

# HOW COVID-19 IMPACTS SOCIAL MEDIA BUSINESSES IN THE PERIOD OF PANDEMIC

**Ratish Chandra Gupta, Daly College Business School, Indore, India**

## ABSTRACT

In the last few months, all facets of society have had to adapt to evolving circumstances owing to the ongoing pandemic. And COVID-19's effects on academia and social science research have been just as severe as in other sectors and professional areas. Protecting and strengthening research in the midst of COVID-19 will require thoughtful and concerted efforts on the part of governments, funders, universities, and academic communities to collaboratively develop, implement, and fund long-term plans that elevate the voices of students and researchers in national policy decisions. Sustainable research systems are vital, not just to the success of pandemic responses but also to the health of all societies the world over. Academia finds itself at a juncture with endless possibilities and potential innovations.

**Keywords:** Social Science, Pandemic,

Journal of Organizational Culture, Communications and Conflict (JOCCC) is the most preferred and highly accessed Journal in the field of organizational culture and communication, emphasizing their role in conflict resolution. The Journal is indexed in reputed and leading research & citation database like ProQuest, MIAR, CNKI, WorldCat, JournalTOC, Open J-Gate, Citefactor, Questia, SIS & Google Scholar. At many instances' members of the editorial board also prefer to submit their articles. Such practice is common in other reputed specialty Journals. In fact, JOCCC encourages editorial board members to actively contribute.

JOCCC is an online peer-reviewed International research journal that offers a platform for policy makers, academicians, educational institutions, researchers, scholars and student community at large to publish their latest research findings covering of various facets of Human resource and Organizational culture. With 30% of acceptance, JOCCC invites authors and professional to contribute their research work. The journal focuses on disseminating the latest innovative research in the fields of organizational behavior, leadership, organizational culture, spirituality in the workplace, conflict resolution, performance in education technology, encourage science discussions, language learning, computer-mediated communication, revolutionary subjects, and religion in the workplace, job satisfaction and religious commitment. Your journal seeks academically research that will appeal to theoreticians and will also have direct relevance to practitioners in above mentioned research area. Research work can be library or field based, or illustrative which apply rigorous qualitative and quantitative methods in the empirical testing of theory are strongly encouraged.

The editorial team consisting of Editor, 2 Coeditors, 6 Associate Editor, 1 Member in Editorial Board, 5 members in International advisory board and over 30 members in review board are involved in the entire article cycle starting from submission to final recommendation. The entire review process is carefully structured so as to minimize possibility of bias. JOCCC functions on principles of scientific excellence, publication ethics and transparency.

It makes mediatory that every article is submitted only through the online manuscript submission and review system powered by Allied Business Academies.

We look forward to working with the active and vibrant members of the Editorial Board, extensive reviewing panels, and contributors to make JOCCC an accessible and leading outlet for high quality academic, theoretical, and practical research in all areas of organizational behaviour and culture and their relationships to cognate disciplines. It is our mission to foster a supportive, mentoring effort on the part of the referees which will result in encouraging and supporting researchers. We welcome different viewpoints because in those differences we improve knowledge and understanding.

I take this opportunity to acknowledge the contribution of Dr. Robyn C. Walker during the final editing of articles published and the support rendered by the editorial assistant, Ms. Olivia Noah in bringing out issues of JOCCC in time. I would also like to express my gratitude to all the authors, reviewers, the publisher, the advisory and the editorial board of JOCCC, and look forward to their unrelenting support in all future endeavors. I would like to take this opportunity to wish all our authors, readers, editors, reviewers and editorial team, in this difficult and atypical moment of a pandemic caused by COVID-19, to protect themselves for their health and that of others.