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CHAPTER-25

THE WORLD AFTER COVID-19

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ABSTRACT

The present means living in the now and the future, most certainly uncertain. There are businesses all over the world that have come to a grinding halt and there are cases when they are operating with capacity that is limited. The plans which people had been making before Corona made everything come to a standstill are currently on hold. There is also an unknown length of a recession that is looming ahead and it adds up to the entire predicament of being uncertain. The ways in which people collaborate and work together have been changed forever.

I. Introduction

Most of the people in the world are having to be working as remotely as possible during and after COVID-19 times. This is helping the businesses realise that there is a lot to be gained if people are working in the following way that is remotely [1]. It has made it absolutely clear that people spend a lot of time in meetings that are completely unnecessary since there are things and issues that can be resolved online as well [2]. The time taken while in commute from one place to another has also been felt to be unnecessarily overwhelming. There are a lot of hours that have to be wasted sitting in an office chair trying to add to the hours of work [3]. The result of such realisations is that as per 74 per cent of companies are showing to be reducing their space for offices after the

pandemic is in the past. This has been indicated by a Gartner survey done recently [4]. This is what makes people adopt a different working structure than what one is used to be seeing. This is happening since more and more companies are adopting remotely-working as a solution that is full-time. This shall be bringing about a change in all of the processes aligned with the same. Hiring online across time zones and continents to be finding the correct set of skills is getting to be even more important. This system will be something that will be a little less centralised and a little more reliant on that of technical solutions that are empowered by online communication that is crystal clear. Living in a crisis having no access to data whatsoever is a crisis on top of a crisis. There are many businesses however which are going through the aforementioned situation [5]. This is true especially during times of uncertainty like that of the pandemic. This is the time when marketers are in the requirement of ability that is real-time for the tracking of social trends, web trends etc so that they can read the people through situations. This is a problem for many of the marketers who have solely relied on data that is supplied by third parties and they are also slow to be analysed along with being unreliable.

A transition has been seen to be set in already before the pandemic of novel coronavirus however the crisis can most likely accelerate the transformation that is digital in such areas. It is being reconsidered as to how reliable the channels of communication that are accessible to audiences really are. The channels online are the lifelines of an audience caught amidst a pandemic. The companies will have to be reassessing what the channels of distribution for content are as of now. It means that they either pay up to be reaching audiences or go about reaching them even after the marketing budgets have been slashed. This will bring to light a prioritisation of the access that is organic, towards the audiences, which will mean that companies are more than ever focussed on content marketing. The goals for that of a marketer is to be able to build reliable and robust ways for marketing their content to a consumer. This is not just a change in the models of content marketing but it may mean the reevaluation of revenue models as well. Many businesses have ceased to operate as the demands for any services or products they were offering have completely disappeared.

However, if the airline, retailer or restaurant is able to survive this then they will also be pleased to be acquainted with what may have been practised to be diversifying the streams of company revenue. As a result of the same, earring the next crisis will be easier.

There are consumer behaviours that have already changed and that is probably for the long term. Many of the emerging technical innovations which drag on forever to be coming around have finally been materialised. The growing reliance on e-commerce has been unprecedented since people are ordering whatever they need online. However, e-commerce is more or less straightforward as compared to other technologies that require novel sets of skills. The pandemic has fast-tracked other technologies that are emerging as well starting from voice searches since people do not want to be touching things around unnecessarily along with the people starting to use VR. The business is to be preparing for being party to a new wave in the transformation which is digital and had been set forth by Coronavirus. It will be a time to be returning to customers that have been most loyal to a company. There is a very good reason as to why they had to stop shopping from a particular brand due to the crisis. Brands will be facing even more pressure to be reaching out to consumers to sell their wares.

They will also have to consider rebranding since the brand popularity will be at stake after the pandemic is over and competition surges in. Loyalty has always helped a brand and if they had to cancel shipping due to the pandemic the audience is most likely to understand why and not lose faith in the brand itself. The world can still be reconstructed with respect to the ideas of management and work. The protection of employee safety and health, management of digital workflow, making of business models to be more resilient to that of shocks along with managers being more responsible and central to that of agents of response due to the Coronavirus (Reinventing the world of work after Coronavirus - CEC European Managers, 2020). On the other side, they are employees too who are in need of protection. The managers are facing more pressure than ever for getting work done on time. Job stability is questionable as of now however the psychological and emotional demands towards the managers are on a steady rise. The managers of Europe have been able to conclude that the current models of management are outdated and therefore not sustainable.

Countries are in the need for the development of new standards of management for the safeguarding of managers, workers along with the health that is relevant to socio-economic issues. The risks of mental health problems like stress and burnout are becoming more mainstream. The next teaching is the one that very well accompanies the digitisation of business. Along with the participation of the negotiation of social partners in Europe on that of a framework agreement over digitisation has led to the publishing of a guide or manual that will come in handy for managers. The present situation is creating newer challenges like the loss of having direct contact with colleagues, issues related to data privacy, the level of distance shared between workers who are blue-collar and white-collar [6]. It is very important that managers have the right kind of skills so that digitalisation can be a success. This however also involves workers along with employers in dialogue that is social. It is, after all, a common solution and dialogues that can avoid resistance that is strong [7]. Most important of all the Coronavirus crisis has evoked an opportunity for the transformation of the world of jobs purposefully and sustainably. More and more companies are embracing the guidelines for sustainable leadership and starting projects on the same. One also has to be thinking beyond that of the market ideologically being pitted opposite to state dynamics along with consideration of boundaries that are planetary and needs that are societal and can help in legitimising of business models. Social dialogue being more mainstream can help in such situations. Speaking of societal needs the importance of female labour have to be realised as well in a big way.

There are many experts and commentators who also seem to think that the virus pandemic is not enough to change the underpinnings of the orders of the world even though it is seriously affecting the international economy along with world politics. People have countered statements saying that the world is changing stating that this is just a superficial shock that will be forgotten in time [8]. The pandemic has made people aware that even the most advanced countries can be the most vulnerable to attacks however the more restive and lesser prosperous parts of the world are less tormented by it. It has come to light that the curve of mortality in the year 2020 is mostly the same as had been the case in 2019.

It has been noted that the pandemic is not here to be cardinally changing the parameters of living and it acts only as that of a catalyst for accelerating current processes. There quite a number of analysts who are stating that China will declare its supremacy in the world after Corona is a thing of the past. They have responded effectively and quickly too as the crisis spread making them a leader in the world [9]. There is already an increasing pressure that is strategic coming from the Americans and other individual Western countries in regards to China's leadership since they think that they are the ones to spread the disease leading to the unintentional erasure of political leaders and citizens by dying. There is a situation of development regarding Russia as well [10]. America's decline will have to be more understood by the rest of the world since they have always promoted hegemonic diplomacy outside their own countries along with a lacking of practical reforms that were required within America itself. There is a pattern of polarisation that is emerging as per the scholars of the U.S since the total gross domestic product of U.S and China are exceeding 40 per cent of the total made by the rest of the world [11]. The total military expenses of the two global superpowers have exceeded more than 45 per cent in relation to global spending. They are accounting for greater than 65 per cent of that of the total R&D investment of the world. There is also a prospect that is being explored in regards to the return of the Cold War where the United States had to fight the Soviet Union. China is, however, informing the world that it is the least of what they want along with the rest of the world. As the conflicts increase in the future, finding a bright-side to all of the same will be a serious dilemma. Yet in future, the technological advances must be affirmed developed in order to combat such pandemic situation as of COVID-19 [12].

Conclusion

The main takeaways from the situation described above are that the pandemic has to be among the most tragic of the events to have happened in people's lives. The crisis is not yet over and it is taking control of people and their lives however everything has a lesson hidden in it somehow so it will be somehow shocking if one did not learn anything from it. This is the time when people will be learning to prioritise whether they want to or not. It is something that has set forth a chain of events that have to be borne and

survived together with the world and not alone. The world is waiting to be reinvented after the crisis is resolved. The companies need to be practising more of the same so that they are able to bear crises and attacks with aplomb.

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