

Impact generated by Covid-19 on MiPymes in the colombian Orinoquia

Impacto generado por el Covid-19 en las MiPymes de la Orinoquia colombiana

Impacto gerado pela Covid-19 nas MPMEs da região do Orinoco colombiano

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Resumen

Introducción: El mundo está atravesando una inesperada situación, que ha dejado a muchas empresas en situación precaria, especialmente a las Micro, Pequeñas y Medianas empresas (MiPymes), por la aparición del Covid-19. Este virus afectó el desempeño económico de las empresas, lo cual generó la reducción de la producción de bienes y servicios de diferentes sectores económicos, por ende, la inestabilidad económica causó que miles de empresas se declararan en bancarrota y millones de personas quedaran sin empleo. **Objetivo:** Teniendo en cuenta lo anterior, se realizó una investigación con el objetivo de analizar el impacto de la emergencia sanitaria del Covid-19 en las MiPymes matriculadas en las jurisdicciones de las Cámaras de Comercio de Villavicencio y del Casanare. **Metodología:** Esta investigación desarrolló una metodología cuantitativa, usando la encuesta que elaboró el Observatorio Iberoamericano de la MIPYME. **Resultados:** La muestra es de 267 MiPymes. El 62 % de las empresas encuestadas consideran que aumentarán sus ventas en el siguiente año. Los sectores que más perciben el impacto como negativo son el turismo y otros servicios. No se percibe impacto en el comercio internacional por los empresarios. **Conclusión:** Se evidencia un impacto negativo y la capacidad de adaptación de los empresarios. Así como la presencia de resiliencia empresarial y un aumento en la innovación.

Palabras clave: Pandemia de COVID-19; Pequeñas y medianas empresas; Gestión de Crisis; Dirección de Empresas¹.

L25, M10, O30, R11²

Abstract

Introduction: The world is going through an unexpected situation, which has left many companies in a precarious situation, especially Micro, Small and Medium Enterprises (MSMEs) due to the appearance of Covid-19. This virus affected the economic performance of companies, which led to a reduction in the production of goods and services in different economic sectors, therefore, economic instability caused thousands of companies to declare bankruptcy and millions of people to lose their jobs. **Objective:** Taking the above into account, an investigation was carried out with the objective of analyzing the impact of the Covid-19 health emergency on MSMEs registered in the jurisdictions of the Villavicencio and Casanare Chambers of Commerce. **Methodology:** This research developed a quantitative methodology, using the survey prepared by the Ibero-American Observatory of MSMEs. **Results:** The sample is 267 MSMEs. 62% of the companies surveyed consider that they will increase their sales in the next year. The sectors that perceive the impact as negative the most are tourism and other services. No impact on international trade is perceived by businessmen. **Conclusion:** A negative impact and the adaptability of entrepreneurs are evident. As well as the presence of business resilience and an increase in innovation.

Keywords: COVID - 19 pandemic; Small business; Crisis management; Industrial management.

L25, M10, O30, R11

1 El Thesaurus de la Universitat de Barcelona

2 Asociación económica Americana, Códigos JEL

¿Cómo citar este artículo?

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Resumo

Introdução: O mundo está passando por uma situação inesperada, que deixou muitas empresas em situação precária, especialmente as Micro, Pequenas e Médias Empresas (MPMEs), devido ao surgimento da Covid-19. Esse vírus afetou o desempenho econômico das empresas, o que levou a uma redução na produção de bens e serviços em diferentes setores econômicos. Como resultado, a instabilidade econômica fez com que milhares de empresas declarassem falência e milhões de pessoas ficassem desempregadas. **Objetivo:** Levando em conta o acima exposto, foi realizada uma pesquisa com o objetivo de analisar o impacto da emergência sanitária da Covid-19 nas MPMEs registradas nas jurisdições das Câmaras de Comércio de Villavicencio e Casanare. **Metodologia:** esta pesquisa desenvolveu uma metodologia quantitativa, utilizando a pesquisa desenvolvida pelo Observatório Ibero-Americano de MPMEs. **Resultados:** a amostra é de 267 MPMEs. Sessenta e dois por cento das empresas pesquisadas consideram que aumentarão suas vendas no próximo ano. Os setores que mais percebem o impacto como negativo são o turismo e outros serviços. Nenhum impacto sobre o comércio internacional é percebido pelos empresários. **Conclusão:** Há evidências de um impacto negativo e da capacidade de adaptação dos empresários. Assim como a presença de resiliência empresarial e um aumento na inovação.

Palavras-chave: Pandemia de COVID-19, Pequenas e médias empresas, Gestão de crises, Gestão de negócios



Introduction

In 2019, in Wuhan, China, the first infections with the infectious disease called COVID-19 were reported (WHO, 2020), unfortunately, the COVID-19 pandemic has become truly globalized. The numbers of infected cases and deaths worldwide are increasing so rapidly that the epicenter of the pandemic is moving fast. As of March 30, 2020, the number of infected cases worldwide stands at 715,660, with 33,579 deaths (Morón et al., 2020). In addition to the deaths, there is also talk of the crisis it caused to companies, causing concern throughout the world, which months later, the virus spread to multiple countries, forcing them to close borders, businesses, industries, etc., significantly affecting the world economy, generating a reduction in the production of goods and services in different economic sectors, thus, the economic instability caused thousands of companies to declare bankruptcy and millions of people were left unemployed (UNDP, 2020).

The sector that has been most affected has been the MSMEs, since they do not have the same adaptation capacity to withstand the health emergency affecting their finances, compared to large companies. According to a statement by the Economic Commission for Latin America and the Caribbean (ECLAC), it was estimated that by the end of 2020, close to 2.7 million companies will close, accounting for 30.60% of MSMEs in Latin America and the Caribbean, reflecting 8.5 million unemployed people, leading to a decrease in the quality of life of the region's population, generating poverty and inequality (ECLAC, 2020).

Similarly, the Colombian economy is currently going through a complex economic recession causing crises in MSMEs in different sectors, being the companies, before the pandemic, with the highest production, employment generation and contribution to the national GDP, representing 89.00% of the business fabric in Colombia occupying about 14.5 million jobs (Alexandro Betov, 2020), but which have been negatively impacted as a result of the measures taken by the national government to further prevent the spread of COVID-19. According to a study conducted at the end of August 2020 by the Interact Corporation, it reflected that 53.00% of MSMEs lost more than 50% of their usual sales, 10.00% of MSMEs declared bankruptcy (Forbes Staff, 2020), unemployment figures in MSMEs at the end of 2020 were estimated at 21.00% (4.5 million people) and that the negative impacts may increase for the rest of the year and extend for the first quarter of 2021 ("How it has affected", 2020).

According to a study, the economic sectors with the greatest losses are those related to services, including lodging, food services, real estate, administrative services, professional and technical activities, construction, and commerce. Bogota, Antioquia and Valle are the departments with the highest share of national losses; and most of the departments vulnerable to isolation measures are Antioquia, Boyaca, San Andres, Santander and Valle (Bonet-Moron et al., 2020).

For Colombia, preliminary forecasts by investment banks show that economic growth will range between -0.4% and 1.0% in 2020 (Cortés et al., 2022). Likewise, the World Bank (2020) expects a 2% drop in GDP and the OECD (2020) estimates an initial impact of the economic slowdown of around 23% of GDP. In line with these downward trends, the Central Bank of Colombia forecasts that economic growth in 2020 will be between -2% and -2% of GDP. -7% (Banco de la República, 2020).



According to Fenalco, at the beginning of 2020 in the department of Meta there were 48.955 MSMEs (99.8% of the companies in the department), of these, according to a report by the Chamber of Commerce of Villavicencio (CCV), revealed that about 3.70% made layoffs and 73.90% of the companies stated that their sales have decreased by about 50.00%, concluding that 99.30% of MSMEs will not be able to survive more than 12 months (Chamber of Commerce of Villavicencio, 2020); However, for the second semester of 2020, according to the Governor's Office of Meta, the unemployment rate reached 28.00%, which is equivalent to 72,000 unemployed people (Governor's Office of Meta, 2020).000 unemployed people (Gobernación del Meta, 2020). Likewise, for the department of Casanare, the panorama has not been encouraging at all, at the beginning of the first quarter of 2020 there were 18.111 companies where 99.60% are MSMEs (Casanare Chamber of Commerce, 2020), of which for the third semester of this same year 25.00% of the companies closed their activities during the quarantine, 90.00% of the companies are operating but 91.00% of them stated that their sales have decreased drastically; in relation to jobs, 31.00% of the companies reduced staff, of which 10% dismissed close to 100% of their employees (Casanare Chamber of Commerce, 2020).

Having said this, it is necessary to investigate the impacts caused by the pandemic as a consequence of COVID-19 in the MSMEs of Meta and Casanare, in order to complement the technical and scientific support provided by the Chamber of Commerce of each of the above mentioned regions.

The emergence of the COVID 19 pandemic had a negative impact on the global economy, specifically on MSMEs, which are the pillars of the world economy, but due to their finances, they do not have significant capacity to adapt to sudden market changes in the event of an emergency situation, whether environmental, natural, health, political, etc., thus causing a contraction of the economy, a decrease in the consumption of goods and services, companies in bankruptcy and an increase in the unemployment rate, leading to a decrease in life expectancy in the regions, and a decrease in the number of people living in poverty, Consequently, this leads to the contraction of the economy, a decrease in the consumption of goods and services, bankrupt companies and an increase in the unemployment rate, leading to a decrease in life expectancy in the regions, promoting inequality, poverty and famine (UNDP, 2020). Based on the above and according to a UNESCO report in 2015, it mentions that research is a key factor in the construction of more capable, sustainable and resilient societies to overcome any local, regional or global problem, which is why it suggests that the governments of each country through various entities, invest heavily in research and innovation for the identification of the impacts generated by emergencies, in order to design, develop and implement public policy actions that minimize the impacts generated, so as to strengthen sustainable economic growth and development in the various economic sectors of each nation (UNESCO, 2015).

According to the above, the need arises for this research proposal to analyze and identify the MSMEs in the jurisdiction of the CCV, which includes the departments of Meta, Vaupés, Vichada, Guaviare, Guainía and the municipality of Paratebuena in the department of Cundinamarca, and the MSMEs located in the jurisdiction of the Casanare Chamber of Commerce (CCC), which includes all the municipalities of the department of Casanare, based on the impacts caused by COVID-19; where the findings of the current study will address the problems caused by the sanitary emergency in which possibly in the future will contribute to the development of public policy actions for MSMEs, by the national and regional government in order to benefit the economy of the departments mentioned, in the same way the research will also serve to support the collection, processing and management of information to the national entities (CCC, CCV, DANE, among others.), generate spaces for presentations



2. THEORETICAL FRAMEWORK

Covid-19 and Coronavirus:

Coronaviruses (CoV) are viruses that emerge periodically in different areas of the world and cause Acute Respiratory Infection (ARI), i.e. influenza, which can be mild, moderate or severe. The new Coronavirus (COVID-19) has been classified by the World Health Organization as a public health emergency of international concern (PHEIC). Cases have been identified on all continents and, on March 6, the first case was confirmed in Colombia. Infection occurs when a sick person coughs or sneezes and expels virus particles that come into contact with other people (Ministry of Health, 2020).

Micro, small and medium-sized enterprises (MSMEs) are the pillar of the world economy, in Colombia they represent approximately 99% of the business fabric, being a source of social and economic development due to their contribution to employment and GDP; however, only 34% of new companies survive the first five years of life, for this reason they must be sustainable over time, and for this a correct and thorough short-term financial planning is necessary to avoid more frequent problems, such as lack of liquidity (Monterrosa, 2019).

The categorization of MSMEs in Colombia is shown in Table 1 below.

Tabla 1.

Tamaños de empresas

	Sector Manufacturero	Servicios	Comercio
Microempresa	23.563 UVT	32.988 UVT	44.769 UVT
	23.563*35.607=	32.988*35.607=	44.769*35.607=
	839.007.747	1.174.603.716	1.594.089.783
Pequeña empresa	23.563 UVT en adelante, pero tienen que ser inferiores o iguales a 204.995 UVT	32.988 UVT en adelante, pero tienen que ser inferiores o iguales a 131.951 UVT	44.769 UVT en adelante, pero tienen que ser inferiores o iguales a 431.196 UVT
	204.995*35.607= 7.299.256.965	131.951*35.607=	431.196*35.607=
		4.698.379.257	15.353.595.972
Mediana empresa	204.995 UVT en adelante, pero tienen que ser inferiores o iguales a 1'736.565 UVT	131.951 UVT en adelante, pero tienen que ser inferiores o iguales a 483.034 UVT	44.769 UVT en adelante, pero tienen que ser inferiores o iguales a 2'160.692 UVT
	1'736.565*35.607=	483.034*35.607=	2'160.692*35.607=
	61.833.869.955	17.199.391.638	76.935.760.044

Nota. Normatividad propuesta para la presente investigación. Por Cortés, Navarro & Quiñonez 2021.

From the literature search on the impact of the COVID-19 pandemic on MSMEs, which is the subject of this research, it is worth mentioning some scientific investigations such as:



The study by researchers Dai et al. (2021), demonstrate the short- and medium-term impact of COVID-19 with respect to the restrictions generated on SMEs, based on two waves of telephone interviews with a large sample of SMEs surveyed earlier in China. The outbreak of COVID-19 and the resulting blockades took a heavy toll on SMEs affecting logistical blocks, labor shortages and demand drops, in which 80% of SMEs temporarily shut down, at the time of the first wave of interviews in February 2020. Consequently, most SMEs had reopened by the time of the second round of surveys in May of the same year, however, many firms, particularly exporters, were operating at partial capacity, mainly due to inadequate demand. In addition, about 19% of incorporated firms and 25% of self-employed firms had closed permanently between the two waves of surveys.

Another research that stands out is that of Amankwah-Amoah et al. (2021), which shows how the emergence of COVID-19 has negatively affected multiple companies around the world. Consequently, more and more questions are being asked about how organizations can sustain themselves during and after a crisis. The study was conducted through surveys of two South Asian airlines, Pakistan International Airlines and Sri Lankan Airlines, yielding important information on the reasons for the low performance of state-controlled companies and turnaround activities. Enabling strategic renewal (SR) in the wake of increasing liberalization and deregulation in the global airline industry by proposing a four-stage approach to renew these underperforming organizations in order to respond effectively to unpredictable catastrophic events that generate external shocks.

In 2021, Nordhagen et al. researchers, based on their study, indicate that in most low- and middle-income countries, MSMEs play a key role in food supply chains and therefore ensure food and nutrition security. However, little attention has been paid to the effects on the food system impacted by the pandemic and associated measures. This article helps to complement the analysis of data from 367 agri-food MSMEs in 17 countries in 2020, reflecting the early impacts of the pandemic on their operations. Approximately 94.3% of respondents reported that their business operations had been affected by the pandemic, primarily through decreased sales and reduced access to inputs and financing amid financial reserves.

Another reference is Alvarez et al. (2020), where their study demonstrates the importance of microenterprises, stating that:

Microenterprises are drivers of employment and production in a society, contribute to increasing national income, and are considered to be of social importance. They need to be supported by the different public policies, appropriate to provide permanent training in management and administrative techniques, in order to project the activities to be developed, as well as the expected results, by minimizing business risk and allowing access to the financing necessary to strengthen them (p. 55).

6

Due to the impact of Covid-19, Ecuadorian microenterprises must make modifications to their way of working, in addition to making reinvestments in order to cope with the economic impact that Covid-19 has caused, being in turn, incomparable with recent economic disasters, therefore, it is of vital importance that companies work collaboratively with organizations or research institutions for the analysis and massive data studies that help to understand the impact of Covid-19 in Ecuador, This document proposes that it is vitally important for companies to work collaboratively with organizations or research institutions for the analysis and study of massive data that will help to understand the impact of Covid-19 on organizations, starting with the impact on investments and sales, up to the impact of the Covid-19 on the business environment.

The purpose of this project is to provide information that will contribute to make decisions in a correct and timely manner.

In Argentina, a study was conducted by Bargados (2021), in which this document presents the productive and socioeconomic impact of Covid-19, where the pandemic has once again caused imbalances in MSMEs, where public policies associated with production, business strategies and employment are analyzed, by means of multisectoral surveys conducted by the Observatorio PyME Foundation. The study showed that the companies show difficulties to operate productively, besides involving the in-activity of part of the staff, they also show changes in their ways of working, where 60% of the organizations have implemented remote work.

Pineda Gómez (2020), based on his research, shows the reality that is being experienced not only in Mexico, but also in various countries such as Colombia, where the closure of companies at all levels has directly affected people. In terms of their living conditions, not only has the price of various products been altered, but the closure of many companies has also generated high unemployment, which combined with the current health crisis represents a bleak outlook for people who depended on these jobs as a means of subsistence; according to the author, small and medium-sized companies represent more than 46% of employment and 52% of them are developed informally. According to Pineda Gómez (2020):

These circumstances make them more vulnerable to the economic effects of Covid-19. These effects are reflected in the decrease in the consumption of products and services in general", affecting the sales of SMEs when faced with a population that is directing its purchasing decisions towards basic necessities. For this reason, the author proposes that to improve these negative effects brought about by the pandemic it is important "to take economic policy measures aimed at stimulating local consumption, direct support for small and micro-enterprises, the reduction or deferral of fiscal taxes, and the promotion of value chains linked to local and regional markets" (p. 514).

According to Lara-Rodríguez and Vázquez-Luna (2020), the current pandemic has had several negative effects on livestock micro-enterprises. They are currently facing great challenges in order to obtain profitability in their ordinary activities; According to Lara-Rodríguez and Vázquez-Luna, "the development of the potential of the livestock microenterprise lies in the capacity of adaptation, productive diversification and the transition to low resource consumption livestock practices" (2020. p. 747). p. 747), if microentrepreneurs do not seek a strategy that will allow them to adapt to this new reality and reduce their costs, their businesses will be seriously affected.

A national reference is the document generated by the Ministry of Commerce, in which the government describes certain measures it has taken in order to mitigate the effects left by the present pandemic by Covid-19, these actions seek to address various needs that some sectors are going through, among these, the economic sector that has currently been affected are the MSMEs, The government has implemented measures to minimize the economic impact, which "seek to maintain credit relations through the promotion of credit lines and guarantees so that small and medium-sized enterprises, as well as households, can meet their obligations" (Minhacienda, 2020, p.1).

3. METHODOLOGY

This is a qualitative research, descriptive, exploratory work and will have a methodology based on a survey-type instrument that will be provided by the joint venture between the Ibero-American MSME Observatory, Alianza Interredes, the Chamber of Commerce of Villavicencio (CCV), the Chamber of Commerce of Casanare (CCC) and the research group of the Universidad de los Llanos, which will be applied to the target population of 200 MSMEs, divided into 100 MSMEs in the jurisdiction, Chamber of Commerce of Casanare (CCC) and the research group of the Universidad de los Llanos, which will be applied to the target population of 200 MSMEs, divided into 100 MSMEs from the jurisdiction of the Chamber of Commerce of Villavicencio and another 100 MSMEs from the Chamber of Commerce of Casanare.

The following phases will correspond to each of the specific objectives framed in this research, in which the general objective will be fulfilled.

Phase I: Identification of MSMEs to be investigated in the jurisdiction of the CCV and CCC.

Initially, the CCV and CCC were contacted to provide the databases of the MSMEs that were studied and subsequently the information provided by the CCV and CCC was collected and stored in the electronic equipment of the research group of the present study.

project. The joint union between the Ibero-American Observatory of MSMEs, Alianza Interredes, the Chamber of Commerce of Villavicencio (CCV), the Chamber of Commerce of Casanare (CCC) and the research group of the Universidad de los Llanos was contacted in order to provide the survey-type instrument. The 200 MSMEs were then contacted by telephone and digitally, divided into 100 located in the jurisdiction of the CCV and another 100 in the CCCs, in which the reason for the survey was communicated. Similarly, the MSMEs that took part in the study were asked how (via telephone or digital) they wished the survey-type instrument to be applied, in which the impacts generated by the sanitary emergency such as: decrease in sales, increase or decrease in personnel, financing, changes in organizational structures, were investigated; these being the variables considered for the analysis of the results.

Accordingly, the survey instrument will be sent to the MSMEs under study.

Phase II: To determine the impacts perceived by MSME entrepreneurs.

Initially, the information resulting from the application of the instrument to the 200 MSMEs studied will be stored. Subsequently, computer tools (Microsoft Office) will be used to generate databases to process the resulting information provided by the MSMEs, in order to clearly identify the impacts caused to the companies to be studied as a result of COVID-19.

Phase III: Analysis of the impacts generated from the variables (increase/decrease in revenues, increase/decrease in personnel, financing, changes in organizational structures).

In this phase, an analysis was made of the databases generated from the results obtained, which showed the behavior of the study variables in order to assess the impacts generated by the COVID-19 sanitary emergency on the 200 MSMEs to be investigated.



4. RESULTS

A total of 122 MSMEs were surveyed for the Casanare Chamber of Commerce and 145 for the Villavicencio Chamber of Commerce, for a total of 267 MSMEs surveyed (see Table 2).

Tabla 2.

Distribución por sector

Distribución por sector		
	Nº de empresas CCV	Nº de empresas CCC
Extractivo	14	6
Industria	15	30
Construcción	13	13
Comercio	26	17
Servicios	77	56
TOTAL	145	122

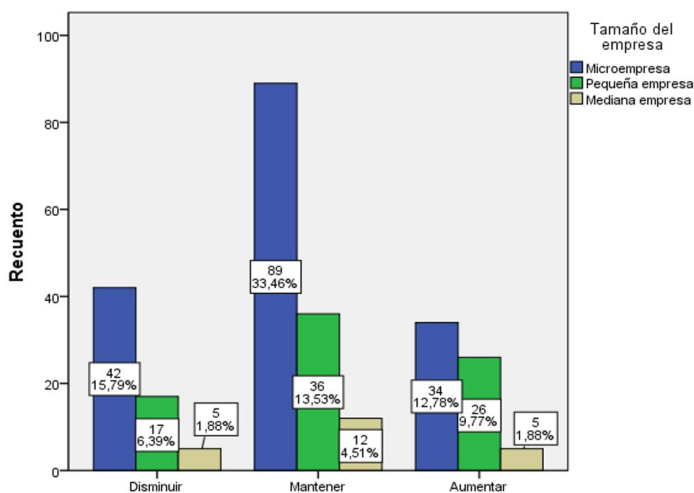
Fuente: Elaboración propia.

As for the age of the MSMEs surveyed, 166 companies were classified as young (less than 10 years of existence) and 97 as mature (more than 10 years in the market). In terms of size, there were 166 microenterprises, 79 small enterprises and 22 medium-sized enterprises.

Of the MSMEs in the sample, 188 are considered family businesses and 79 are not. In addition, of the 267 companies, 163 are managed by men and 104 by women. Of the total number of directors, 167 have university studies and 100 of them do not have university studies (See Figure 1).

Figura 1

¿Crees que la tendencia para 2021 es aumentar, mantener o disminuir el número de trabajadores?

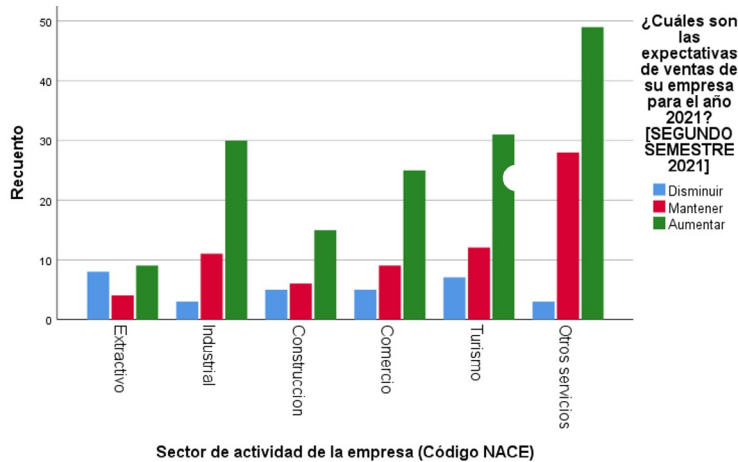


In order to study the impact on employment, several questions were asked to the managers of MSMEs, one of which was whether they believe that the trend for 2021 is to increase, maintain or decrease the number of workers. Where it was measured by the size of the companies, where the results were

showed that despite the pandemic crisis, 33.46% of them decided to maintain their personnel and not to lay off, but not to hire either (See Figure 2).

Figura 2

¿Cuáles son las expectativas de ventas de su empresa para el año 2021?

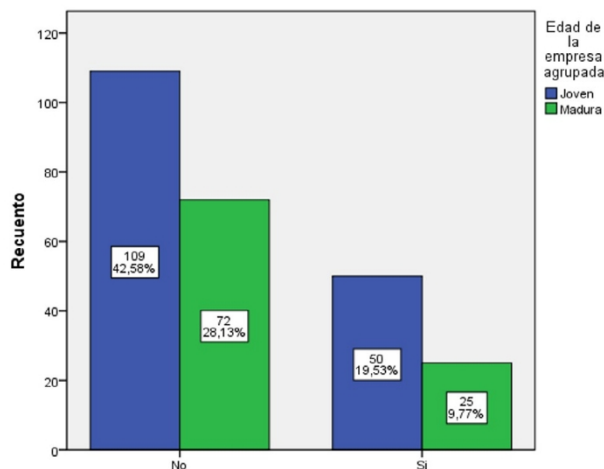


In order to know the economic impact on the company's sales, several questions were asked to the managers, one of which was: What are your company's sales expectations for the year 2021? This question is important because it helps to measure the expectation that managers have about the productivity of their company in the coming years (See Figure 3).

The question was evaluated with the different sectors of activity of the company according to the sectors obtained in the survey. It is evident that other sectors have the highest percentage in increasing sales for the second half of 2021 with a percentage of almost 50%, and the next with 32% is the tourism sector, this sector despite being one of the most affected during the pandemic, has high expectations for the second half of the year.

Figura 3

¿Prevén utilizar en su organización el teletrabajo cuando finalice COVID-19?



Regarding the management of the company, a question was asked about telework to know if the organization plans to use telework when COVID-19 ends (See figure 3). This result was made in relation to the age of the company, where it is evident that there is a higher percentage in not managing telework after the pandemic for both young and mature cases, unlike those who do plan to use it after the pandemic.

Regarding the relationship between the size of the company and the receipt of government benefits by COVID 19, it was found that only 16.4% of the micro companies had received them, while 26% of the small and 50% of the medium-sized companies had benefited. This is statistically significant.

Tabla 3
Subsidios o beneficios económicos estatales por el COVID 19

		No	Si	Total	
Recuento		133	26	159	
% dentro de Según el tamaño, como considera a su empresa ...		83,6%	16,4%	100,0%	
Microempresa	% dentro de Su empresa ha sido beneficiaria de... [Subsidios o beneficios económicos estatales por el COVID 19]	66,5%	46,4%	62,1%	
	% del total	52,0%	10,2%	62,1%	
	Recuento	57	20	77	
% dentro de Según el tamaño, como considera a su empresa ...		74,0%	26,0%	100,0%	
Según el tamaño, como considera a su empresa ...	Pequeña empresa	% dentro de Su empresa ha sido beneficiaria de... [Subsidios o beneficios económicos estatales por el COVID 19]	28,5%	35,7%	30,1%
		% del total	22,3%	7,8%	30,1%
		Recuento	10	10	20
% dentro de Según el tamaño, como considera a su empresa ...		50,0%	50,0%	100,0%	
Mediana empresa	% dentro de Su empresa ha sido beneficiaria de... [Subsidios o beneficios económicos estatales por el COVID 19]	5,0%	17,9%	7,8%	
	% del total	3,9%	3,9%	7,8%	
	Recuento	200	56	256	
% dentro de Según el tamaño, como considera a su empresa ...		78,1%	21,9%	100,0%	
Total	% dentro de Su empresa ha sido beneficiaria de... [Subsidios o beneficios económicos estatales por el COVID 19]	100,0%	100,0%	100,0%	
	% del total	78,1%	21,9%	100,0%	

Fuente: Elaboración propia.



When asked about the relationship between the possibility of changing the number of workers, it was found that family businesses have a higher perception of maintaining the current number of workers 55.9% or reducing it 24.7%.

Tabla 4
¿Cree que la tendencia para 2021 en N° medio de trabajadores es?

		Disminuir	Mantener	Aumentar	
¿Considera que la empresa es una empresa familiar? (es decir, una o varias personas de una misma familia son los principales propietarios de la empresa)	Recuento	18	34	27	79
	No				
	% dentro de empresa familiar?	22,8%	43,0%	34,2%	100,0%
	% dentro de N° medio de trabajadores para 2021	28,1%	24,6%	42,9%	29,8%
	% del total	6,8%	12,8%	10,2%	29,8%
	Si				
	Recuento	46	104	36	186
	% dentro de empresa familiar	24,7%	55,9%	19,4%	100,0%
	% dentro de N° medio de trabajadores para 2021	71,9%	75,4%	57,1%	70,2%
	% del total	17,4%	39,2%	13,6%	70,2%
Total	Recuento	64	138	63	265
	% dentro de empresa familiar	24,2%	52,1%	23,8%	100,0%
	% dentro de N° medio de trabajadores para 2021	100,0%	100,0%	100,0%	100,0%
	% del total	24,2%	52,1%	23,8%	100,0%

Fuente: Elaboración propia.

There are no significant differences associated with gender or the level of education of the general manager.

When asked about the speed of adaptation in the markets vis-à-vis competitors during the pandemic, it is found that microenterprises have a perception of equality in 41.4% of positive differential position in 36.9% of the companies. They are 75% of the companies that perceive themselves to be much worse than their competitors on the variable. In the case of small companies, 53.2% have a perception of superior position and 25.3% the same as their competitors. In the case of medium-sized companies, 76.2% perceive themselves to be in a superior position in terms of speed of adaptation to market changes. Only 14.3% perceive themselves to be in the same position.



Tabla 5

En comparación con sus competidores directos, indique su situación para Rapidez de adaptación a los cambios en el mercado

		Mucho peor	Peor	Igual	Mejor	Mucho mejor	
Microempresa	Recuento	12	22	65	35	23	157
	% dentro de tamaño,	7,6%	14,0%	41,4%	22,3%	14,6%	100,0%
	% dentro de Rapidez de adaptación	75,0%	59,5%	73,9%	50,7%	48,9%	61,1%
	% del total	4,7%	8,6%	25,3%	13,6%	8,9%	61,1%
Pequeña empresa	Recuento	4	13	20	26	16	79
	% dentro de tamaño.	5,1%	16,5%	25,3%	32,9%	20,3%	100,0%
	% dentro de Rapidez de adaptación	25,0%	35,1%	22,7%	37,7%	34,0%	30,7%
	% del total	1,6%	5,1%	7,8%	10,1%	6,2%	30,7%
Mediana empresa	Recuento	0	2	3	8	8	21
	% dentro de tamaño.	0,0%	9,5%	14,3%	38,1%	38,1%	100,0%
	% dentro de Rapidez de adaptación	0,0%	5,4%	3,4%	11,6%	17,0%	8,2%
	% del total	0,0%	,8%	1,2%	3,1%	3,1%	8,2%
Total	Recuento	16	37	88	69	47	257
	% dentro de tamaño,	6,2%	14,4%	34,2%	26,8%	18,3%	100,0%
	% dentro de Rapidez de adaptación	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% del total	6,2%	14,4%	34,2%	26,8%	18,3%	100,0%

Fuente: Elaboración propia.

5. DISCUSSION

According to an article published by Marco Dini and Giovanni Stumpo, between 2009 and 2016, there are no relevant changes in the distribution of employment among the different categories of companies. However, it is worth noting that in Latin America, large companies have been more dynamic in job creation and have increased their relative share from 37% to 39%. But this is followed by micro-enterprises in terms of employment participation with 27%, it can be concluded that over time micro-enterprises have become stronger and have increased their resources for hiring personnel in the company.

Similarities are found with the information provided on SMEs from the World Bank (2018) with the majority of MSMEs being young.



Research published in the World Economic Forum indicates that the tourism sector is currently one of the most affected by the outbreak of COVID-19, with impacts on both travel supply and demand. As a direct consequence of COVID-19, the World Travel and Tourism Council has warned that 50 million jobs in the global travel and tourism sector may be at risk.

The impact of state subsidies is evidenced with a difference of 20 percentage points over that found by Franco and Urbano (2019) and an increase in state support "Bancoldex credit lines are only used by some companies engaged in tourism (8%) and those made possible by Fina- gro have been used by 16% by the industrial sector and 3% by the commercial sector" (Ruiz Sánchez, 2015).

On the subject of teleworking a preceding research that is concerned with the conflict of teleworking in times of the pandemic by the Covid-19, entitled "Working from home in the era of Covid-19:

how best to preserve occupational health" (Bouziri, 2020). He recommends that assessing how the health risks and benefits of telework are affected by its sudden large-scale adoption in the context of Covid-19 is key to better preserving occupational health. As can be related to the results of the telework question and the rationale for not anticipating using telework after the pandemic, the current uptake of telework has already occurred in an anxiety-provoking context linked to the pandemic. This is likely to worsen the psychosocial and behavioral risks associated with telework.

6. CONCLUSIONS

With the fear of a new crisis and a negative impact on the financial side, situations like these require good management that is strong and resilient on the part of the health system, MSMEs, the state and society in general. They require making various adjustments and implementing relief measures that are immediate for those that may go unnoticed. It is vitally important to plan for the medium and long term in order to provide a balance and not let the economy falter after this critical situation. In addition, it is necessary to create a comprehensive socio-economic development plan that contains sector-by-sector plans and an ecosystem that encourages entrepreneurship for those SMEs that have solid and sustainable business structures that can survive and progress.

During the development of the field work, the businessmen were contacted by telephone, since in the end there was little response from the mails, and the conclusion was that most of the people did not respond easily by mail, and since it was necessary to meet the established goal of 200 surveys, they were contacted by telephone, but when calling the businessmen, their lack of confidence was also detected.

Due to the situation of COVID 19, the surveys were not carried out in person, since most of the companies were closed and were working from their homes, so telephone and e-mails were also used.

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