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Health Governance Network In The Literature From 2020 To 2023

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1. Abstract

Corporate governance is a phenomenon that emerges in response to risk events and is observed in three phases: identity or decision-making for the protection of a group, reputation or perceived effectiveness of the strategy, and image as aversion or institutional propensity to the risks. In this way, the objective of the study was to observe the literature concerning corporate governance in the face of the pandemic, as well as its contrast with the evaluations of experts regarding the literature. A documentary, exploratory and cross-sectional work was carried out with a sample of findings published in sources indexed to institutional repositories. Latindex, Class and Redalyc. The results show that corporate governance was impacted by anti-COVID-19 policies in terms of its image, the subsequent impact on reputation and identity. In relation to the stigma, the conversion of corporate governance in the face of the pandemic is explained.

Keywords:

Corporate Governess, Corporate Identity, Corporate Image, Corporate Reputation, COVID-19,

2. Introduction

2.1 Governance of COVID-19

Until April 2023, the pandemic has impacted university governance through mitigation and containment policies, implemented as social distancing and confinement (Koutoupis et al., 2021). Risk communication and damage control have led to the configuration of university governance from the epidemiological traffic light. In green, the lack of confinement suggests the use of anti-COVID-19 devices only in closed spaces, but in red, the traffic light indicates social confinement. University governance, defined as a system of image, reputation and corporate identity oriented towards communication, control and risk management, was impacted by anti-pandemic policies focused on the epidemiological traffic light (Gelter & Puaschunder, 2020). In the first instance, corporate governance moved from the face-to-face classroom to the virtual classroom. Therefore, confinement and distancing were determinants of self-directed learning. University governance, in its corporate version, implements a system of management, production and transfer of knowledge at a distance and synchronously (Jebran & Chen, 2023). Consequently, he delegated to the student the responsibility of carrying out autonomous and self-directed learning. In addition, it reduced to a minimum expression the system of teaching and learning orchestrated by the teacher. Even more significant was the transfer of the preventive health system towards the use of anti-COVID-19 devices.

2.2 University health governance

University governance in its health dimension, built a risk prevention system focused on communication, control and management of the impact of anti-COVID-19 policies on the formation of human capital (Naeem et al., 2022). Unlike university governance, which is built on the basis of identity, image, and reputation, health governance suggests imponderable, unpredictable, and uncontrollable risks. In this way, the health department focuses its attention on the risks associated with COVID-19 such as infections, diseases and deaths from atypical pneumonias (Khatib & Nour, 2021). Even beyond the virtual classroom, corporate and health governance is responsible for preventing risks in its academic community, even when it is confined. Anti-pandemic strategies such as the measurement of the ozone level, ventilation and the use of anti-COVID-19 devices are part of corporate governance in its health aspect (Hsu & Liao, 2022). The identity of an academic community focused on risk prevention increases prestige, but the deregulation of anti-pandemic regulations suggests a loss of corporate image, as well as reputation within the university community.

3. Literature Review

3.1 Relationship between identity and corporate reputation

Studies related to risk prevention indicate that the magnitude of the event defines the expectations of the parties involved (Hsu & Yang, 2022). Thus, the perception of immeasurable risk corresponds to an event of magnitude greater than the resources of the local public administration. In fact, an environmental hypermetropia emerges that consists of dismissing the risk event the more distant it is perceived. Or, dismiss individual prevention in the face of an imminent disaster or catastrophe.

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Consequently, the identity of the parties involved is determined by the magnitude, proximity and impact of the risk event. In the case of the pandemic, stigma is a mediating factor between university governance and anti-COVID-19 policies (Csedő, Magyari & Zavarkó, 2022). If the political or educational authorities are perceived as incompetent, then the perception of risk of the pandemic increases and affects the social representation of the university. Corporate identity consists of the choice of one group over the membership of another (Deliu, 2020). Such a process takes place whenever the figurative core of the health crisis affects the translation of knowledge in the daily life of the parties exposed to risk. In this way, the management of the health crisis can be seen in the preventive discourse of the interested parties.

3.2 Relationship between identity and corporate image

In the same way that identity is associated with corporate reputation, image is also linked. If the university authorities are perceived as capable of handling the health crisis, then the academic and student community will trust preventive strategies (Zattoni & Pugliese, 2021). The reputation of the university is consolidated when its image is consistent with the institutions that manage the pandemic without risks of contagion, illness and death from COVID-19. At the level of analysis of social representations, learning preventive measures is crucial for choosing a risk-free group versus another over-exposed group (Grove, H., Clouse, M., & Xu, T. 2021). The representations include two dimensions: objectification or translation of risk and anchoring or discursive management of risk. The relationship between identity and image depends on the objectification and anchoring of preventive knowledge of COVID-19. The epidemiological traffic light allowed the objectification of social distancing and confinement, as well as the generation of a discourse focused on criticizing the authorities for the volume of infections, illnesses, and deaths associated with COVID-19 (Le & Nguyen, 2022). In other words, the more the traffic light was used to justify the teaching and learning strategies, the educational authority established a positive reputation and image.

3.3 Relationship between reputation and corporate image

Once the corporate government built a preventive identity against the new SARS CoV-2 coronavirus, it immediately built a reputation or prestige that, when interacting with other institutions, reoriented its image (Gozali, Hamzah & Pratiwi, 2022). In other words, the management of the pandemic involved the production and transfer of updated and specialized knowledge in real time. Such a process could only be possible through the virtual classroom. In fact, immersive learning was the activating factor of the image, reputation and corporate image. At the level of social representations, learning about identity, reputation, and corporate image was possible through the immersive classroom that reproduced the conferences of the epidemiological authorities, interviews with specialists, and expert proposals to face the health crisis (Pourmansouri et al., 2022). The corporate identity was assimilated as an entrepreneurial or supportive community. Corporate reputation was assumed as a remote and digitized administrative system. The corporate image was visualized as a center for the diagnosis and treatment of COVID-19. Consequently, reputation and image emerged as an extension of corporate identity (El-Chaarani,

Abraham & Skaf, 2022). If the latter was assumed as an entrepreneur in the face of the health crisis, then the reputation and image were oriented towards process innovation. The solidarity identity was oriented towards the reputation and image of care and social service.

4. Research Method

4.1 Design
4.1.1 Sample
A documentary, exploratory and cross-sectional work was carried out with a sample of findings published in sources indexed to institutional repositories such as Latindex, Redalyc and Clase, considering the search by keywords: "Social Representations", "Corporate Government", "University Governance", "objectification", "anchoring", "identity", "reputation" and "image" in the period from 2020 to 2023.

4.1.2 Instrument
The systematic findings record was used, which includes a matrix with the keywords and the period of analysis. The selected abstracts are rated by experts, considering: 0 = "not at all in agreement" to 5 = "quite in agreement".

4.2 Process
Abstracts were analyzed in three phases using the Delphi technique. In the first stage, the judges assigned a rating according to the Likert scale. In the second phase, the initial ratings were compared with the averages in order to activate the reconsideration or reiteration in a third phase. Precisely, in the last instance, the judges debated about the distances between their preliminary qualifications and the averages. In the end, they either reassigned a grade or stood by their position.

4.3 Analysis
Data were captured in Excel and processed in JASP version 14. Centrality, grouping, and structuring coefficients were estimated in order to test the null hypothesis of significant differences between the findings reported in the literature with respect to the expert judges' evaluations. Values close to unity were assumed as evidence of non-rejection of the hypothesis.

5. Findings

5.1 Centrality of corporate governance in the face of COVID-19
The evaluations of the judges analyzed by the coefficients of centrality. The evaluations between -2 and +3 stand out, which suggest that the expert judges are located at the threshold of the LIkert scale corresponding to neither disagree nor agree. In other words, the judges' criteria show that corporate governance is linked to the pandemic in such a way that the experts are skeptical and neutral (see Table 1).

Variable	Between ness	Closeness	Strength	Expected influence
Garcia et al.,	-0.873	-1.194	-0.946	0.236

Carreon et al.,	1.916	1.014	0.883	-1.305
Hernandez et al.,	0.901	0.874	0.6	0.29
Rincon et al.,	1.155	1.05	1.104	1.178
Valdes et al.,	-0.366	0.529	0.658	-1.004
Anguiano et al.,	-0.873	-0.114	0.376	0.453
Barrera et al.,	-0.62	0.437	0.44	-1.889
Aldana et al.,	-1.127	-0.736	-0.972	0.348
Aguilar et al.,	0.648	-0.23	-0.369	-0.354
Molina et al.,	-0.113	0.334	0.302	2.341
Gonzalez et al.,	0.648	0.552	0.665	-0.774
Gutierrez et al.,	-0.873	-0.799	-0.075	0.585
Elizarraraz et al.,	-1.127	-0.983	-1.353	1.285
Mecalco et al.,	-0.62	0.785	0.37	-0.154
Mendez et al.,	1.409	0.857	0.676	-0.458
Arrollo et al.,	1.155	-0.272	-0.06	-0.505
Olguin et al.,	-0.113	0.673	0.624	-0.401
Mejia et al.,	-1.127	-2.776	-2.923	0.13

Table 1: Centrality of corporate governance in the face of COVID-19

Source: Elaborated with data study

5.2 Clustering of corporate governance in the face of COVID-19

Regarding the coefficients that measure the grouping, these oscillate between -2 and +2, indicating a discrete influence of the central nodes with respect to the peripheral ones. In other words, the judges' criteria reveal that corporate governance has an incipient influence on corporate identity, reputation and image. The university governance is a knowledge management system rather than products or a translator in the face of the health crisis.Consequently, the relationships between the central node and the peripheral nodes can be considered as incipient conglomerates that are configured according to the epidemiological traffic light (see Table 2).

Table 2: Clustering of corporate governance in the face of COVID-19

Variable	Barrat[a]	Onnela	WS[a]	Zhang
Aguilar et al.,	0	-0.603	0	0.161
Aldana et al.,	0	-1.008	0	1.353
Anguiano et al.,	0	0.564	0	-0.403
Arrollo et al.,	0	-0.162	0	0.058
Barrera et al.,	0	0.433	0	1.24
Carreon et al.,	0	0.394	0	-0.583
Elizarraraz et al.,	0	-1.157	0	-0.725
Garcia et al.,	0	-0.557	0	-1.915
Gonzalez et al.,	0	0.654	0	0.633
Gutierrez et al.,	0	0.056	0	0.146
Hernandez et al.,	0	0.466	0	1.396
Mecalco et al.,	0	0.482	0	0.326

Mejia et al.,	0	-3.078	0	-1.604
Mendez et al.,	0	0.553	0	-0.972
Molina et al.,	0	0.546	0	-0.851
Olguin et al.,	0	0.4	0	1.281
Rincon et al.,	0	1.27	0	-0.239
Valdes et al.,	0	0.746	0	0.699

[a] Coefficient could not be standardized because the variance is too small.

5.3 Networks of corporate governance in the face of COVID-19

The structure of neural networks that would explain the learning or social representation of judges regarding the university government in the face of the pandemic. Neural networks are algorithms that predict the future behavior of a logical sequence of relationships between events, nodes, and effects filtered in learning layers. In this way, the structure of relationships between the elements is known as a graph. A sequence can be seen that starts from the entrance of the image to the exit of the identity. This finding contravenes the theory of corporate governance that anticipates the image based on identity and reputation.

6. Discussions

Centrality is a parameter that explains the relationships between the university government in its corporate mode with respect to anti-COVID-19 policies (Ilham et al., 2022). The centrality coefficient, when indicating the trajectories of relationships between the central node with respect to the peripheral edges, reveals a structure of social representation that evidence identity, reputation and corporate image. These results are consistent with the reviewed literature, since the centrality of the university government has not been consolidated as a corporation in the face of the health crisis (Musa et al., 2022). The stigma of corporate government as an impotent power in the face of the pandemic means that its influence is null with respect to corporate identity, reputation, and image(Almaqtari et al., 2022). Since anti-pandemic policies were implemented as guiding principles for communication and the use of risk prevention devices, identity, reputation and image seem to form unfinished blocks of influence. The clustering is a parameter that shows the influence of the central nodes with respect to other peripheral nodes (Abdelhak, Hussainey & Albitar, 2023). The coefficient allows establishing the structure and its contrast with respect to other observations. In the case of reputation, the network structure allows revealing the degree of influence of the central node with respect to the peripheral nodes.

The findings related to the grouping of the university government in a pandemic situation and with respect to the peripheral nodes indicate a cluster to be consolidated (Kells, 2020). In other words, corporate governance has not finished building itself as the guiding axis of the effects of anti-COVID-19 policies. The neural network reveals the degree of learning of corporate governance (Ltifi & Hichri, 2022). The network structure is read from left to right and is analyzed from the layers that filter the information and guide a learning outcome. Regarding the university

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government in its corporate health mode, the neural network must show the image that the central node has regarding itself or in relation to other nodes. Studies related to corporate governance distinguish between identity as activation of a conflict consisting of the choice and discarding of a group. Consequently, identity precedes reputation and image, but in the present work it was found that the informative sequence of anti-COVID-19 policies influenced the image, and this had an impact on reputation and identity. In the COVID-19 scenario, empirical evidence points to stigma as the guiding axis of mistrust between authorities, health professionals, and users of health services. The stigma may have affected the image of educational institutions and may have affected university governance in its corporate dimension. In this way, the stigma would explain the deterioration of the corporate image and its impact on prestige and identity.

7. Conclusion

The review of the literature from 2020 to 2023 regarding corporate university governance and the impact of anti-pandemic policies indicate that stigma is the factor to consider explaining the incidence of image on reputation and identity. The evaluations of the expert judges reveal a learning structure that began with the sequence of the deterioration of the corporate image and its impact on prestige and identity in the face of the health crisis. It is recommended to include stigma in the systematic review in order to observe its incidence on corporate governance.

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