
A Note on COVID-19 and the ‘Drop of Honey Effect’ – Risk Management in a Strong Uncertainty Environment

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Abstract:

Purpose: Covid-19 is a pandemic disease that spread all over the world, provoking disruption in health, social, economic, financial systems. We propose the ‘drop of honey effect’ metaphor to show the implications the spread of the virus had in the national systems and in the international order.

Design/methodology/approach: We use chaos theory framework and the ‘drop of honey effect’ metaphor to show how fast the disease spread and the consequences it has.

Findings: A disease that appeared in a specific region, rapidly spread for the world with huge consequences at social, economic, financial dimensions. New uncertainty environments of crisis demand new tools and approaches.

Keywords: Pandemics, drop of honey effect, risk management.

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1. Introduction

The 'drop of honey effect' is a metaphor from the area of chaos theory to be applied mainly to social phenomena. This metaphorr was proposed in the first years of the 2010's decade - see, for example Ferreira and Filipe (2012), or Filipe and Ferreira (2013; 2014). Lately, the concept was applied, for example, to COVID-19 disease - see Filipe (2020a; 2020b; 2021).

Covid-19, after appearing in Wuhan (in the Chinese province of Hubei) by December 2019, rapidly spread all over the world. The 'drop oh honey effect' is an excellent metaphor to show how the disease spread. The risk management requires new tools to deal with new contexts, as the case of the pandemic environment.

2. The 'Drop of Honey Effect' Metaphor and the Chaos Ytheory

The metaphor is based on a tale by the Armenian poet Hovhannes Tumanyan (who presented a story showing how a simple drop of honey provoked a civil war). In fact, this story shows well how the chaos theory works; how a small change in the initial conditions has a huge effect in the final situation. Contexts of big uncertainty require the need of decisions to be made in a context of a hard environment.

3. The Drop of Honey Effect and Covid-19

After appearing in Wuhan, Covid-19 spread out from China. In Filipe (2020b) it is possible to see for example an approach by Grabinsky and Klinkova (2020), and the way Covid-19 spread, by using 'the drop of honey effect' metaphor.

4. Final Notes

The drop of honey effect allows to show in a very consistent way the spread of Covid-19 over the world. New academic tools are needed to work the new phenomena contexts. Julianna and Csilla (2022) also highlight the need for the paradigm-changing role in this kind of crisis management in a strong uncertainty environment.

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