

# **IMPACT OF COVID-19 PANDEMIC ON ORGANIZATIONS, SOCIETY AND INDIVIDUALS**

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## A STUDY ON THE IMPACT OF COVID – 19 ON DIGITAL MARKETING

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### ABSTRACT

*The Global pandemic of COVID-19 while having its impact on various sectors. had a sustainedly impact on digital marketing and advertising similarly, on a worldwide, regional and native level. However, these impacts where the foremost part was a positive one. instead of what was being requested in various other fields like economy, human resources etc. while the waited created lots of uncertainties among customers and marketers alike for health, social life, economic stability, employment etc... the identical also ends up in behavioral shaped like working remotely, spending many times indoors, and adapting to home schooling. learning new recipes from the web, increasing attention on health and hygiene, avoiding crowded areas, increased social media engagement, shift towards online content etc... and everyone of this had an immense impact on marketing and advertising efforts. that behavioral shift was predominantly towards digital Platforms and digital content, which created two opportunities for the marketers and types to attack with the shoppers digital quite ever before with increases social media engagement and travelling for digital content, digital media provided the marketers with plenty of opportunities to Cash on. at the identical time, this also made the marketers to act mindfully and be socially responsible while implementing digital marketing strategies, this paper is created with an effort to focus on analysis and understand the impact of COVID-19 pandemics on digital marketing.*

**Keywords:** *Digital Marketing, Advertising, COVID-19, Pandemic, etc...*

### INTRODUCTION

Digital marketing is a branch of marketing that utilizes the Internet and digital technologies such as computers, mobile phones, websites, social media platforms, application software, e-mail, and other platforms to promote products and services. the development of digital marketing in the 1990s and 2000s, I want to change the way brands and marketers use

## A STUDY ON THE IMPACT OF COVID – 19 ON INTERNATIONAL TRADE

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### ABSTRACT

*The COVID-19 pandemic is the most serious global health crisis since the Spanish influence and is set to become one of the most devastating health disasters to affect the economy in recent history. This paper aims to provide information on the impact of COVID-19 across the world economies, and the mechanism through which the pandemic has affected them, i.e. supply and demand changes.*

*The current pandemic differs fundamentally from past episodes in two notable respects both linked to the progress of globalization: 1) we have witnessed much faster disease transmission than in past episodes, promoting large scale containment policies, put in place globally in an almost synchronized way, and 2) the abrupt direction of value change leading to a sudden global stop in economic activity*

*The COVID -19 pandemic impacts differently the societies and the economics of countries, including in Africa, depending on the number of international passenger arrivals, openness to, and dependence upon international trade and investment, and not least on the timing and rigor of government-imposed preventing measures. The team of international economics has extensively analyzed and explored the impact of COVID-19 on transportation and logistics, as well as tourism in Mauritius, as well as other countries*

*This paper aims to provide wide information on the impact of COVID-19 across the world's economics, and the mechanism through which the pandemic has affected them, i.e. through supply and demand changes*

**Keywords:** covid –19, Pandemic, international trade,