# The impact of corona on business contexts with an economic approach

# (Sample case study of Bazaar Gol Mahallati, District 14, Tehran Municipality)

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Abstract

The situation of cities in the world today has undergone many changes compared to before the Corona outbreak, and public spaces and shopping malls have suffered the most economic damage, and therefore the activity of citizens has undergone many changes and citizens are trying to do more through virtual stores. To provide their goods and find a suitable alternative instead of being present in commercial contexts. On the other hand, the absence of people in shopping and commercial centers and in urban spaces causes many economic problems to the owners of these sections and these sections mean spaces and uses. That the person is encouraged to buy and improve economic conditions by attending in person. These problems can be seen after the outbreak of coronary heart disease in Iran. The outbreak of coronary heart disease has continued since the end of 1398 and has put the Iranian economy in a state of recession with uncertainty. The Corona virus epidemic is first of all a great human catastrophe and then an economic catastrophe that has caused the closure of economic enterprises in Iran in a way that, according to the prevailing conditions in Iran, has put the country on the verge of a devastating recession. According to research conducted in Iran, the corona virus has negatively affected both supply and market demand in the areas of employment, as well as the closure and reduction of economic activities leading to a reduction in the labor force and a decrease in demand and ultimately a decrease in economic incomes. Has brought. This study tries to evaluate the plans of city managers in relation to the economy of Gol Mahallati area located in District 14 of Tehran Municipality in corona conditions and also to examine the existing potentials for smartening this area, which according to the questionnaire filled by The scope of the first hypothesis, ie the lack of planning by city managers, has been confirmed over the past few months, and the second hypothesis, ie the existence of suitable potentials and grounds for economic smartening of the area, has also been reviewed and approved. The method of the present study is through linear regression and finally evaluates the received responses, which in the summary section provides solutions to get out of the current situation.

**Keywords:** Corona outbreak, urban management, urban economy, intelligence

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