results of primary research, to determine the impact of the pandemic on companies in terms of their innovation and profitability. By summarizing the results of the problem and primary research, a basic precondition was created for the confirmation, resp. failure to confirm the research assumptions used to determine the true state of negative effects of the COVID 19 pandemic in the services sector.

Keywords: pandemic COVID 19, companies in the trade and services sector, innovation during a pandemic. profit and redundancies during a pandemic.