



How 'Differences' are Sustained in COVID19 Crisis Response and Control Strategies

Dr Hetty Sun, Greenwich Business School, UK

How 'difference' is approached (culturally perhaps)?

A culture that admires individualism

Self-focused?

More isolated?

'I' more than 'We'?

(Ho & Chui, 1994; Santos et al, 2017)

A culture prefers collectivism

Relations?

Inclusive?

Autocratic?

(Powers, 2013; Triandis et al, 1990;
Schwartz, 1994; Gorodnichenko & Roland,
2016.)

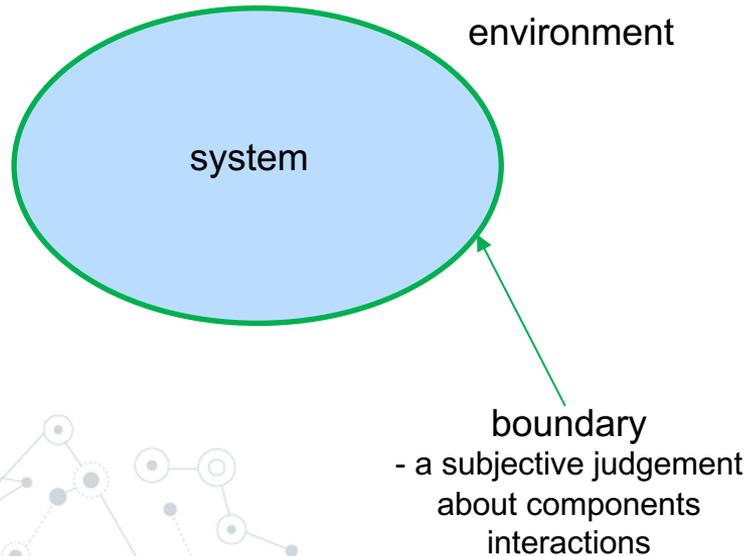
Systems Theories



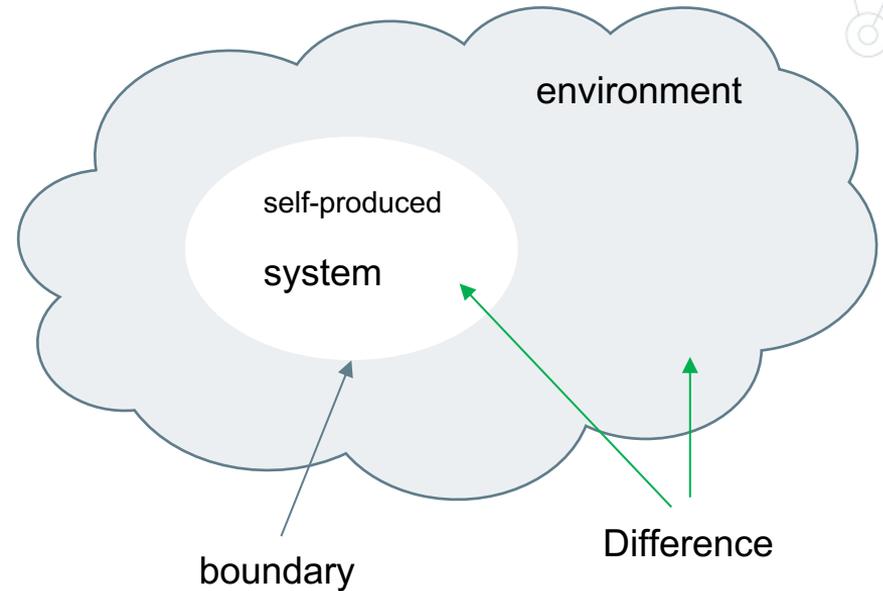
system, environment and boundary

System perspectives

Open System



Autopoietics



Two examples of COVID19 Crisis Response & Control Strategy

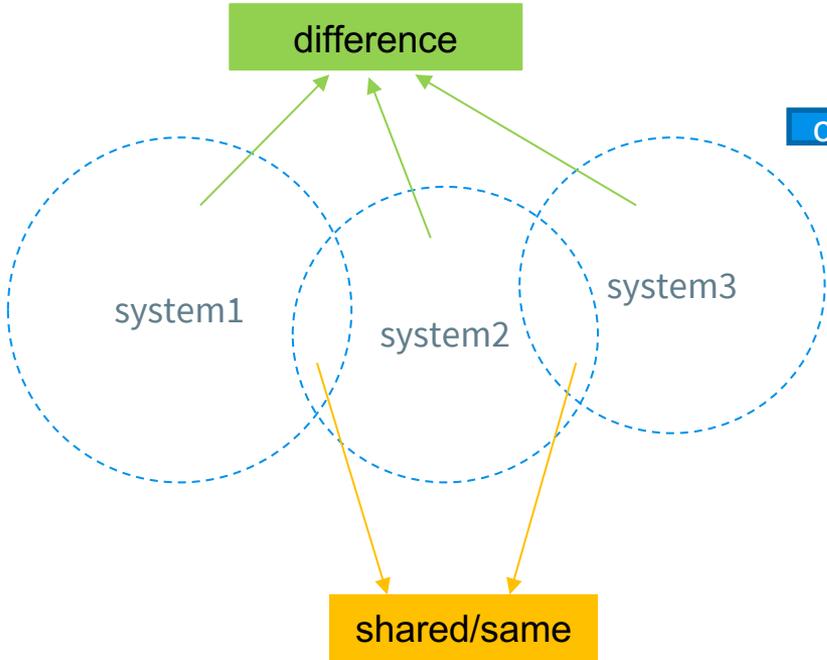
- Government decision was made based on a group of selective (high quality) researches.
- Selective researches were questioned or criticised by various medical experts (groups).
- Individual sensemaking towards various policies and medical evidences took place
- Personal preferences were demonstrated via social gathering or protesting.

Strategy was formed via discussion and debate.
Confronting of opinions, interests and knowledge.

Strategy was formed based on collective views through integration and **compromising**.

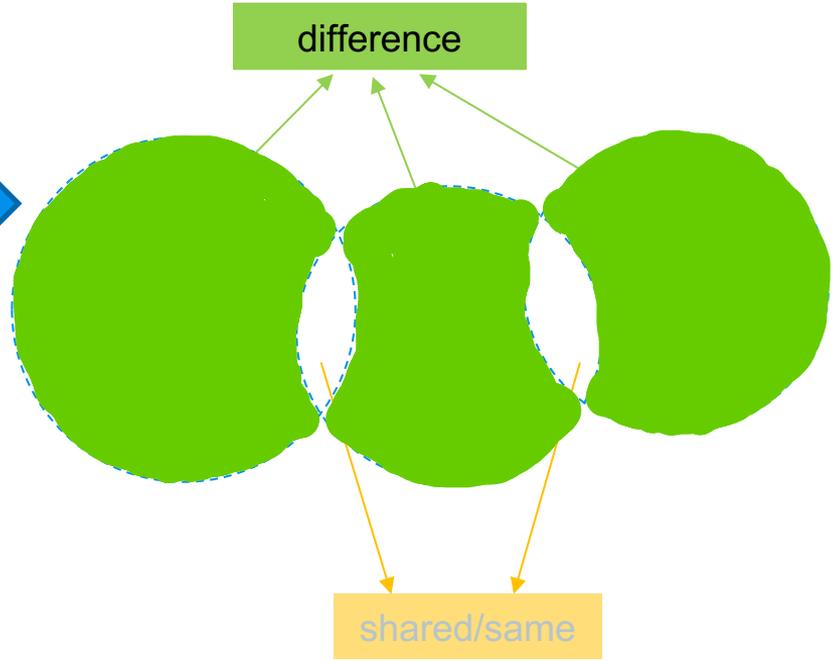
- Power (sovereign and disciplinary) intervention- represented in official news reports and policy announcements underlining government actions and medical experts(group) suggestions.
- Social sensemaking - represented in social media indicating the level of social acceptance of certain policy and willingness to cooperate.

Open System



environment

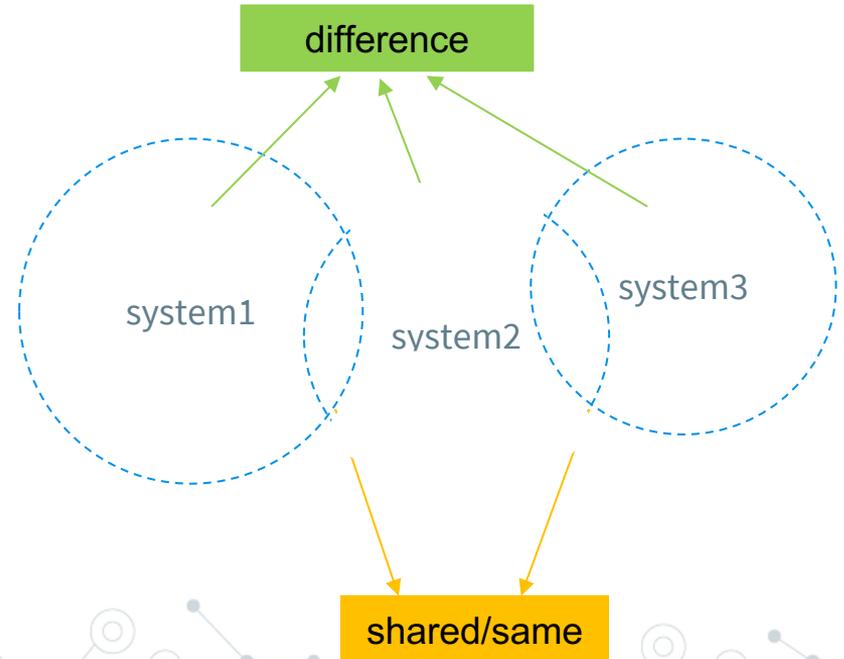
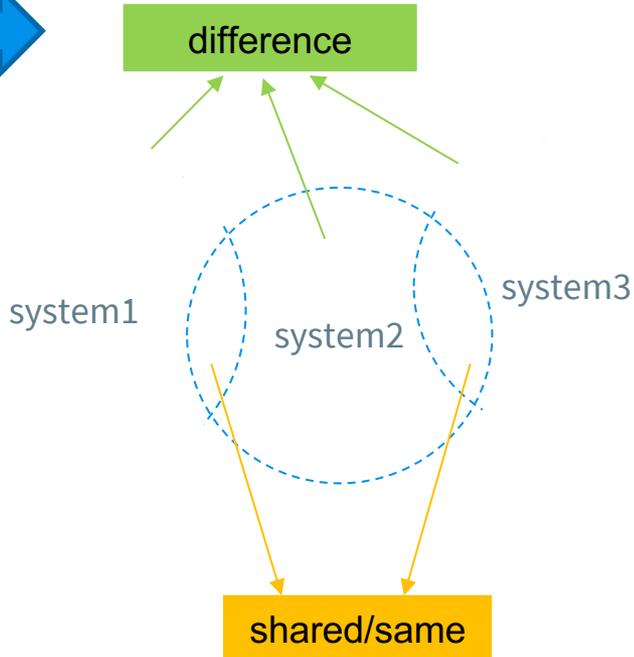
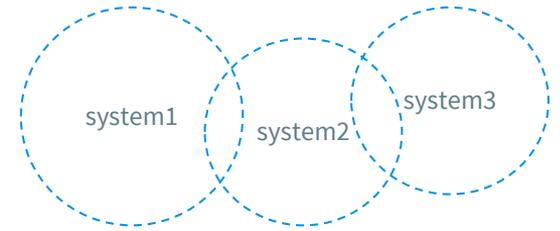
confronting



Open System



environment



Autopoietic System

