

# CONSUMER CHRONICLE



# DIPLOMACY

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# Editors Note

Greetings! Welcome to the 8th Edition of our Genesis Global School's Humanities Magazine - CONSUMER CHRONICLE. I would like to thank and congratulate all the talented designers, writers, and editors for dedicating valuable time to bring this magazine into fruition. This edition is very special. For the past 7 editions, we have solely been an economics and business, focusing on the recent happenings in the corporate and entrepreneurial world. This time, I am excited to announce that we are now a Humanities magazine, covering subjects ranging from business and economics to history and psychology.

This edition delves into the theme of "Diplomacy". In the world of social sciences, the implications and effects of global politics and bureaucracy have a prevalent impact on decision-making, which makes for an exciting and niche prompt to explore via various subject groups. This edition will cover various aspects of diplomacy via various lenses, ranging technological and economic impact of international trade to how the pandemic has shaped globalizing economies.

Understanding the diplomatic side of social sciences is crucial for an aspiring professional in order to gain a practical and realistic insight into real-world decision making. Business deals, economic analyses, psychological tests and experiments, and historical exploration all have a diplomatic aspect which is essential to understand in order to proceed safely and ethically.

Additionally, we end off the magazine with our staple crossword puzzle, along with some "must watches" and "must reads" concerning the diplomatic world. I highly urge you to watch and read a few of these series and books, as the insights you gain from them would be both fun and informative.

We sincerely hope you enjoy the 8th edition of Consumer Chronicle. Have a good read!

***-Sameer Gupta (Editor In-Chief)***

# APPLE VS SAMSUNG

BY HRIDHAAN JAIN

In 2011, a legal case between two tech giants and two giant Multinational companies Apple and Samsung sent shockwaves through the industry. Both companies are public limited companies where ownership is shared by many shareholders and are traded on a public stock exchange. This happened in the Northern District of California court. The disagreement was centered around allegations that Samsung had infringed upon Apple's patents in terms of design and functionality like its round corners, flat front surface, and home button of its smartphones. Samsung countered that its products were innovative and did not infringe on Apple's patents. This case includes devices like the iPhone 4, iPhone 3GS, Samsung's Galaxy S II, and Galaxy Tab 10.1. The case marked a significant moment in the history of intellectual property rights and the global smartphone market.



**Samsung vs Apple on patent rights; Source:**  
<https://www.bitfeed.co/page/start-the-new-lawsuit-between-apple-and-samsung>

## THE IMPACT ON SMARTPHONE MARKET

The Apple-Samsung case brings greater meaning to the smartphone industry. If victorious, Apple could mean it will have a more monopolistic market with less competition, slowing down innovation. As a result of increasing licensing fees, Apple may have stopped most of the smaller companies from investing in innovative technology. On the other hand, if Samsung prevails, it means promoting innovation as other companies can develop new ideas without fear of patent lawsuits. This would increase competition, thereby giving consumers a bigger choice.

Apart from market dynamics, the case also reflected on the brands. More so, the incident enhanced Apple's image as an innovator and intellectual property protector and, on the other hand, proved Samsung's potential to compete with a major player. This might also influence consumer choice since some consumers find that the respect of the company for intellectual property rights influences their choice between different brands.

The bad publicity may have deterred at least some customers from buying equipment from either firm, but the effects of that cannot be measured precisely. In the long term, however, the case increased visibility for the brands and heightened product differentiation and price competition.

## CLASH BETWEEN KOREAN AND AMERICAN LAWS

Apple, being based in the US, had more experience navigating the American legal system and its patent laws. Samsung, from South Korea, faced challenges adapting to the US legal system.

**Jury Trials:** The US uses juries to decide patent cases. In South Korea, judges make the decisions.

**Patent Validity:** In the US, the same court handles both patent infringement and validity cases. In South Korea, these cases are handled by different courts.

The case revealed key differences between American and Korean legal systems. The U.S. system supports individual rights and encourages lawsuits, while the Korean system prefers compromise and avoids conflict.



# APPLE VS SAMSUNG

BY HRIDHAAN JAIN

## LESSONS LEARNED AND FUTURE IMPLICATIONS

The Apple vs. Samsung case shook up the technology industry, especially when it comes to protecting intellectual property and shaping competition. It underscored how crucial strong legal protections are for intellectual property rights and what can happen if those rights are violated. The outcome prompted a closer look at patent laws and led to clearer guidelines for figuring out what constitutes patent infringement. Because of this case, future intellectual property disputes in tech have been influenced by the precedents it set.

Eventually, Apple and Samsung decided to settle their differences outside of court. While the details of the settlement remain under wraps, it's thought that both companies agreed to pay some amount in damages and licensing fees. This resolution ended a long and drawn-out legal battle, allowing both companies to refocus on their businesses.

The implications of this case extended beyond just the two companies. The heightened focus on intellectual property protection created a more competitive environment, pushing companies to set their products apart and steer clear of legal troubles. It also likely spurred innovation, as businesses ramped up their research and development efforts to come up with unique, patentable technologies.

The exact number of damages awarded to Apple and Samsung during the various stages of their legal battle is complex and subject to change due to appeals and settlements. However, here's a brief overview of the significant monetary awards and settlements:



Apple: Initially awarded \$1 billion (about \$3 per person in the US), then reduced to \$300 million, and finally awarded an additional \$539 million.



Samsung: Received smaller damages in counterclaims against Apple, and both companies eventually settled out of court for undisclosed amounts.

## SOURCES

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# THE RIPPLE EFFECT

BY AYAAN SRIVASTAVA

## How the Russo-Ukrainian War Continues To Reshape Global Business Strategy

As the first shots of the war were fired, they not only shook Eastern Europe but sent shockwaves throughout the global economy. More than 2 years after its beginning, the Russo-Ukrainian conflicts are still major factors for firms to consider as they make important decisions. Entire industries in disarray, fractured supply chains, and inflation are just some of the long-term consequences that have been brought about by these destructive events. In the aftermath of the Covid-19 pandemic, these events add even more strategic complexity for competing organizations. In the modern and globalized economy, businesses must adapt in order to survive and thrive.



Wars have been significantly impactful across all domains throughout the course of human history. Specifically for business, these implications can be classified into 2 categories: direct and indirect. The former includes all causal effects of the war itself including infrastructural damage, disruption of operations, and loss of human capital. On the other hand, the latter comprises of far-reaching and more implicit impacts such as variation in consumer demand, volatile financial markets, and shift in legalities. Let us recount a significant event from the war and explore how local and global businesses have adapted.

### The Siege of Mariupol

A striking example that displays the direct effects of the war is the siege of Mariupol, a crucial port that is paramount for Ukrainian steel and agricultural exports. As the city came under fire, over 90% of buildings including factories and hospitals were destroyed. The industrial facilities of Azovstal Iron and Steel Works, one of the largest steel producers in the country, were bombarded by Russian forces and rendered inoperable. Furthermore, as thousands of businesses were incapacitated, the workforce population - initially 540,000 - fell rapidly and were left without a means of livelihood. Due to these reasons, firms faced diseconomies of scale as productive capital and skilled labor became scarce, leading to an extensive increase in per-unit manufacturing costs. These are examples of direct impacts. Also, since the port was a key point of trade and export on the Sea of Azov, the siege led to further disruption in the already unstable supply chains. Due to this, external businesses reliant on Ukrainian exports incurred serious losses and also had to review decisions according to the war. This serves as an example of an indirect impact.

The natural adaptive response that many local businesses exhibited was diversifying operations across multiple locations to reduce risks of total business decline due to disruption. This process of decentralization was an effort to

establish greater continuity for these organizations. In addition, many firms around the world also undertook steps to optimize earnings. To increase the resilience of their supply chains, businesses are increasingly exploring alternative options with minimal risk and are also trying to procure raw materials from multiple suppliers to ensure that their business activity is not majorly disturbed by external stimuli. Leaders are beginning to see resilience and continuity as critical elements for the future of their organizations. After all, if you cannot survive, you cannot thrive. Lastly, businesses must consider market volatility when making strategic choices. For example, due to the attacks in Mariupol, the global prices of steel hiked. Here, a firm that is highly dependent on steel is likely to change its B2B outlook, accept raw materials at higher prices, and then sell its own manufactured product with reasonable profits by evaluating price mechanisms. Overall, firms have adapted in different and innovative ways and are still searching for the optimal method to maximize profits in the worldwide chaos.

In conclusion, while the war may have begun as a matter of personal interest, its consequences have become increasingly relevant to all those around the globe. Events such as the shutdown of large export facilities, or mass exodus of refugees have greatly influenced decision-making for competing firms. With the chaotic nature of ongoing events, the strategic complexity of business continues to rise.



### Supply Chain Resilience



# VOLKSWAGEN – INTERNATIONAL TRADE AND REGULATORY CHALLENGES

BY UTSAV SADH

Volkswagen (VW) is one of the most prominent and popular automakers of the world. Chances are, even if you haven't heard of Volkswagen or seen their automobiles, it is almost certain you have at least seen one of its brands that include ŠKODA, Audi, Bentley, Lamborghini, Porsche etc. Due to VW being this big in the automobile and arguably the leader of this industry, they have faced numerous regulatory challenges and play a significant role in international trade. VW and its brands have a strong presence in Europe, China, and the United States and its success in all these markets is tied to VW's ability to adapt to trade agreements and regulatory standards, particularly in the world's shift to sustainable transportation.

## Why international trade is important for VW?

International trade is important for all companies and VW is no different. It allows the company to diversify revenue streams, diversify risks connected to market fluctuations, and scale production on a global level. For countries that import, in VW's case China, United States, and other European countries, trade gives these countries access to advanced automotive technology and advancements and a wider range of vehicles which promotes economic growth and job creation. On a global level, VW's participation in trade helps in strengthening the global trade network and promotes interdependence and cooperation

## Volkswagen in international trade

VW has production plants in 27 countries and sales in more than 150 countries making it one of the largest car manufacturers globally. The company's revenue was €293 billion in 2023 with more than 50% of its total sales coming from outside of Germany, primarily from China, the United States, and the rest of Europe. China is VW's most important foreign market as China accounts for over 40% of its global sales. VW sold about 3.18 million vehicles in China alone. However, due to trade restrictions, shifting regulatory standards, and rising competition from local companies like BYD, FAW Group, Dongfeng, etc., VW has been forced to diversify its supply chains and reduce its dependency on a single market. VW is also investing heavily in EV production in Europe and North America as part of its international strategy.



# VOLKSWAGEN – INTERNATIONAL TRADE AND REGULATORY CHALLENGES

BY UTSAV SADH

## Regulatory Challenges

VW is infamous for its “Dieselgate” scandal in 2015 where they were caught using programmed software in their diesel cars which did not show the actual amount of emissions released from them. This software could sense when the car was in a test scenario based on the car’s speed, engine operation, steering position, etc., upon which the car’s software would switch to a “safety mode” that ran the engine below normal power and performance hence faltering the results as the emissions were less in the tests. When this was caught, it cost VW €30 million in fines, recalls, and settlements across all its markets, particularly in the United States and Europe. Since this incident, VW has worked to rebuild its reputation by following and navigating global regulations, especially the emissions standards and sustainability goals. The EU and United States have introduced stricter emission standards which has forced VW and other companies to accelerate their transition to electric vehicles. By 2025, VW aims to generate 50% of its global sales revenue from sales of EVs and have invested €52 billion in electric vehicle development

## SWOT ANALYSIS

### STRENGTHS

- Global market presence
- Strong EV strategy
- Diverse product line

### OPPORTUNITIES

- Growing EV market
- Emerging markets demand
- Strategic partnerships for EV battery development



### WEAKNESSES

- Reputation damage from Dieselgate
- Dependence on China
- High production costs in Europe

### THREATS

- Tightening regulations
- Intense competition from EV manufacturers
- Supply chain disruptions affecting raw materials (e.g., lithium for EV batteries)

**Strengths** - Due to VW’s global market presence, it has a wide customer base and its EV strategy to have 70% of sales revenue from EVs sold in Europe by 2030 aligns with the global shift towards more sustainable usage of resources. VW also has a very diverse product line with multiple brands making different types of automobiles which reduces their reliance on any single product and also caters to different market segments.

**Weaknesses** - Due to the Dieselgate scandal, VW is still negatively perceived by many consumers, regulators, and media which has a considerable impact on its reputation, and hence, sales. Another weakness is VW’s heavy reliance on the Chinese market which means it’s vulnerable to severe losses if the Chinese market fluctuates or if there is any geopolitical tension. In Europe especially, the costs for production are very high, and in a highly competitive market, VW’s profitability will be highly limited which could halt its growth.

**Opportunities** - Growth in the EV market is a great opportunity for VW to expand its EV portfolio and tap into less competitive markets. Emerging markets such as Southeast Asia and Central America offer potential for expansion and growth. VW can also look to partner with some companies, especially to aid them in building their EV portfolio by partnering with companies that produce batteries or other parts required in EV production.

**Threats** - An increase in environmental regulations could negatively impact VW’s profitability by increasing its operational costs. Another major threat is competition, especially in the Chinese market where a major chunk of VW’s sales come from, which may damage their market share. Supply chain disruptions are another threat in case of resource scarcity (lithium, cobalt, nickel) or trade barriers such as tariffs that could hinder the supply chain which could decrease production stability and cost management. In conclusion, VW’s position in global trade offers opportunities for growth and comes along with challenges due to regulatory pressures and emerging competition. To maintain its competitive advantage, VW should continue to navigate through the strict regulations, diversify its operations and innovate rapidly in the EV market



# ECONOMIC IMPLICATIONS OF DIGITAL CURRENCIES

BY MANJARI SHUKLA

In the contemporary world, where technological innovations are constantly evolving, digital versions of currency already dominate most countries' financial systems. Cryptocurrencies such as Bitcoin and Ethereum, help facilitate increased participation of the hitherto, underserved in the financial system. The exploration and experimentation on the usage of cryptocurrencies is a fast-growing operation in numerous countries. As a result, not only introduces greater financial accessibility and decentralisation but also major challenges for regulatory systems.



## ADDED TRANSPARENCY

The long-lasting transparency gives online transactions an edge over traditional fiat money. Digital currencies typically offer the added benefit of conditional anonymity with efficient cashless transactions. This gives users multiple options without the regular bureaucratic delays that come with physical banking. In addition to that, reduced transaction costs and enhanced liquidity facilitate a fluid financial system. The foundation for cryptocurrency is blockchain technology, which serves as the common type of distributed ledger used. Decentralized blockchains are immutable and raise concerns with regulatory compliance in jurisdictions because they can conflict with laws requiring data modifications or deletions. For example, regulations like the General Data Protection Regulation (GDPR) in the EU give individuals the right to request the deletion of their data. In a decentralized blockchain, it is difficult to comply with such regulations since the data cannot be removed or modified after it has been added to the blockchain.

## CBDC's

There are other digital currencies issued by the central banks. Among them, the Central Bank Digital Currencies (CBDCs), make dealings more effortless and provide an option that is cheaper to use for international transactions. Cross-border payments have been embraced as one of the critical priorities for the G20. The Financial Stability Board (FSB) acknowledged in its 'G20 Roadmap for Enhancing Cross-Border Payments' that many central banks are developing a CBDC to look at possible answers to ease cross-border transactions that are usually restricted due to lengthy procedures and strict checks on compliance, and which rely on the correspondent bank's availability and time zones. As the global economy expands, central banks are building CBDCs to keep pace with this rapidly evolving digital space. Over 93% of the world's central banks are in the testing phase of CBDC.



# ECONOMIC IMPLICATIONS OF DIGITAL CURRENCIES

BY MANJARI SHUKLA

in terms of the legalities involved, the irreversibility of transactions leaves considerable economic risks for illicit activities, especially from a regulatory point of view. After being recorded on a digital currency network, the transaction cannot be reversed which creates difficulties in recovering money in frauds. Victims not getting lost money back in an online fraud is a common user experience. The RBI disclosed 5.4 lakh fraud cases worth Rs 1,146 crore in 5 years, with a low likelihood of recovering lost money.



Consequently, citizens point fingers at the government for the absence of a regulatory framework that can effectively address these issues. This increases the vulnerability of digital currencies to be misused for illicit activities such as money laundering, thus undermining the integrity of financial systems. Along with this, effective consumer protection methods must be introduced to address risks associated with cryptocurrencies and digital money transfers.



## AML AND KYC

anti-money laundering (AML) and know-your-customer (KYC) laws placed there to eliminate illegal transactions. Nevertheless, governments are expected to implement detailed regulations that ensure not only a reduction of fraudulent rates but also provide a better hope for the money lost to return. Such necessary frameworks to enforce security and trust will be highly helpful to governments in minimizing risks of financial instability. The greater use of digital currencies has significant economic consequences and compels lawmakers and regulators to face increased scrutiny. Although the merits are many, the challenges persist including citizen health and global cooperation complexities. The impact of digital currency on the real world is enormous, but it will only be balanced out with facilitative governance so that all benefits accrue.



# Impact of EU-US Trade Dispute on Economies

By Myiesha Athar

*Trade conflicts occur when two or more disagree with certain trade policies or practices, leading to action like imposing tariffs, quotas, or other trade barriers.*

These conflicts often arise when one country believes that another is engaging in unfair trade practice, and could range from dumping (selling goods at a low price in a foreign market), subsidising industries, or using patents or technology without proper permission. These conflicts have become a prominent feature of the modern global economy, an example being the trade dispute between the European Union (EU) and the United States over aircraft subsidies, that lasted for 17 years, from 2005 to 2021.

The dispute began in 2004, when the U.S filed a complaint with the World Trade Organization (WTO) against Airbus, claiming it had received \$22 billion in unfair subsidies from European governments. The EU countered with its own complaint in May 2005, now against the US, alleging that Boeing had received \$23 billion in indirect subsidies from the US through tax incentives. Over the next decade, the WTO ruled that both sides provided illegal subsidies. In 2019, the WTO authorised the US to impose \$7.5 billion in tariffs on EU goods, and in 2020, the EU was granted permission to impose \$4 billion in retaliatory tariffs (a tax the government charges on imports to punish a country for charging tax on its own exports) on US products.

However, this dispute and tariffs affected not just aircraft, but other industries, ranging from agriculture, to European wine and US machinery.

For Boeing and Airbus, the dispute disrupted their global supply chains, which ultimately raised production costs and caused delivery delays of trade. Airlines faced higher costs for aircraft which were also passed down to consumers through increased ticket prices. According to estimates, the tariffs also raised the price of Airbus aircrafts imported into the US by 10%, which was later increased to 15%, reducing orders and adding pressure on both companies' financial stability. It also increased costs for American airlines, who now had to pay more for new aircrafts. Airbus, which sources parts from multiple countries, faced higher input costs, making production less efficient since more money was being put into it.

This also impacted consumers, as mentioned, since prices were drastically increased. However, apart from simply impacting the price of the aircrafts, the higher prices trickled down to airlines and eventually consumers due to increased ticket prices. Since prices rose for consumers, it added to inflationary pressures, especially in the aviation sector.

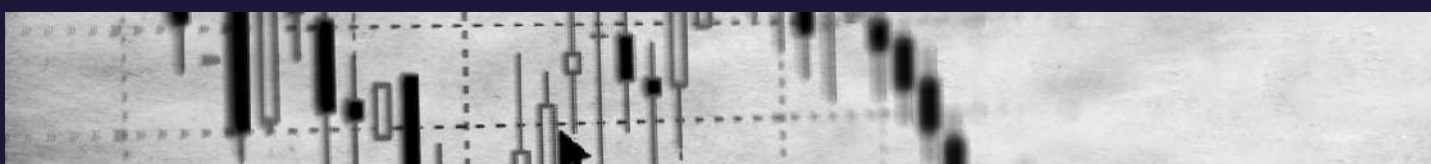


Moreover, this dispute also threatened aerospace employment, especially since the sector is a major employment in both the US and the EU. In the US, Boeing, already struggling with the 737 MAX crisis, was further strained by the reduced demand in the European market, one of its largest customers. Due to the increased costs of doing business in the US, Airbus also assessed their production and expansion plans. A report from the European Commission suggested that as many as 1,000 jobs in Airbus's European supply chain were at risk due to its reduced demand. On the other hand, US analysts estimated thousands of Boeing related jobs could be affected by the dispute.

While the dispute primarily targeted the aerospace sector, tariffs were extended to a plethora of unrelated industries, spreading the economic damage. The US also imposed tariffs on European goods like cheese, wine and whiskey, which negatively impacted European exporters. For example, French wine exports to the US dropped by 27% in 2020, causing a loss of \$1 billion in sales to producers.

Moreover, European tariffs on US goods, including agricultural products like soybeans and corn, also caused harm to American farmers that lost access to crucial markets. The tariffs on machinery also increased costs for European manufacturers reliant on US imports. The result had ripple effects across the economies of both regions. Apart from that, there was a considerable slowdown in global trade, as the aerospace industry is heavily interconnected with the global supply chain. With both Boeing and Airbus facing increased production costs and reduced market access, the global aircraft market saw a decline in deliveries. This slowdown, combined with reduced investment, further weakened economic growth worldwide. According to the IMF, the trade dispute contributed to a reduction in global trade volume, with estimates suggesting a 1-2% drop in international trade flows.

The EU-US trade dispute over aircraft subsidies had wide-reaching economic impacts, while it mainly hit the US and countries involved in the EU, there were still impacts on the global economies, far beyond the aerospace industry caused by higher production costs, supply chain disruptions, and tariffs on unrelated goods. Although the recent suspension of tariffs for 5 years was made in 2021, the 17 year long dispute still had significant, and possibly irreversible, damage to all aspects of the economy.



# ARTIFICIAL INTELLIGENCE

BY NOYON DATTA BANIK

## ARTIFICIAL INTELLIGENCE: A GAME-CHANGER IN INTERNATIONAL TRADE

Artificial Intelligence (AI) is rapidly transforming various industries, especially international trade. Its ability to process vast amounts of data, automate tasks, and make intelligent decisions is changing the global market.

### THE IMPACT OF AI ON INTERNATIONAL TRADE

Artificial Intelligence models can streamline and predict supply chains, control logistics and reduce administrative work. For example, AI-powered bots can predict demand based on the current market and find shorter and more efficient international routes for trade. Additionally, algorithms can analyze market trends and predict future trends. This is beneficial for businesses as it can help in identifying opportunities and risks associated with more effectively. Therefore, more informed decisions can be made such as where to invest, which markets to enter as well as responding to the changing consumer base. Moreover, AI models can automate the best method of storing, loading, and unloading for a particular shipment. Additionally, it will also reduce custom clearance processes and can bridge the gap of language barriers which would help in faster communication between trading partners. Furthermore, AI models are driving current innovation through the development of new tertiary-based products and services. For example, through machine learning, different models can be created to facilitate learning within schools around the world.

### REGULATIONS AND LAWS

As AI's influence on international trade grows, so does the need for appropriate regulations and laws. One of these important conditions is Privacy and the protection of consumer data is very important, especially in the international market. Agreements like the **General Data Protection Regulation (GDPR)** and the **Privacy Shield Framework** contain the rules and regulations related to Data Privacy internationally. Additionally, Patents and Copyrights are essential for increasing innovation while preventing unfair competition. International treaties like the **Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS)** address these issues. Lastly, cybersecurity as AI-powered systems can be vulnerable to cyberattacks, posing risks to both businesses and consumers. The **Indian Computer Emergency Response Team (CERT-In) Rules, 2013** state that Entities must implement reasonable security measures to protect their IT systems and data. Other laws also exist that were introduced to establish guidelines for entities in India to address cyber threats and incidents.

### THE FUTURE OF AI IN INTERNATIONAL TRADE

The future of AI in international trade is bright. As AI continues to advance, we can expect to see even more applications and benefits. However, it is crucial to address the legal challenges to ensure that AI is used responsibly and for the betterment of global trade. By understanding the potential of AI and addressing its challenges, we may harness its power to create a more efficient and productive global market.

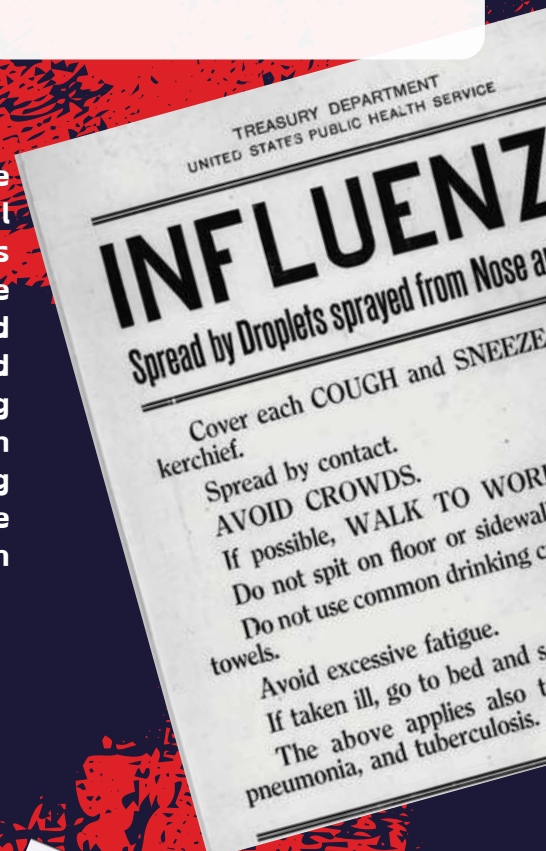


# The Historical Footprint of

# COVID-19

By Vedante Suri

Now that the pandemic is over, the world is beginning to take stock of the global impact COVID-19 has had on national economies. Pandemics, throughout history, have always acted as turning points for global trade and economic structures. The COVID-19 pandemic, much like the Spanish Flu of 1918, exposed vulnerabilities in interconnected economies and disrupted international commerce on an unprecedented scale. According to the World Bank, the global economy contracted by 3.5% in 2020, with sectors such as travel, tourism, and manufacturing taking years to recover. While the pandemic's immediate economic effects are evident, the broader, long-term consequences continue to shape policies across nations.



Historically, pandemics have disrupted economies, but the COVID-19 crisis revealed how fragile global systems are. The Spanish Flu, which affected 500 million people globally, had localized economic effects due to a less interconnected world in the early 20th century. According to the International Monetary Fund (IMF), while the Spanish Flu led to a temporary dip in GDP growth, its impact didn't reach the same scale as COVID-19.



# The Historical Footprint of

# COVID-19

By Vedante Suri

In contrast, COVID-19 caused governments to implement large-scale fiscal stimulus packages to prevent complete economic collapse. The IMF notes that global government debt levels surged to 97% of GDP in 2020—levels not seen since World War II.

COVID-19 also exposed critical weaknesses in global supply chains. With countries heavily reliant on international trade for essential goods, including medical supplies, sudden lockdowns and border closures caused widespread shortages. A report by McKinsey & Company found that 75% of companies worldwide were affected by global supply chain disruptions, highlighting the need for resilience and diversification in trade practices. This crisis led governments to reconsider their reliance on single sources for essential supplies, pushing for more localized production, especially in critical sectors like medicine and technology.



The long-term impact of the pandemic can be seen in the accelerated shift toward digital economies. According to the World Economic Forum, the adoption of digital tools and remote work technologies advanced by several years, with companies and individuals adjusting to remote operations. This shift will likely have lasting effects on national and global economies, reshaping the labor market, the nature of work, and urban development. Much like the aftermath of the Spanish Flu, which led to public health reforms and changes in labor laws, the COVID-19 crisis could result in lasting shifts in economic policies and practices.



# The Historical Footprint of

## COVID-19

By Vedante Suri

However, the recovery from COVID-19 has been uneven. Developing economies, particularly reliant on sectors like tourism and agriculture, were hit hardest by the global recession. According to the International Labour Organization (ILO), global working hours decreased by 8.8% in 2020, equating to 255 million full-time job losses—nearly four times greater than those during the 2008–2009 financial crisis. While developed nations provided stimulus packages and welfare support, developing countries faced harsher economic hardships, with slower recoveries revealing the deep inequalities in global economic systems.

Environmental consequences must also be considered. During the pandemic, reduced travel and goods movement caused carbon emissions to drop significantly. According to a study in *Nature*, global CO2 emissions decreased by 6.4% in 2020 but were expected to rise to pre-pandemic levels by 2021–2022 as economies reopened. This highlights the temporary nature of these environmental benefits and underscores the need for sustainable economic practices in the future.

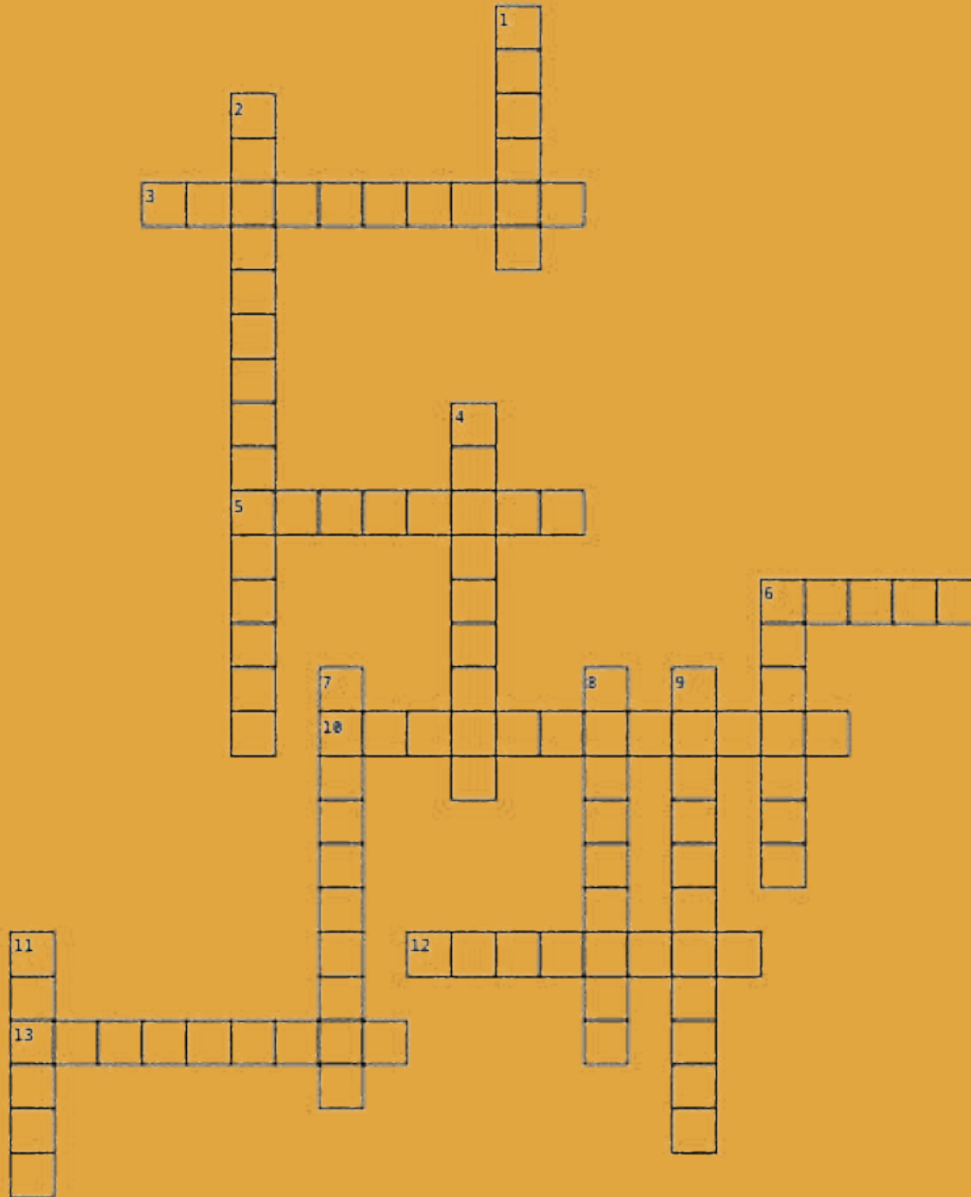
On a broader scale, the COVID-19 pandemic reshaped global economic policies and priorities. National economies have had to adapt rapidly to the disruptions caused by the crisis, and many are still grappling with its consequences. In comparison to past pandemics like the Spanish Flu, the economic impact of COVID-19 has been more global in scale, deeply intertwined with international trade and commerce. The lessons learned from this pandemic—particularly regarding the need for resilient supply chains, sustainable practices, and equitable healthcare access—will likely shape global strategies for the foreseeable future.

In conclusion, the global impact of COVID-19 on national economies has been both profound and far-reaching. The economic fallout of the pandemic reshaped global trade, accelerated digital adoption, and emphasized the need for resilience in future crises. As recovery continues, the lessons from COVID-19 will likely influence global policies and practices, ensuring that economies are better prepared for the challenges ahead.





# THE DIPLOMACY CROSSWORD



- Answers**
- Across**
3. Expatriate  
5. Alliance  
6. Envoy  
10. Multilateral  
12. Diplomat  
13. Mediation
- Down**
1. Treaty  
2. Representatives  
4. Consulate  
6. Embassy  
7. Ambassador  
8. Sanctions  
9. Negotiation  
11. Summit

## ACROSS

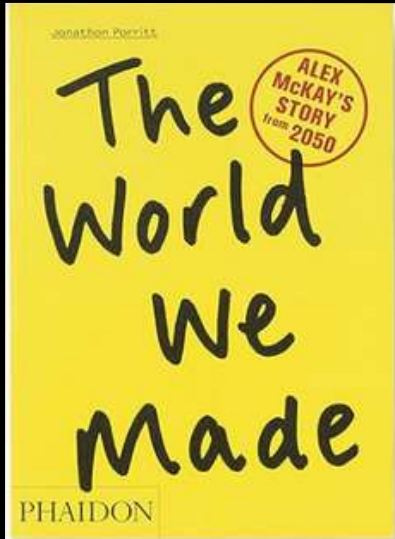
3. A person living outside their native country, often for business purposes
5. A formal agreement or partnership between countries or groups for mutual benefit or to achieve a common goal
6. A diplomat sent on a special mission, often a temporary assignment representing their country in a specific matter
10. Involving more than two nations or parties.
12. An official representing a country abroad
13. The process by which a neutral third party helps resolve disputes between two conflicting sides in diplomacy or negotiations

## DOWN

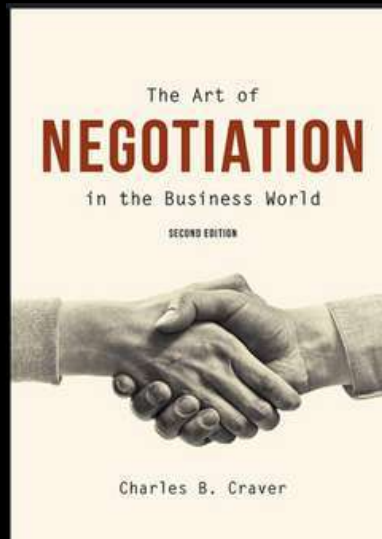
1. A formally concluded and ratified agreement between states
2. People chosen to act and speak on behalf of a wider group
4. A diplomatic office in a foreign country that offers assistance to citizens and facilitates trade and cultural exchanges
6. A diplomatic mission or foreign mission is a group of people from one state or an organisation present in another state to represent the sending state/organisation officially in the receiving state
7. An accredited diplomat sent by a state as its permanent representative in a foreign country
8. Penalties or actions taken by one or more countries against another country to enforce international law or influence its behavior
9. Discussion aimed at reaching an agreement
11. A meeting between heads of government



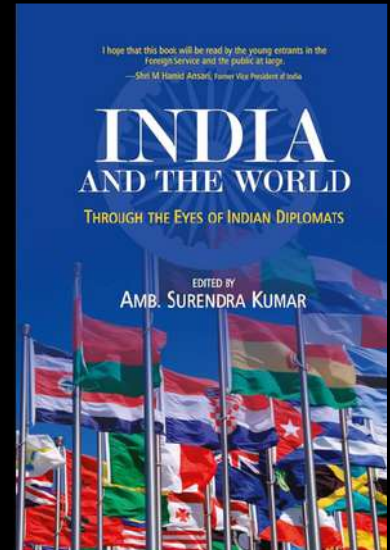
## Top 10 by Bookflix



**THE WORLD WE MADE**

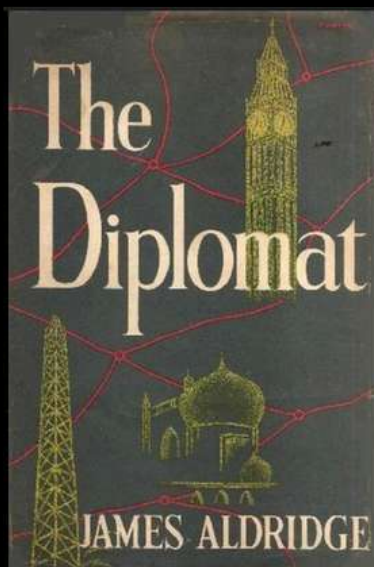


**THE ART OF NEGOTIATION**

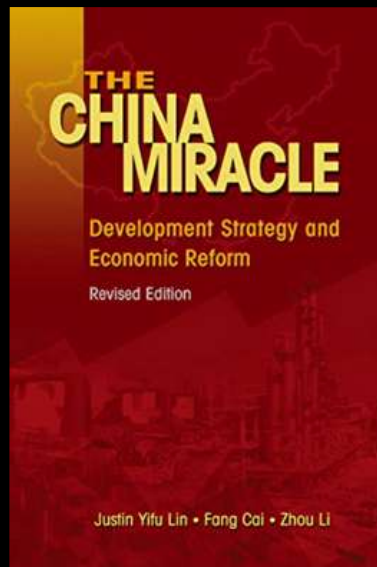


**INDIA AND THE WORLD**

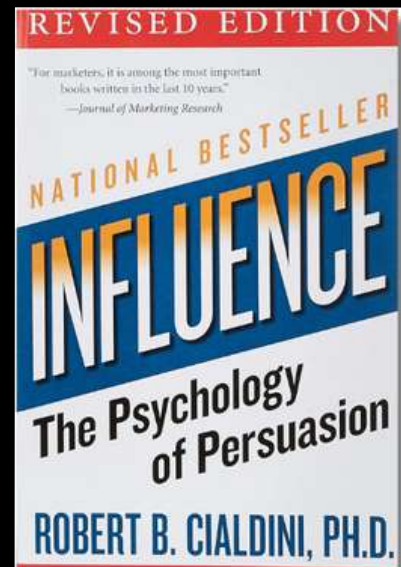
## Top picks by Bookflix



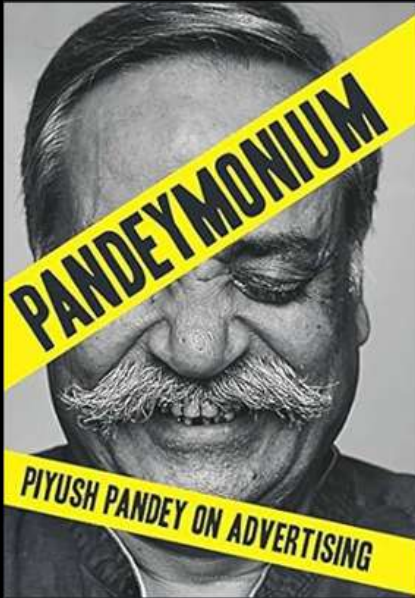
**THE DIPLOMAT**



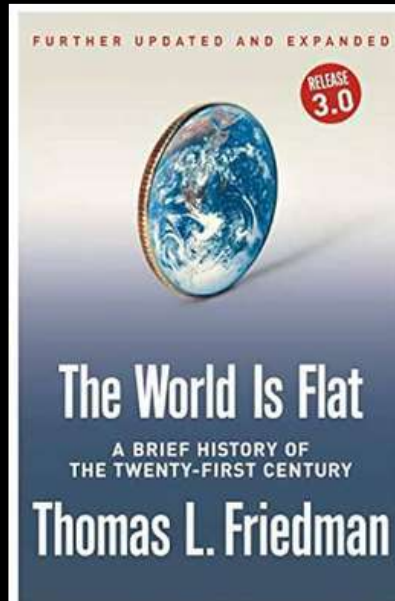
**THE CHINA MIRACLE**



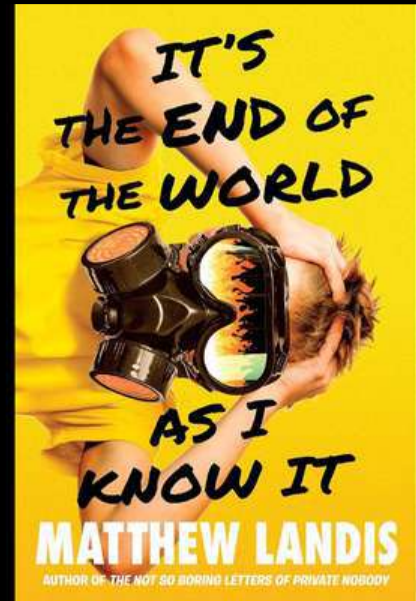
**THE INFLUENCE**



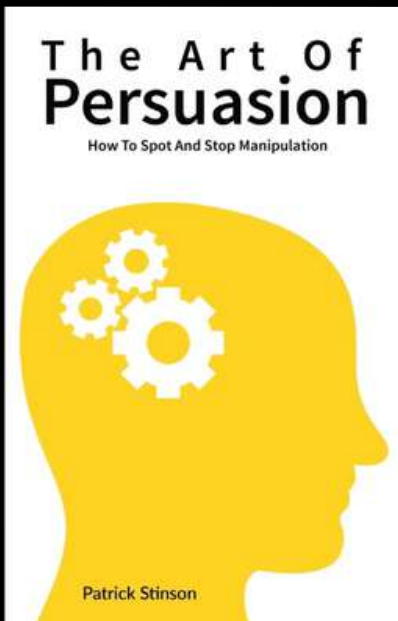
**PANDEYMONIUM**



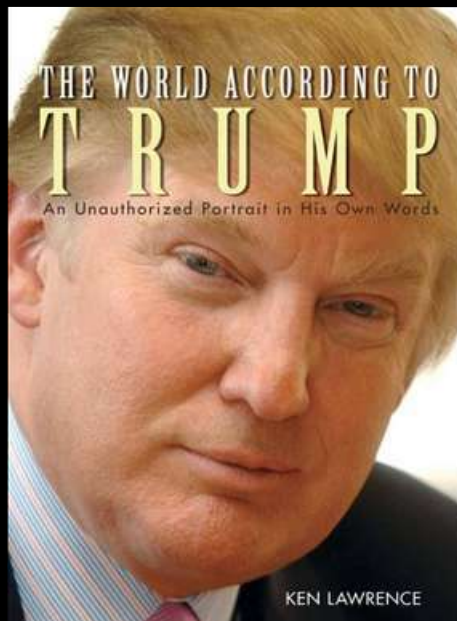
**THE WORLD IS FLAT**



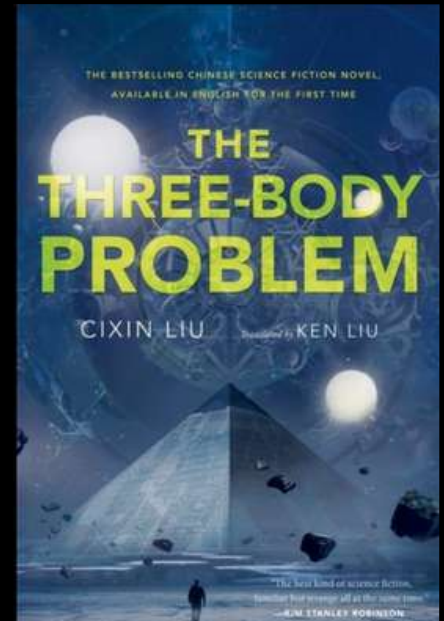
**THE END OF THE WORLD AS WE KNOW IT**



**THE ART OF PERSUASION**



**THE WORLD ACCORDING TO TRUMP**



**THE THREE BODY PROBLEM**

## LOCAL PARTNERSHIP

- Formed a joint venture with the Chinese automaker Shanghai Automotive Industry Corporation (SAIC) to establish a manufacturing facility in Shanghai.
- Leveraged SAIC's deep understanding of the Chinese market and its strong relationships with local authorities.

## REGULATORY COMPLIANCE

- Invested heavily in understanding and complying with Chinese regulations related to electric vehicles, manufacturing, and data privacy.
- Worked closely with Chinese regulators to address concerns and obtain necessary approvals.

## INVESTMENT

- Invested billions of dollars in a manufacturing facility in Shanghai, demonstrating its long-term commitment to the Chinese market.
- Created thousands of jobs in China, contributing to the local economy.

## TESLA'S DIPLOMATIC STRATEGY IN CHINA

## GOVERNMENT RELATIONS

- Engaged in high-level talks with Chinese government officials to address concerns and secure support.
- Worked with local authorities to obtain necessary permits and approvals for its operations.

## RISK MANAGEMENT

- Engaged in high-level talks with Chinese government officials to address concerns and secure support.
- Worked with local authorities to obtain necessary permits and approvals for its operations.

## LOCALIZATION

- Adapted its products to suit Chinese consumer preferences, including offering features like heated seats and air filtration systems.
- Developed a localized marketing strategy that resonated with Chinese consumers.

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## The Ripple effect

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