

# A CORPORATE EXPANSION STRATEGY MERGER AND ACQUISITION

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# A CORPORATE EXPANSION STRATEGY MERGER AND ACQUISITION

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## Abstract:

This paper present the study of an effect of COVID-19 pandemic on highly expected and widely used corporate strategy called Merger and Acquisition. Pandemic situation made huge impact on business as well as personal life of the people. However life is all about moving on and we can't wait for tings to be normal because this pandemic established new thinking 'Be Ready – Accept – Never Normal' of our life. The transaction value and number of deals were reduced though merger and acquisition is savior strategy to which it hit adversely in order to survive in competitive pressure. Researcher attempted to study effect and its way out in order to get stabilize in performance of the business.

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