

Hungarian Entrepreneurs' Coping Patterns in Connection with the Covid Coronavirus: A Presentation of Good Practices

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Abstract

The events of recent two years have been shaped by the epidemic and emergency situation associated with the COVID-19 coronavirus, traces of which can be seen in all parts of the economy. During this period, we came across a number of scientific and non-scientific writings that provided ideas and tips on how to cope with the limitations of a dangerous situation as individuals, as entrepreneurs, in different life situations; what measures and activities to maintain or even expand our business; how to stay positive and mentally healthy; how to deal with inclusion and confinement, changed circumstances.

In my view, every individual and organisation consciously or subconsciously develops a scheme, model, or system for themselves, but at least defines some values and guidelines to help them navigate the process of coping with the challenges of an emergency. I hypothesise that these coping directions and techniques are always appropriate for individual individuals and organisations, but certain characteristics and parallels can also be observed, and patterns and models can be identified from which generalizable conclusions can be drawn. For the latter, the literature uses the term 'coping strategies'. However, in recent years the dominance of the SME sector has strengthened, self-employment and freelance have become more and more the focus of research and economic development, and since developed, followed consciously or unconsciously in recent months and how they will be prepared in the time to come.

Here, in this presentation, I present the partial results of my research on entrepreneurial coping strategies with introducing best entrepreneurial practices. The aim of the research is to present five good practices of entrepreneurs who have successfully applied coping strategies in relation to the coronavirus in Hungarian conditions. the five good practices presented cover the definition of the concept, the problem-focused approach, and the most commonly used - positive transformation, seeking social support, good practice in the application of confrontation strategies, and presenting the process of coping.

Keywords: innovation in education, distance education, online learning, teachers' challenges, blended learning, teachers' attitudes.