
Telecommuting is the new way of work

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ABSTRACT: Pandemic has created the new way of doing work which is now called the new normal. Earlier, the physical presence was mandatory all over the world for work. People used to travel for hours for work. Managing personal life and professional life was always a challenge. But now, the only positive side of this pandemic is the new way of doing work online. Remote working is the new normal and we are calling it Telecommuting. The process of transformation of business has increased its pace further during the last few months amidst the limited availability of resources and supply chain to manage the businesses. Business on all scales has tried to come up with a digital transformation helping their overall status and survival probability. This research would focus on the current business scenario, in the post COVID period. The work would highlight the transformation in businesses across the industries to cope up with the remote working style. The work would emphasise on the integration of online medium in the existing businesses for the long term growth and prosperity in the pandemic times. The article would analyse the Telecommuting in business in post corona period.

KEYWORDS: Telecommuting; COVID; Pandemic; New normal; Post COVID, Online work.

1. INTRODUCTION

COVID 19 has changed the face of businesses all over the world. It has created a huge dependency on online mediums for industries all over the world. The COVID-19 pandemic has impacted all businesses. People have been losing their jobs and the times have been difficult for industries. Everybody is worried about managing their finances along with their health in this testing time. After a huge setback in the industries all over the world, the businesses are now recovering with new strategies to cope up with the limited face to face interaction of their employees. The frequent lockdowns had led to the complete shutdown of businesses where on filed presence of employees was required. Losses have led to the major change in the way businesses have been running till now. The introduction of digital platforms to reduce the dependency on human interference has been proposed in all the possible areas across the industries.

The unexpected arrival of deadly corona virus has impacted the lives of people all over the world. The first wave of infection had created havoc and left the entire system on lockdown mode. Governments were not prepared to face this problem and the complete shutdown was the only solution. Economies got impacted and businesses were closed. People lost their jobs and managing finances became the problem of households. Medical system was also not ready to handle such huge number of patients and the approach to treat this infection was not in place. Under these circumstances it was very important to prepare and then fight against this problem. And then researchers started studying the reach and impact of the COVID infection. The COVID impact on the global business industry has been phenomenal and this work would cover the different aspects of that change brought by the pandemic situation. This paper discusses the relevant model for assessing the COVID impact on the business industry of the world by critically analysing the available literature review theoretically and empirically as shown in Figure 1.

Activities with the highest potential for remote work include updating knowledge and interacting with computers.

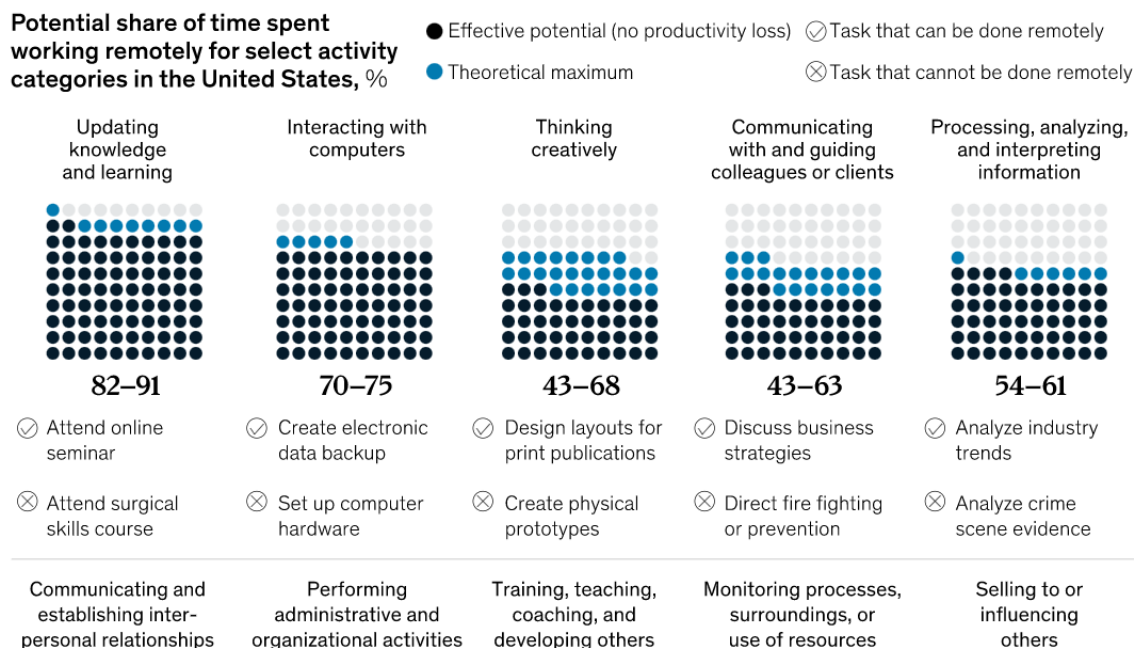


Figure 1. Potential of Telecommuting – the new way of work

Source: <https://www.mckinsey.com/featured-insights/future-of-work/whats-next-for-remote-work-an-analysis-of-2000-tasks-800-jobs-and-nine-countries>

The models relevant to effective business system are discussed in detail. The worldwide pandemic due to COVID-19 has put the industries on a halt and has caused the economic slowdown. Business system all over the world has been impacted heavily because of corona virus which spreads faster in densely populated areas. Businesses all over the world have been impacted and most of the impact is being seen in the remote areas consisting of employees who do not have the online medium for work. Business having a large chunk of employees falling in the remote and poor sector of society is affected the most. The employees in remote locations usually depend on face to face interaction for their business and they are the ones impacted the most with any environmental, social or political hiccups. The lockdown imposed due to these unforeseen circumstances has affected the lives of employees in the businesses and have put them in deep trouble. Their daily learning and peer interaction has come to a standstill and has made them loose their daily learning lessons. (N. Iivari, T. Molin-Juustila, M. Kinnula, 2016)

Post pandemic period has brought a lot of challenges to manage the supply of goods for small and medium scale industries. Vendors have been struggling with the manual system to cope up with the backlogs. The COVID-19 pandemic has impacted businesses all over the world. People have been losing their jobs and the times have been difficult for the industries. Everybody is worried about managing their finances along with their health in this testing time. The paper has focused on the pandemic impact in the business of all scales in this critical situation and has analysed the safety measures taken in this sector. The businesses are trying to bounce back with a lot of limitations and safety measures and there is not much audit and checks available to analyse the precautions taken at the work place, both in organized and unorganized sector. This paper would help in analysing the impact of digital integration on the businesses along with their life. The work has been conducted on different business platforms to gather data apart from the secondary research to conclude the situation existing in this industry. The work would help us in getting a detailed idea on the measures taken in this critical situation to maintain and manage the possible transformation of business when the industry is trying to recover back from this situation (S. Papagiannidis, J. Harris, D. Morton, 2020)

Most of the employees wanted to go back to their work during this lockdown as they did not have enough funds to bear the cost of their living. This has been a testing time for them and has put a lot of stress on their family by putting their future in uncertainty. Some of them tried to survive with the work from home scenario and some of them had the privilege to access the online work platforms. The circumstances were tough for everyone and there was no surety on the timeliness for things going back to normal. And hence going back to the basics was the most preferred decision amongst these employees. Now considering the digital transformation and integration of online platforms to digitize the business processes across the industries have been a

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beneficial scenario for the employees struggling to save their jobs during the lockdown. The attempt to digitize the manual systems and tasks has helped in saving millions of jobs for employees working on filed jobs. But, this change required a lot of training and facilities which is still taking time and are filled with challenges. The transformation will take time but in the long run it would be beneficial and would save the livelihoods. (P. Patil, K. Tamilmani, N.P. Rana, V. Raghavan, 2020)

2. RESEARCH AND DISCUSSION- TELECOMMUTING THE NEW WAY OF WORK

Telecommuting has brought a big change in the ways businesses used to work earlier. Frequent and unplanned lockdowns led to instant shutdown of businesses and no preparation and planning was done to cope up with such scenarios. People went on loss of pay and companies registered huge losses in their revenues. After a lot of struggle and misses, the industries have been making strategies to survive in this new normal scenario. A lot of research has been done in the field of digital integration and the research says that during this whole time, when there was so much awareness about online business in remote locations, the awareness programs and initiatives to bring the businesses from all scales on digital platform has helped a lot. Technology takes its own time to develop and grow. The health of people working on field was on compromise until then and their efforts to travel in groups to their hometown further added to the woes of this trouble. Many of them were infected while in transit and were quarantined as per the government norms. However, as we say it is very difficult to organize an unorganized sector. All the efforts to keep them distanced failed and the cases of infection increased. This unorganized sector was impacted the most in this pandemic. The health risk increased manifold during this COVID-19 period or we can say that the vulnerability of these people came out clear in this situation. And the health and safety was never an important topic of concern with both the business sector and the government involvement. The digital transformation and the platforms hosting it has been increased manifold in the last one year and the response towards it has been mixed. (A. Reyes-Menendez, J.R. Saura, S.B. Thomas, 2020)

Research has revealed the irony of this situation, which can be gauged with the fact that the health of the people is directly correlated with their work efficiency including the quality of work. Compromising their health would directly mean compromising on the quality of business and the learning outcome due to decreased efficiency. However, it is miserable to understand that none of these factors are taken into account while managing this business and digital transformation was the only way. Post lockdown, when the employees got back to work, the pressure on them got doubled as the full employees was not able to return at once due to the limitations in the means of transport dedicated for these special cases. The social distancing and other norms limited the capacity of the work. The work hours also increased to cope up with the loss due to the shutdown. There were leniencies to the deadline but that also came with some limitations. The industries were coming back to life with all the precautions mentioned by the health department of the country. Masks, sanitizers, gloves, thermal screening and social distancing were in place and employees coming back to work were made to follow that. Business employees found it very hard to manage with these new work guidelines. Working in new normal conditions with masks and gloves was a challenge for them. Working in online and offline combined mode further added to their existing problems and as a result their health was impacted. All these challenges led to the development of a necessary path leading to the online integration of channels for long term survival of businesses which is remote communication as shown in Figure 2. (R.C. Smith, O.S. Iversen, R. Veerasawmy, 2018)

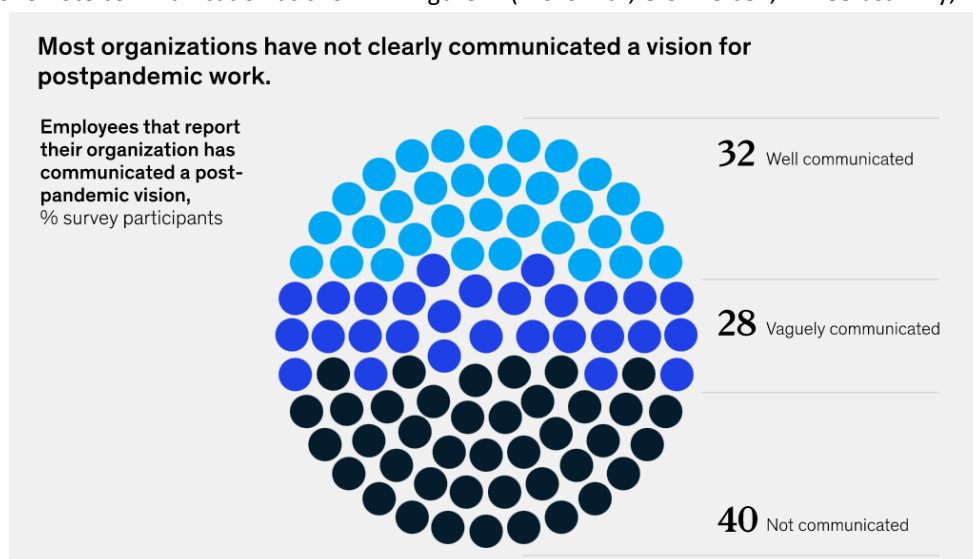


Figure 2. Online work style and communication

Source: <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/what-employees-are-saying-about-the-future-of-remote-work>

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Small steps were taken to digitize the small tasks in the backend processes. Industries all over the world started operating in small scales with online presence. Social media helped a lot in getting clients and customers. In spite of all these efforts, the health of these employees took a big hit which was mainly due to the harassment with these uncertain times. Their sleep pattern got disrupted due to extra work pressure to meet the deadlines. The problem of sleep deprivation is now becoming common amongst the employees who is leading to fatigue and raising the concern for work impact and safety. This is directly impacting the efficiency at work and the future capability and impact of employees in the business sector. The digital transformation was slowly impacting the lives of people in a positive way but it needed more time and effort to establish the channel to have a sufficient revenue generation for the businesses to survive. (Z. Song, C. Wang, L. Bergmann, 2020) The research methodology selected for this work is comprised of collecting secondary data through research papers and online articles with the business sector in context. The approach that has been selected for identifying and discovering the effective strategies for online learning development is interesting to work. In the qualitative analysis, the subjective feedback has been studied from the employees all over the world, and based on that an analysis has been done to understand their opinion about digital transformation and online integration of manual systems to make most of the business processes online. (D. Vazquez, X. Wu, B. Nguyen, A. Kent, A. Gutierrez, T. Chen, 2020)

The research conducted with the different employees all over the world before and post the lockdown phase to understand the awareness amongst the employees about COVID 19. The safety measures at the work place were measured using their feedback on business in COVID scenario. The opinions and feedbacks were analysed before lockdown and post lockdown during the past one year. The analysis helped in finding the impact of the pandemic on the current scenario in the business industry. The project information was captured along with the demographics information of the employees from the business sectors all over the world. A detailed work was conducted on the employees' satisfaction and their expectations from the online platforms. In the analysis, the awareness about corona disease amongst the employees was captured and in the work and the safety measures taken at the business were analysed. (Drucker, 2021) The factors considered here were the awareness level about COVID-19 and the safety measures taken at the businesses. The subjective work about COVID was to measure the awareness about corona virus and to understand of the employees knew the impact and prevention measures to fight during this critical situation. The work targeted the safety level at their work place and analysed how the business has resumed post the lockdown and what are the measures business industry is taking in this situation. The aim was to measure the impact of COVID-19 on the lives of employees at the businesses and the necessity of digital transformation required in different industries.

Digital transformation has been happening in small steps by finding the scope of transforming each and every business process currently happening manually. The work revealed the preparedness of the business industry for online integration. The employees were asked if the training is given at the work place and what are the guidelines being given to them. The information regarding hygiene was also asked in detailed. They were also asked if any medical check up or insurance was provided to them or not. They were asked about the screening process for corona virus at their work place and the methods adopted for the screening process. The work was based on were asked about the reduction of employees strength in work during this pandemic and the new policies made with respect to that. The work emphasised if any training were conducted in the business sectors and the topics covered in those training programs along with the recommendations from the management. It was asked if they were aware about the impact of COVID 19 on the health. The employees were asked about their knowledge about using gadgets and digital platforms at their work place. They were also asked about the percentage of tasks done manually versus that automated recently. The overall analysis revealed that the process of online integration has started and it is going to take a lot of time for digital transformation which would be possible with the joint efforts of both the employees and the companies. (Daly, P.; Walsh, J.S., 2010)

3. RESULT AND CONCLUSION

Remote working is the new normal now, which is the globally accepted fact in today's era. Even before the word digital transformation could be used to the existing businesses, a very important step needs to be performed first. And that is the identification of all the manual links on which the systems operate, analyzing the scope of automation for each of those links and then automating all these links. Even after automation, a detailed training is required for the employees operating the new automated system. The research intends to use the work from the employees of all over the world, and its financial implications. The financial implications are used to assess the financial impact of the COVID19 pandemic on the profit/losses of the business sector. It is studied on the businesses that are used as representative for the business all over the world. The qualitative research methodology used to gather the financial implications from the business as a way of using secondary data to evaluate the financial losses incurred across the world. The qualitative analysis aims to verify and assess the financial implications and draw valid conclusions about the financial impact before and after COVID19 pandemic. Work is provided to employees to learn about the

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financial losses incurred by them especially in the form of extra investment on online learning platforms during the pandemic. The global view on Telecommuting has been captured in Figure 3. (Brown, A.; Fishenden, J.; Thompson, M, 2014)

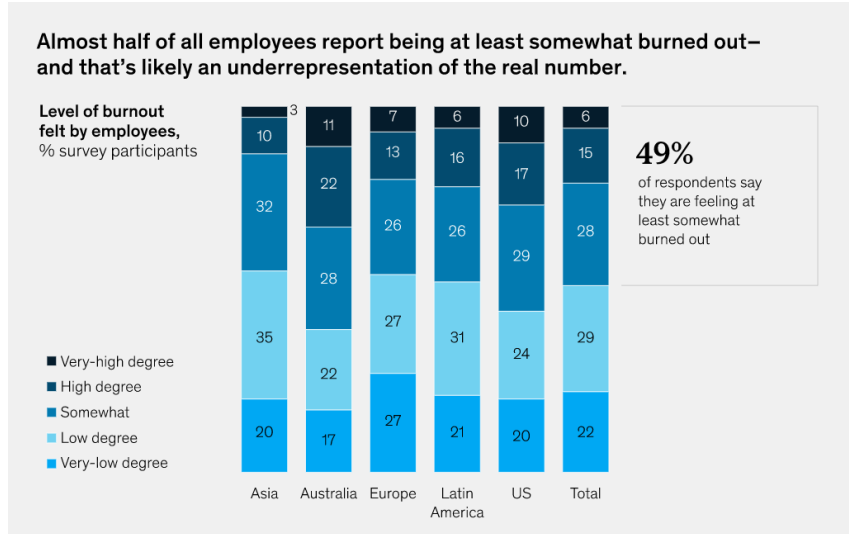


Figure 3. Global view on Telecommuting

Source: <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/what-employees-are-saying-about-the-future-of-remote-work>

The detailed research was done to analyse the current situation of the industries including secondary analysis of the existing work done in this area. Sampling method used is cluster random sampling to select different clusters of employees from various sectors of society in the business industry all over the world. In this work sampling method, these respondents are grouped as different clusters from different sectors in the world business industry. Detailed work through online survey work analysed and studied in business industry of world. Ethical concerns of the work are addressed by explaining about the work to all respondents before collecting the data. Their consent will be obtained for using the data in the research. The research focused on the training and automation of tasks in different businesses across the industries. The systems were studied for the changes in terms of online integration and the learning of employees to deal with the new systems was studied. (R M Anderson, H Heesterbeek, D Klinkenberg, T D Hollingsworth, 2020)

Now, the acceptance and satisfaction of employees towards the new system is equally important. So, the secondary research was conducted on the data and literature available for the effectiveness of online platforms in this pandemic situation. The employees’ feedback from all over the world was analysed. This was to determine the employees’ satisfaction towards the online platforms. This research focuses on the topic of COVID-19 in the business industry all across the world. It underlines the situation in this sense and highlights global problems as well as the financial effect on the business industry of this health crisis. The scale of the report includes the business sector globally and the financial effect of Covid-19 on a wide variety of industries and the global economy. The overall well being and employee productivity has increased as shown in Figure 4.

Organizations with clearer communication are seeing benefits to employee well-being and productivity.

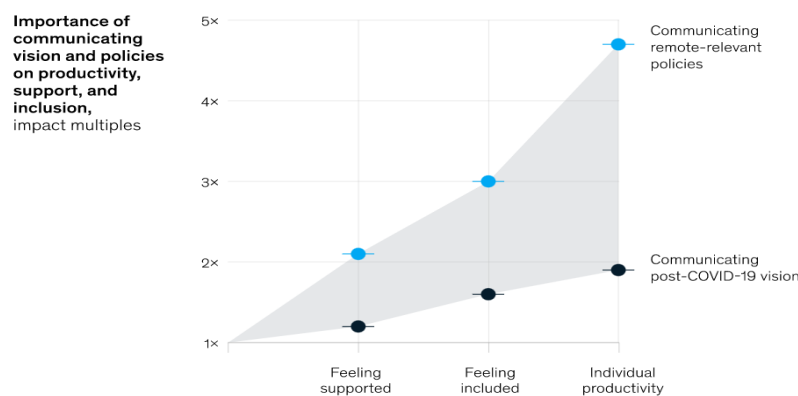


Figure 4. Remote working – Employee well being and productivity

Source: <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/what-employees-are-saying-about-the-future-of-remote-work>

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Further, the data collected also systematically analyses the financial impacts of the business sector in the world and its adaptive approach to the numerous external and internal challenges. This includes COVID-19-related factors such as interest of employees in online versus on filed jobs, availability and access of online learning platforms to the employees across the globe and the effectiveness and learning outcome of the new way of learnings. It also makes several short-term proposals, including introducing initiatives in the business sector to cope with the recession and to reduce detrimental financial effects and new market disruptions in the medium-term. (S Chou, 2019)

4. FUTURE SCOPE

Online work has given a boost to the businesses. However, once the scope of automation was identified in each manual system, it was easier to integrate the entire business channel. The huge task of digital transformation depends on the small pockets automated. The identified efficient resources from the literature are evaluated in the current work and factual knowledge is observed by evaluating the impact of urban distribution strategies in improving the business infrastructure. The research approach that has been selected for the work is a deductive approach in which the general theory is tested to bring specific results or outcomes. The research strategy selected for this paper is a secondary research because of the nature of the work. In a secondary research, research data is gathered through research papers and journals known as the survey work and the responses are then analyzed through a qualitative work approach. In this work, the survey work is based on relevant questions that help in exploring the efficiency of infrastructure strategies with effective business management. Through testing and analysis, the efficiency of online integration of businesses will be identified. The survey strategy is also used because it involves the element of human knowledge integrated with practical knowledge in the field (Nuno Fernandes, 2020).

Based on the philosophy, approach and strategy, the research choice for this paper is mono-method which means that the data is analysed through a single approach that is a qualitative approach. In a qualitative approach, facts are collected in the form of a secondary data collection and then findings are discussed based on the statistical interpretation. Moreover, the work is cross-sectional which include looking into the data within the selected population at a specific point of time. The recent research will reveal information about the business channels and its distribution in the world industry in the current point of time.

The research revealed that the digital transformation has changed the paced of growth of the businesses, even in this pandemic situation. The revenue is slowly but steadily increasing towards the curve of stability. The situation all cross the world was studied and then business industry was analysed. Employees' opinions all over the world were studied, which revealed that those who had access to the online channels were happy to work online. Those who did not have internet access or the required gadgets struggled to keep up the pace with the other employees. The small sample is selected due to accessibility issues because of the current pandemic and the survey is to be conducted using online research used for large scale data collection and secondary analysis (S F Karabag, 2020.). The effectiveness of the employees' opinions from the business industry across the world helped in identifying efficient strategies and their impact on business management in this critical situation.

The data analysis has been performed statistically to verify the infrastructure models and their efficiency in the online management of business industry. The analysis has been performed in a qualitative manner keeping in view that the efficient strategies of urban distribution must fit within the business industry across the world. The data has thus been analysed with demographics, frequency analysis and descriptive (M Kodama, 2020). The participants were required to have a feedback on the existing digital status of the businesses. The closed-ended questions were inquired from the business managers globally in the business industry. The relevant feedback and opinions were used to define strategies globally in the business sector. The data has been studied and analysed qualitatively through which different data analysis techniques are applied.

The journey of digital transformation has been phenomenal till now and its scope is even brighter in future with the new training initiatives to the employees. In research studies where human participants are involved, it is vital for the researcher to assure that all aspects of ethics have been met while carrying out the research. These factors include the anonymity of the participants, confidentiality of data, avoidance of academic misconduct and autonomy of the respondents to participate in the work. While collecting the data for the current work, the respondents have been informed about the purpose of research and also assured that there will be no harm to them. However, it is also informed that no financial or physical benefits are associated with the current work. Furthermore, the researcher has ensured that the personal information of respondents will not be revealed and their anonymity will be maintained throughout the research (M Nicola, Z Alsafi, C Sohrabi, A Kerwan, A Al-Jabir, C Iosifidis, Agha, R, 2020). Additionally, the participants had the autonomy to withdraw from the research at any point of time without prior notice. The employees' opinion were revealing a mixed response all over the world has been an eye opening factor and has given the scope in the modification of the strategy to make this facility accessible for all the employees of the world. The online integration projects were a great success in the industries across the world.

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Post corona period has got mixed responses in the field of business, as those who went ahead with the transformation survived and those who could not afford to change got shut down. The work conducted on the employees of business industry all over the world, financial impact due to COVID19 pandemic, and the impact on learning outcomes which affected the employees. The statement of problem clarified how the COVID19 global pandemic affected business industry of world, and employees' satisfaction with the online work channels. The qualitative research is the conceptual framework for the work. The scope of the work is set in the boundary of learning curve and the employees' response towards it. The work concluded with a mixed response of employees which revealed that those who had access to it were happy with it and those who did not have access were left back in this new normal scenario. Further, the peer learning was missing in the online platforms. The motivation factor was also decreased in the absence of real work. The digital transformation has indeed brought a huge change in the face of business and it will continue so. (S Scott., 2020)

5. CHALLENGES AND LIMITATIONS

Though the scope of telecommuting is huge, the process of digital transformation cannot be achieved in a day and it is a long and an ongoing process. The small links need to be fixed first to finish the bigger project. The scope of automation needs to be understood first and the employees comfort needs to be taken care of. The bigger picture needs a closer analysis without which the aim of transforming the existing businesses would not happen. The need of the hour is a detailed analysis of all the businesses and then start planning for the online integration. The limitations of the work are that there is limited data used in secondary research analysis conducted because the business industry is vast.

This negative financial impact on business sector is explained by the way they are organized and the measures imposed during containment that restricted economic activity. The secondary analysis used for research may not be comprehensive and any biases in all the peer-reviewed studies can affect the quality of the research work. The learning outcome through online platforms for computer skills courses and employees' satisfaction all over the entire world with different economic background has been analysed and studied. The satisfaction to this new way of learning was studied and analysed to understand the scope of change and development in this sector. The modifications would be proposed based on the employees' feedback and opinions to create a better infrastructure of business which would lead to a successful business transformation... (Saleh, F.I.M.; Karia, N, 2020)

The dream of digitally transforming businesses in post COVID period has been successfully started. The COVID-19 pandemic situation has shown the strengths and weaknesses of the entire world business industry. The industry has identified the processes and operations that could be improved. The corona virus crisis is leading to a profound rethinking of infrastructure management of business, online learning, testing the efficiency of courses across the globe. The research has filled the knowledge gap of averting COVID19 impact and helps the business sectors to regain financial strength. The business industries in the world can use the research to improve their online integration programs.

In the project of digital transformation, it is imperative to boost productivity, adjust and reduce costs, and make the business more flexible to adapt it to any new present. Changes are quick, essential, and far-reaching. After the pandemic and remain competitive, the entire infrastructure must be prepared to face unpredictable swings in product demand. Flexibility, adaptability, robustness, proximity, agility, speed, and precision are concepts integrated into new competitive strategies. In this rethinking of the processes, the implementation of technological solutions in the different business processes will be the most visible part of the transformation of the business sector. The present environment allows the business industry of the world to examine their vulnerability to the COVID-19 disturbance. They should also take steps to make an infrastructure resilient to potential future risks and interruptions. The digital transformation in business in post corona period has been beneficial and will remain so if done with proper planning. (Tavares, F.; Santos, E.; Diogo, A.; Ratten, V, 2020).

Covid-19 triggered a health emergency and has impacted infrastructures in the world, which are now under pressure because they are based on a global infrastructure. In this sense, the business sector in the world has been seriously impacted by business closures, airports, instability, and volatility. Other aspects that will have a clear financial impact on the business industry that should be considered after this crisis are block chain, artificial intelligence, and the disappearance of manual processes. It leads to another key aspect for the world business industry i.e., incorporating increasingly prepared professionals and promoting a change of mentality in the sector as well as the variables that govern it, especially about learning platforms and the learning outcomes through online platforms. Digital transformation is currently the key for the success of business in post corona period and needs to be planned and executed on a large scale for the long term growth. Telecommuting is the new way of work across the world and that is slowly leading to the growth of business which had become stagnant due to pandemic. Remote jobs are giving livelihood to the major section of society which will increase the employment rate going forward. (Raudeliuniene, J.; Albats, E.; Kordab, M, 2020)

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