

**VACCINE MEDIA DEVELOPMENT AFTER EPIDEMIC**

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**UNIVERSITI TEKNOLOGI MALAYSIA**

**VACCINE MEDIA DEVELOPMENT AFTER EPIDEMIC**

**HUNAG XI MBS201120**

**A project reported submitted in partial fulfilment of the requirements  
for the award of the degree of Master of Business Administration  
(Digital Entrepreneurship)**

**International Business School  
Universiti Teknologi Malaysia**

**February 2022**

## **DEDICATION**

This thesis is dedicated to both of my parents, who taught me that the best knowledge is knowledge gained for one's own benefit and that one can share and benefit others. It was also addressed specifically to my supervisor, who taught me that even the most difficult task can be completed with dedication and determination. Also, not to forget my family, who taught me the true meaning of life and not just based on theory.

## ACKNOWLEDGEMENT

First of all, I am very happy and excited to be able to study in Universiti Teknologi Malaysia before the age of 30. In this year and a half of MBA student career, I have met many small partners from different countries. Everyone has different cultures, but I gather in this school park because of my study. Although my ability is insufficient, everyone takes the initiative to help me, It makes me feel very warm. In this warm campus, there is a very special person. At first, we studied at Universiti Teknologi Malaysia together because we have a common ideal. From the initial revolutionary friendship to today's hand in hand, the school not only gave us academic qualifications, but also gave us a campus relationship.

Secondly, I am also very grateful to my supervisor, Dr hishan Shanker sanil. He is a very handsome, serious and responsible doctor. He has eliminated many troubles for me academically and finally completed a complete report. And the doctor of every course in the MBA year and a half has been giving me continuous encouragement. I'm so lucky and grateful along the way!

Finally, because the whole process of the implementation of the action research report was completed in the company where I worked, as the founder of Beijing yimiaotong Biotechnology Co., Ltd. and my direct boss, Mr. Liu Yongchao, I need to thank him very much for his help in both work and study. The last position is left to my parents and family, who can support me to complete this graduate degree and carry the external remarks of "older young women are unmarried" for me, so as to successfully complete my dream.

## ABSTRACT

The action research is novel coronavirus pneumonia based on the discussion of the changes in the media industry of the vaccine industry after the outbreak of the new crown pneumonia. The research object selected in this paper is we media, which has excellent performance in this industry. This research pays more attention to "building a more influential we media in the industry through the brand building of the media, and improving the brand awareness after the implementation of the intervention", And "the suggestion is to improve the overall influence of the company in multi-dimensional, multi platform and multi-channel, so as to create a high brand awareness and finally create a circle culture". The method of this study is the mixed method, which is divided into two stages. The first stage is the qualitative method used in the first stage, and the second stage is the quantitative analysis. In the analysis process, NVivo software, SPSS and t-test are used respectively. The two stages are used to determine the problems to be studied in this paper, Put forward corresponding intervention measures.

According to the values after the intervention, there are obvious differences before and after the intervention. The quantitative and qualitative analysis results of this study also show a good trend after two cycles of intervention, which indicates that the research has achieved the final three goals. If you need to achieve relatively good influence, you need a sustained brand voice. Therefore, if you need to carry out corresponding research in the later stage, you should make corresponding matching according to the latest situation affected by the environment. In this way, you can achieve sustained media influence.

## ABSTRAK

kajian tindakan ini berdasarkan diskusi dan kajian perubahan dalam media industri vaksin selepas epidemi SARS. Objek kajian yang dipilih dalam kertas ini adalah kami media, yang mempunyai prestasi yang hebat dalam industri ini. kajian ini memberi lebih perhatian kepada "membina media yang lebih berpengaruh dalam industri melalui membina tanda media, dan meningkatkan kesedaran tanda selepas implementasi intervensi", Dan "cadangannya adalah untuk meningkatkan pengaruh keseluruhan syarikat dalam multi-dimensi, multi-platform dan multi-saluran, untuk mencipta kesedaran tanda tinggi dan akhirnya mencipta budaya bulatan". Kaedah kajian ini ialah kaedah campuran, yang dibahagi kepada dua tahap. Tahap pertama adalah kaedah kualitatif yang digunakan dalam tahap pertama, dan tahap kedua ialah analisis kuantitatif. Dalam proses analisis, perisian NVivo, SPSS dan t-test digunakan secara berdasarkan. Dua tahap digunakan untuk menentukan masalah yang akan dipelajari dalam kertas ini, Masukkan tindakan intervensi yang sepadan.

Menurut nilai selepas intervensi, terdapat perbezaan yang jelas sebelum dan selepas intervensi. hasil analisis kuantitatif dan kualitatif kajian ini juga menunjukkan trend yang baik selepas dua cikel intervensi, yang menunjukkan bahawa kajian telah mencapai tiga tujuan terakhir. Jika anda perlu mencapai pengaruh relatif baik, anda perlukan suara tanda yang kekal. Oleh itu, jika anda perlu melakukan kajian yang sepadan pada tahap kemudian, anda perlu membuat persamaan yang sepadan mengikut situasi terbaru yang dipengaruhi oleh persekitaran. Dengan cara ini, anda boleh mencapai pengaruh media yang kekal.

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## LIST OF ABBREVIATIONS

SPSS	-	Social Science Software
Covid-19	-	Coronavirus Disease 2019
AR	-	Action Research
RO	-	Research Objective

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

Under the background of the outbreak of COVID-19, how will the development path of vaccine media be impacted? What opportunities and challenges will these enterprises face? Through this article, we will take Beijing yimiaotong Biotechnology Co., Ltd. as an example, trying to explore these problems and summarize more rational and scientific conclusions.

This chapter will include six sub chapters: case company information, PESTEL analysis, problem situation, SWOT analysis, research questions, research objectives, and the importance of the proposed research in theory and practice. Finally, the layout and conclusion of this chapter will be included in the first chapter.

### 1.1 Information About The Case Company

#### 1.1.1 Organizational Background

Beijing yimiaotong Biotechnology Co., Ltd. has been committed to disease prevention and control for many years, providing information training, software development and network operation services. In line with the company's tenet of

"serving Chinese vaccine people", we will survive in the industry. Today, despite the rapid development of medical science, vaccine is still the most effective means to provide quality of life and prevent and control epidemic diseases. However, in the current social education, vaccine does not have a separate professional knowledge category, and more belongs to a branch of public health system discipline. However, vaccine itself is highly professional and has not received academic support. More windows, for everyone to carry out the corresponding education. The public has a strong demand for vaccine consultation, but they are unable to obtain relevant knowledge efficiently. Against this background, yimiaotong has an early layout of vaccine consultation media, forming a relatively mature product.

The company has been deeply ploughing the media from the media of the popular science vaccine, the network media platform, and the official account of WeChat public account operated by the company. The vaccine circle is the earliest and most influential self media in the vaccine industry. It was first created in December 2013 by Liu Yongchao, founder of the million vaccine Tong, and divided the public number into a subscription service number for the "vaccination system". At the same time, the company deeply excavates the contradiction between supply and demand in the vaccine industry, and has carried out a variety of services such as vaccination query / vaccination reminder and online appointment for vaccinators. In the process of operation, we found that vaccine practitioners have strong demand for vaccine storage, logistics and batch query. In order to better serve the vaccine practitioners and integrate upstream and downstream resources, we have improved our professional services for vaccine practitioners through technological research.

So far, the company's business has covered the whole country, covering nearly a thousand hospitals, and has been highly praised. The company's business also covers vaccine consulting, vaccine training, software development and Internet technology. Through multi port data sharing and big data analysis, the company has formed the whole process service of vaccine. At present, the company develops rapidly based on



the Internet related business in the vaccine industry. Future Ltd also takes the Internet plus disease prevention as the development direction.

Beijing yimiaotong Biotechnology Co., Ltd. was established in 2014, and its headquarters is located in Xicheng District, Beijing. As an Internet company based on vaccine industry, it has a wide range of business. The company has nine registered trademarks, three operating systems and three wechat public accounts.

The company's layout is reasonable, and the media publicity platform and service platform are organically combined to form a relatively perfect industrial layout.

Vaccine know all (official account and small program) is mainly for vaccine recipients. Through the professional authority of graphics and Video Science consultation, humorous and full of dry goods vaccine open class, to publicize the basic knowledge of vaccine and vaccination precautions to the public. Through the public entrance, we can enter the small program of vaccine know all. This official account has a relatively perfect vaccine reservation service. Big data can be used to recommend vaccines according to personal conditions, and professional consulting services can be provided. The "vaccine know it all" app integrates all the contents of wechat ecology.

The vaccine circle (official account) is a learning platform for the vast number of vaccine practitioners and vaccination staff, updating the professional knowledge articles and the latest information in the industry every day. Provide professional questions related to vaccine, ask and answer by professionals, and provide the whole process service of adult vaccine appointment, vaccine batch number query related vaccine information and other services. Associated with the "epidemic health has you app" vaccine validity query, issued quantity, price, instructions, as well as a variety of vaccine guidelines and specifications, transmit industry trends. It provides

convenient information support for the daily work of CDC doctors, vaccination unit doctors, production enterprise personnel, marketing enterprise personnel and clinicians. At present, it has become an influential utility in the industry, which can provide professional support on the Internet platform for personnel in relevant professional fields.

The cervical cancer vaccination service platform (official account) is an information platform for the professional service of cervical cancer vaccine. In recent years, women pay more and more attention to their own health. Among the few vaccines that can prevent cancer, HPV has become the focus of women's attention, so it has become a hot topic in the vaccine market. The demand for professional knowledge is also a big vacancy in the market. With the continuous growth of related demand, the official account continues to improve. Through technical means, Beijing yimiaotong Biotechnology Co., Ltd. has achieved information sharing among multiple platforms, formed a few professional platforms in the vaccine industry, and built a complete vaccine ecology.

### **1.1.2 PESTEL Analysis**

As a global public crisis, the spread of new coronavirus has greatly affected the lives of all of us. All over the world, to varying degrees, the economy, education and other industries are facing tremendous changes. By the middle of January 2021, the number of infected people in the world has exceeded 90 million, and the death rate is close to 2 million. No continent in the world is immune. As a typical epidemic disease, COVID-19 has a strong infection, destructive power and long incubation period, which has brought great impact to epidemic prevention. It has directly impacted international politics, international economy and international relations, affected the political formulation of every country, and restricted the flow, contact and aggregation of ordinary people. Effective control of the spread of the epidemic is only important to social order and economic development. The population size,

government credibility and financial resources of each country are not the same. As a result, the epidemic prevention policies of each country vary greatly. However, the consensus is that vaccines play a crucial role in the epidemic.

At the beginning of the new crown epidemic, various pharmaceutical, vaccine companies and research institutes around the world tried to develop effective vaccines as soon as possible through various technical routes. After more than a year of rapid progress, a number of vaccines have completed phase III clinical trials, and emergency vaccination for high-risk groups has begun. Among the Chinese vaccine companies, Kangxinnuo Co., Ltd., Sinopharm group and Beijing Kexing Biological Products Co., Ltd. have become a tripartite model. In this process, people's attention to vaccines has increased explosively. Inactivation technology, Vero cells, mucosal immunity, cellular immunity, vaccine effectiveness and other obscure terms have become people's talk after dinner.

### **1.1.3 Internal Analysis**

In today's economic globalization, market diversification environment, Yimiaotong seize the opportunity to seize the market opportunities, in the vaccine media industry to gain a firm foothold, team expansion at the same time, using the advantages of the Internet platform, as well as the influence in the industry, continue to expand all kinds of business scope, so under the opportunity, the company's business has been better developed. Under the background of global COVID-19 spread, how talent shows itself from complex information and develops faster and faster. While maintaining the vitality and lasting vitality of enterprises, we should steadily enhance the corporate image and seize the key market opportunity of COVID-19 to make new breakthroughs. In order to more accurately diagnose the development status of Beijing Yimiaotong Biotechnology Co., Ltd. after the epidemic situation, the SWOT matrix analysis method is used to analyze the development status of the enterprise as follows.

### **1.1.3.1 Strength**

Beijing yimiaotong Biotechnology Co., Ltd. has the advantage of being the first mover. It has made layout in advance when the development of vaccine media is not well known, and gradually formed a professional media in the field of vaccine. Find business opportunities in the business, and according to the actual problems, continue to expand the scope of business, seize market opportunities, find market pain points. Of course, this is also inseparable from the company's efficient R & D capability. The company's products have independent intellectual property rights, which is the key barrier to the formation of the enterprise's core competitiveness. It is because of this that it has won the high recognition of the public and become the most influential we media in the vaccine industry.

### **1.1.3.2 Weakness**

Enterprises have insufficient response to emergencies, inadequate preparation in the face of major outbreaks, increased server pressure in a short period of time, rapid growth of vaccine problems, which have a very bad impact on customer experience. Enterprises deal with too much of these daily affairs, resulting in a joint effect, so that enterprises can not seize this important historical opportunity to expand their business rapidly. Enterprises have considerable capabilities, but they lack investment in the construction of content ecology. As a media platform, high-quality information output is the key to win the favor of users. Most of the existing information databases are captured by the existing media, and the proportion of original content is too small.

### **1.1.3.3 Opportunity**

Beijing yimiaotong Biotechnology Co., Ltd. has a good development prospect. There are three opportunities in its future operation. First of all, the impact of

COVID-19 is accompanied by the epidemic sweeping the world. Its own marginal vaccine industry has attracted much attention. Every change of Xinguan vaccine affects everyone. This is the best opportunity for the development of vaccine platform. Secondly, with the continuous development of society, people's demand for material living standards is increasing. Vaccine for the protection of health has been paid attention to by everyone. It has become a consensus for women of the right age to vaccinate against cervical cancer. Finally, the rapid development of we media platform. We media platform has experienced a round of development, and the information media has gradually changed from graphics to short video. With the rapid development of 5g technology, we media platform will also embark on the fast track of development. As a professional we media platform in the field of vaccine, it is bound to be an important opportunity for development. Scholar Chen Lidan put forward that "public opinion is the sum of the public's beliefs, attitudes, opinions and emotional expressions about the real society and various phenomena and problems in the society. It has consistency, intensity and sustainability, and has an impact on social development and the process of relevant events "(Chen,L, 1999).

#### **1.1.3.4 Threat**

With the rapid development of economy, people's living standard is improving. In the era of we media, the threshold of media access is constantly decreasing. If there is no original system, it will be quickly surpassed by competitors in the industry. The company brand has a certain scale, but has not yet formed its own unique brand.

### **1.2 Analysis Of The Problems Existing In The Development Of The Enterprise's Brand Strategy**

Since its establishment, Beijing yimiaotong Biotechnology Co., Ltd. has been developing based on the Internet platform, becoming a more influential we media in the industry, with more than 800000 fans in the whole network. Both inside and

outside the vaccine industry have achieved a certain popularity, but in terms of the current development situation, there are still many problems, and there is a huge space for improvement. In the face of the epidemic, there are also many unexpected problems. Now these problems are analyzed in detail.

### **1.2.1 The Surge Of Business Under The Epidemic Leads To The Decline Of Customer Experience**

COVID-19 has caused great panic to people. There is no doubt that knowledge can give comfort to people. Knowing more vaccine knowledge can give people more control over their future life. This makes the search volume of vaccine and vaccination rapidly rising, and the vaccine media of Beijing Yi Miao Tong Biotechnology Co., Ltd. is also naturally coerced. One of the popular services of vaccine science is online Q&A, which ensures the interaction with users and the quality of the content.

However, with the influx of users, the number and complexity of vaccine science popularization problems increase. The original mechanism has been unable to provide good services, resulting in poor user experience. With the continuous increase in the number of users, the problem is not only reflected in a single question and answer module, the company's original personnel structure, the number of servers are not very good service to users, and even once led to system downtime. This is a prominent problem to be solved under the influence of the epidemic situation.

### **1.2.2 The Development Of Cooperation Platform And Demand Is Not Coordinated**

Another important business of Beijing yimiaotong Biotechnology Co., Ltd. is the real-time update of outpatient and vaccine data, providing the whole process service of real-time appointment, arrival reminder and vaccination. In the operation of this

kind of business, the company plays the role of integrating data and providing service intermediary. The provider of vaccine information inventory information and the service provider of vaccination are local clinics(Chen, L, 1999). In the company, we have been promoting the mode of cooperation and co construction. The outpatient service will provide more comprehensive data management services when entering the company room. The vaccine inventory and user appointment process will be digitally managed, which greatly facilitates the daily management of the outpatient service. Although the company has formed a cooperative relationship with thousands of hospitals at this stage, with the emergence of the epidemic, the company has a large demand for vaccine platforms, and the number of original docking hospitals of the company can no longer meet the demand. However, the company can not achieve the expected effect in terms of expanding cooperation willingness, especially in cooperation with domestic well-known hospitals. Supply and demand can not match the company's development is also a huge contradiction.

### **1.2.3 Less Original Content Of Vaccine Science Popularization**

As an earlier vaccine service platform, yimiaotong Biotechnology Co., Ltd. has accumulated certain content in many directions, such as graphics and video. However, the official account is mainly composed of information integration, including news from CCTV news, CDC and other authoritative organizations. In the early stage of the company's development, the mode of reprint + original is conducive to the rapid completion of the original accumulation of content. At the same time, the release of authoritative data can also ensure the professionalism and effectiveness of vaccine information. At the same time, there are huge hidden dangers in this way. The significance of science popularization is to show the obscure professional problems in a way that people like to hear and see. So that people are willing to read and understand, while maintaining the knowledge and professionalism of the information. Beijing yimiaotong Biotechnology Co., Ltd. did not really achieve this. Information integration in the operation of pre epidemic can allow users to focus on the vaccine

related news. But with the continuous impact of COVID-19, people are increasingly concerned about the vaccine and the sensitivity of the news to the vaccine is increasing. Users' willingness to browse the official account will be reduced.

After discussing the content of vaccine media, another important issue is the presentation form of content. In addition, with the advent of 5g era, the information flow competitiveness of graphic form has decreased significantly, and people's acceptance of graphic content has declined. Short video has become the main battlefield of we media competition, which is determined by the amount of information and the nature of high sensory stimulation. At the same time, due to the influence of media media, the full spread of smart phones also provides better hardware support. Although the media platform of yimiaotong biotechnology has some layout in short video, it also has the problem of lack of originality.

#### **1.2.4 User Stickiness**

However, when the epidemic situation subsides, the use of the company's vaccine related consulting media will be greatly reduced. Whether it can be successfully transformed into a stable user group is also a key issue to be discussed. COVID-19 has its inherent particularity. Vaccine has become a problem we must consider. With the successive approval of various new crown vaccines, COVID-19's gradual stability is an inevitable trend. After the epidemic calms down, the user's attention to the vaccine problem is bound to drop precipitously. Platform data can also have a negative impact. In this regard, the platform can not be prepared, timely planning, will inevitably cause a very bad impact on the company's business(Yuan,Z, 2004).

#### **1.2.5 Brand Lacks Its Own Corporate Culture Temperament**

Although yimiaotong biotechnology has set up a complete set of service system, it has not formed a good corporate culture temperament. The product line has a clear



positioning, but the content is homogeneous, and there is no obvious boundary. If we don't have a good positioning of the enterprise's cultural temperament and build it, we may end up as a lifeless enterprise, which is difficult to resist the impact of competitors on the existing business.

### **1.3 Research Questions And Research Objects**

#### **1.3.1 Research Questions**

1. How does the epidemic affect the operation of Beijing yimiaotong Co., Ltd?
2. How does Beijing yimiaotong company improve its influence after the outbreak of the epidemic?
3. What measures have been put forward to improve the operation of Beijing yimiaotong Co., Ltd. after the epidemic?

#### **1.3.2 Research Objectives**

1. To find out the impact of the epidemic on the operation of Beijing Yimiaotong Biotechnology Co., Ltd.
2. To find ways for Beijing yimiaotong company to improve its influence after the epidemic.
3. To find out how to optimize the operation of Beijing yimiaotong company after the epidemic.

## **1.4 The Importance Of Research**

Under the background of the spread of COVID-19, the first mock exam of Beijing billion Technology Co., Ltd. as a professional vaccine media has increased the demand for business greatly. From the original single module, the company has gradually expanded to become a multi faceted development. The attention of all platforms has been continuously high for a short time, and the number of users who can hardly load a surge in a short time is high. The company's original number of docking hospitals can no longer meet the demand. There is a large amount of consultation on vaccination related issues, and the problems are complex. It involves not only the problems in the field of professional knowledge, but also the knowledge points in various medical fields. The impact of the epidemic situation has stimulated the mystery of vaccines in people's hearts. At present, the popular science provided by the company's Internet media is very popular Less knowledge. After the end of the epidemic, whether the flow of people can be transformed into actual flow is the key to the company's operation.

## **1.5 Research Ethics**

In the process of continuous interview and contact, the company's internal information and information only used within the company will be kept confidential, including sensitive and unauthorized trade secrets, and will never be disclosed to the public.

## **1.6 Researcher's Role**

Beijing yimiaotong Biotechnology Co., Ltd. is a rare vertical media in the vaccine industry. The existence of the media is more to serve the people in this field, and it is a window to the internal and external, which directly and indirectly affects

people's cognition of this industry. This research is also for the rare media in various industries to realize their own problems and positioning.

## **1.7 Definition Of Term**

### **Vaccines:**

Vaccine refers to the biological products made by various pathogenic microorganisms for vaccination. Vaccines made from bacteria or spirochetes are also called vaccines. Vaccines are divided into live and dead vaccines.

### **Media:**

The media is the medium of spreading information. It refers to the tools, channels, carriers, intermediaries or technical means that people use to transmit and obtain information, and also refers to the tools and means to transmit text, voice and other information.

### **WeChat official account:**

WeChat official account is an application account applied by developers or merchants on the WeChat public platform, which realizes all-round communication and interaction with specific groups of text, pictures, voice, and video, forming a mainstream online and offline WeChat interactive marketing method.

## **1.8 Summary**

In a word, this chapter introduces the problems encountered in the operation of Beijing yimiaotong biotechnology. Later, the paper will investigate the influencing factors and put forward reasonable suggestions.

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