

ANALYSE UND ENTWICKLUNG IM CONTROLLING-BEREICH WÄHREND DER COVID-19 PANDEMIE

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Abstract: *This paper deals with the impact of the COVID-19 pandemic on controlling within companies. Because Covid-19 was a moment of crisis, companies wanted to take a series of measures to ensure the stability of the company. Through the interview and survey as the main research methods, I was able to find out how the companies managed to cope with this situation and how the controlling department, which was responsible for developing many strategies, changed in the face of the Covid-19 pandemic. Topics such as digitalisation, adaptability and the introduction of new technologies were also covered. The paper presents the ways in which the company reacted to the impact of the COVID-19 pandemic. With the help of the controlling department, they were able to adapt quickly and develop new strategies to overcome this period. Therefore, this paper provides updates regarding the development of this department within the company and the technologies they use to develop more accurate strategies and reports.*

Key words: *adaptability; digitalisation; big data; business intelligence; strategic planning*

JEL Classification: *G34; M15; O22*

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