

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

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15.	CORPORATE SOCIAL RESPONSIBILITY AND EMERGING CHALLENGES IN POST COVID 19 BUSINESS SCENARIO <i>P.A.L.N.S. KALYANI</i>	155-163
16.	FORENSIC ACCOUNTING: A CONCEPTUAL STUDY OF INDIAN CONTEXT <i>Sujith.T.S & Julie.C.D</i>	164-170
17.	TRENDS IN ECOMMERCE <i>Devipriya M</i>	171-177
18.	AN ANALYTICAL STUDY ON PROFITABILITY ANALYSIS OF SELECTED PRIVATE BANKS <i>Dr. T. Prabu Vengatesh, Dr. R. Srinivasan</i>	178-188
19.	THE IMPACT OF COVID-19 ON INDIAN INDUSTRY <i>Dr. A. Chitra & Dr. R. Gopinath</i>	189-197
20.	IMPACT OF COVID-19 AND LOCKDOWN ON MENTAL HEALTH OF WOMEN AND CHILDREN <i>Dr. M. Ramya, Mithra Rivin</i>	200-203
21.	IMPACT OF COVID -19 ON FRANCHISE BUSINESS IN THE KINDER GARDEN EDUCATION AND A BUSINESS CONTINUITY OPPORTUNITY <i>M.Arunprasad</i>	204-212
22.	A STUDY ON STREET VENDORS LIVELIHOODS AND THEIR EFFECTS DURING POST LOCKDOWN PHASE IN TENKASI DISTRICT <i>S.Subhamangala & Dr.V.Anandhavalli,</i>	213-221
23.	A STUDY ON THE IMPACT OF COVID – 19 ON DIGITAL MARKETING <i>Mrs. Deepashree. P & Mrs. Satishwari. T.K,</i>	222-230
24.	A STUDY ON THE IMPACT OF COVID – 19 ON INTERNATIONAL TRADE <i>Mrs. Deepashree, P</i>	231-239
25.	DIGITAL MARKETING: FACTORS INFLUENCING SATISFACTION OF ONLINE SHOPPERS IN COIMBATORE CITY <i>Mr. Manoj K & Dr. Vignesh Ramamoorthy H</i>	240-249
26	INSIGHT ON SCHEME OF E-LEARNING THROUGH AGENT MINING FOR HIGHER EDUCATION LEARNING <i>Ms.Priyadharshini N, Dr.Vignesh Ramamoorthy H & Dr.Loveline Zeema J</i>	250-260

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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 who supply and demand changes.

The current pandemic difference fundamentally from past episodes in two notable respects both linked to the progress of globalization: 1) we have witnessed much faster diseases transmission than 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 rigorousness of government-imposed preventing measures. The team of international economics has extensively analyzed and explores 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,