



KALEIDOSCOPE

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Securing Second Position in the National Level Poster Presentation Competition in the Event SYNERGIA 2K22 A scientific conference



Digital Era: Effect of Pandemic

The Covid-19 pandemic has led to an inevitable surge in the use of digital technologies due to the social distancing norms and nationwide lockdowns. People and organizations all over the world have had to adjust to new ways of work and life. It's not wrong to say that COVID-19 pandemic has accelerated the use of things digitally in our day to day life.

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Introduction

An increase in digitalization is leading firms and educational institutions to shift to work-from-home (WFH). Gig workers and the gig economy is likely to increase in scale, raising questions of work allocation, collaboration, motivation, and aspects of work overload and presenteeism. Workplace monitoring and technocracy issues will become prominent with an increase in digital presence. Online fraud is likely to grow, along with research on reimagining security. The regulation of the internet, a key resource, will be crucial post-pandemic. We examine the possible scenarios in this surge in IT usage during pandemic.

Work from Home

The lockdown has resulted in most people taking to the internet and internet-based services to communicate, interact, and continue with their job responsibilities from home. With employees becoming accustomed to the idea of work-from-home (WFH), meeting and transacting online, firms will shift to WFH as a norm rather than as an exception. Employees are adjusting to new "normals" - with meetings going completely online, office work shifting to the home, with new emerging patterns of work.

Gig workers

The gig economy is driven by online platforms that hire workers on an ad-hoc, short-term, and mostly informal basis. Well-known examples of these include Uber and Airbnb globally and Ola and Swiggy in India. These platforms have grown immensely since the wide availability of smartphones from 2010 onwards. During the lockdown, workers employed by these platforms have suffered heavily, as the demand for these services, taxi rides, contacts, or shift work, has disappeared.

Online Fraud

Along with the surge in the use of digital technologies, we are now witnessing a rise in online fraud, scams, intrusions, and security breaches. The pandemic has created a scenario of insecurity post a evading fraudsters to exploit the crisis situation by extracting money or information or by probing vulnerabilities (Kapurwal, Sengupta, Kulkarni, Anand, & Guha, 2017). Many users are beginning to rely on digital resources extensively, gone for the first time, and are becoming targets for fraud and scams.

Analysis

Internet services have seen rises in usage from 40 % to 100 %, compared to pre-lockdown levels. Video-conferencing services like Zoom have seen a ten times increase in usage. Cities like Bangalore have seen a 100 % increase in internet traffic.

Impact of the coronavirus (COVID-19) on media consumption in India as of March 2020, by the type of media

| Media Type | 100% | 75% | 50% | 25% | 0% |
|-----------------|------|-----|-----|-----|----|
| Audio streaming | 100% | 75% | 50% | 25% | 0% |
| DTV video | 100% | 75% | 50% | 25% | 0% |
| Newspaper | 100% | 75% | 50% | 25% | 0% |
| Streaming TV | 100% | 75% | 50% | 25% | 0% |
| Social media | 100% | 75% | 50% | 25% | 0% |

Average Share of Customer Interaction that are digital globally

| Year | Share (%) |
|--------------|-----------|
| Jan 2017 | ~40% |
| May 2018 | ~50% |
| October 2018 | ~60% |
| Jan 2020 | ~70% |

Conclusion

We understand that a pandemic can have severe consequences including changing the political contour of the world, destroying empires, and creating nations. For the Covid-19 pandemic, we envisage a dramatic shift in digital usage with impacts on all aspects of work and life. How this change plays out remains largely dependent on our responses to and shaping of the emerging trends.

References:-
 1. <https://www.ncbi.nlm.nih.gov/pmc/art/PMC7280223/>
 2. McKinsey and company
 3. <https://www.statista.com/statistics/113485/india-coronavirus-impact-on-media-consumption-by-media-type/>

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