

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

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## 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.

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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.