

CONSIDERATIONS CONCERNING THE IMPLICATIONS OF THE COVID 19 PANDEMIC ON THE ROLE OF THE CORPORATE GOVERNANCE IN THE ENSURANCE OF THE CONTINUITY OF THE ACTIVITY

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Abstract: *The global pandemic disrupted the normal way of life and development of business, with major implications and disruptions for all organizations. Purpose - The paper analyses the implications of COVID 19 pandemic on the role of corporate governance and aims to identify the most important priorities and lines of action of the management in ensuring the continuity and sustainability of the business. Projection / methodology / approach – The paper is based on a fundamental research and uses an analysis of citation/ co-citation achieved with the WEB of Science database and the VOSviewer program concerning the most important papers on the consequences of COVID 19 pandemic for corporate governance. Ascertainments – In the present context, it is essential that the companies strengthen their operational strategies on the basis of tests in conditions of stress and communicate the new course to the relevant concerned parties, these continuing to monitor the situation and execute these strategies on the basis of some reviewed plans, on the basis of which they will carry on the activity, and to reconsider their governance depending on the identified priorities. Limitations – This research is limited by the few publications registered on this topic. Originality / value / usefulness - We consider that the paper contributes to the literature of corporate governance by making an analysis of fundamental type on reconsidering the role of corporate governance in the present pandemic context and aims at four priorities depending on which corporate governance can be reconsidered in the times of crisis.*

Keywords: *Corporate governance, Principle of continuity of the activity, Performance measurement, Concerned parties, COVID 19*

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