



PERMISSION MARKETING: A KEY TO AVOID STRESS OF UNSOLICITED COMMERCIAL COMMUNICATION

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Abstract:

Due to technological advancement business are growing at fast pace. Now a days Business world expects growth in all dimensions. Business world try to attract customers through all possible ways. They use all the media platforms and marketing communication tools to engage and win the customers.

Due to this customers are bombarded with huge number of advertisements. Some are welcomed by customers and some are neglected or rejected by them.

Advertisement in the form of Unsolicited Commercial Communication is now the area for concerns as it gives raise to Spam and disturbs the mental health of an individual. As the emergence of New Media the companies are targeting the customers with the help of new media such as text messages, emails, voice calls or recorded calls etc.

According to Trucaller Global spam survey report 2021, In India the Average number of spam calls per user per month stands at 16.8 while total spam volumes received by Truecaller users alone are in excess of 3.8 billion calls in just the month of Oct 2021.

With the ease of communication with the help of computers and mobile phones, this is the best choice of marketers to directly communicate with the customers but that create a lot of stress due to unwanted calls, SMS, Emails etc.

During COVID -19, no country in the world which in not affected by the pandemic, every individual was under tremendous stress. All the individuals are maintaining social distancing as well as following the COVID appropriate behavior. Everyone wants to stay connected with near and dear so they have adopted and used the telecommunication technology, but at the same time



businesses goes online the business world found the opportunity to advertise online with the help of new media. But with the large number of unwanted advertisement has created a clutter.

Permission marketing is a theory suggested by Seth Godin (1999). Consumers give marketers permission to send them specific types of promotional messages in this way. This is thought to reduce consumer confusion and search costs while boosting marketing targeting precision. Permission marketing has a number of benefits and is user-friendly. It might be one of the most effective marketing methods for attracting customers. Consumers are treated with respect, and their privacy, interests, and convenience are protected through the use of permission marketing and the information they provide. Marketers may create and implement better marketing campaigns by analyzing consumer data. This will aid in the enhancement of product and service marketing and, as a result, will aid in increasing business productivity in terms of ad costs, customer reach, and customer experience.

This paper critically examines the notion of permission marketing and discusses its relationship to existing ideas in the marketing literature. It also focuses on using permission marketing to reduce the unnecessary stress of unsolicited Commercial Communication.

During the COVID 19 pandemic, telemarketing and online advertisements were the most disruptive to consumers' mental health. Pandemic has coupled with so many challenges and stress points such as Unemployment, Financial problem, personal relationship problems, social networking issues, work life balance, future uncertainty, Medical emergencies. Individuals and many families were going through hardships. In such mindset they were also disturbed by spam calls, text messages and emails. Permission marketing was crucial in removing unwelcome tension caused by a troublesome customer experience, and it will aid in improved customer relationship management.

Permission-based marketing is a cutting-edge concept that originated from classic marketing concepts such as telemarketing, direct mail, and customer relationship marketing (CRM), among others. Permission marketing is the solution for new generation consumers, as these marketing concepts are used by various marketers to maximize their profit. However, customers are disrupted and their privacy is violated as a result of these marketing concepts.



If used correctly, permission marketing can be a powerful tool for growing businesses.

In this paper we are taking a closer look at the way in which we reduce the stress arises due to unsolicited commercial communication with the help of permission marketing.

Keywords: Permission Marketing, Unsolicited Commercial Communication, Customer Relationship Management (CRM), Stress Management, New Media. COVID -19 pandemic. Artificial Intelligence.

I. INTRODUCTION

Permission Marketing is a marketing technique that is growing rapidly among marketers due to its applicability in today's technologically enhanced world of commercial clutter. Increased commercial clutter and rising promotional costs have prompted marketers to seek out a good and appropriate method for reaching out to their target audiences. The concept of "Permission Marketing" clearly addresses these issues for both marketers and consumers. Permission Marketing undoubtedly aids clients in reducing search costs and avoiding clutter. From a marketer's perspective, the most important benefit of permission marketing is that it allows for effective "Target Precision with Appropriate Permission Intensity." Permission marketing along with use of Artificial Intelligence can be much more beneficial for marketer and customers. (Soundararaj, 2012)

Marketing is now viewed as a competition for gaining people's attention, specifically the attention of target customers. When there was no commercial clutter in any available medium, the disruption tactic used by marketers was extremely effective in reaching customers. However, individuals are increasingly overburdened with so many tasks that they have no time to reply to disruptions. As a result, individuals either ignore or complain about the interruptions. This unnecessary communication is disturbing the mental health and creating Anger, Stress, Depression.

Today, the most important feature of a television is that it is "clogged with ads." It's more accurate to argue that commercial clutter and television are inextricably linked. Similarly, other available media, such as the web, print, and so on, are not immune to commercial clutter. Today's marketing problem is persuading consumers to volunteer their attention—"to raise their hands"



(Godin's phrase)—and consent to learn more about a firm and its services.. (Godin, Permission Marketing: Turning Strangers into Friends and Friends into Customer, 1999)

"Invitational marketing" is another term for "permission marketing." It is the polar opposite of interruption marketing, which has traditionally been used by marketers. Permission marketing involves establishing and sustaining a profitable and long-term relationship with clients that allows for more effective involvement and communication. Seth Godin, the pioneer and arguably the inventor of the concept of "Permission Marketing," is one of the few persons who has described the concept convincingly. Permission marketing, in his words, is "converting strangers into friends, and friends into consumers." (Godin, Permission Marketing: Turning Strangers into Friends and Friends into Customer, 1999).

Permission Marketing is a boon, allowing marketers to engage effectively with their target clients while overcoming the obstacles of increased commercial clutter. It is more of a privilege granted upon marketers to deliver wanted and relevant communication to individuals who are willing to pay attention to them. During the COVID 19 Pandemic a potential buyer interested in purchasing a new life insurance policy on Policybazaar.com, for example, fills out his requirements and authorizes Policybazaar.com to send him messages about the most suitable and affordable life insurance quotation. Policybazaar.com's advisor/client executive sends communications to the customer about the needed element. The messages might be sent via postal mail, e-mail, SMS on mobile phones, or telephone connection. This form of client communication from Policybazaar.com will be greatly appreciated by the consumer. Customer saves time and energy, receives relevant information at the best price, and feels like a privileged customer; on the other side, marketers sell their product to a pleased and satisfied customer. (Godin, Permission Marketing: Turning Strangers into Friends and Friends into Customer, 1999)

II. PROBLEM STATEMENT:

We identify positive and negative impact of advertisements with the help of new media also to understand the significance of permission marketing in preventing customer stress caused by unwanted commercial communication.



III. SIGNIFICANCE OF THE STUDY:

Approximately 4.2 billion people accessing the Internet, Millions of individuals use the internet every day all across the world. As we all know, New media marketing is the most effective technique for businesses to market their products nowadays. Our target audience grows by around 60% to 70% when compared to traditional advertising because our target audience is largely young people who prefer to spend time online rather than watching TV or reading newspapers. This reduces firm costs while increasing revenue. (Webfx, 2022)

Due to corona pandemic most of the businesses were trying to get business through online mode and to catch hold the opportunity they somehow knowingly or unknowingly disturbing the customers that has resulted in stressful mindset.

IV. OBJECTIVE OF THE STUDY:

- i) To study the concept of permission marketing and its relevance in COVID situation.
- ii) To understand the COVID 19 situation its impact on the world
- iii) To study the consumer behavior in the world during COVID 19 situation and importance of Permission marketing in stress management during COVID pandemic

V. WHAT IS PERMISSION MARKETING AND HOW DOES IT WORK?

The concept of permission marketing is not well understood by marketers, yet understanding it can help them apply it more effectively.

- It is critical for marketers to capture the attention of customers in order to reach out to them with appropriate marketing material. This philosophy recognizes that the greatest method to gain people's attention is to treat them with respect.
- “Paying attention” is one of the important aspect in Permission marketing. Permission marketers recognise that when a customer chooses to pay attention, he is essentially handing over something valuable to the marketers. Before the customer's desire fades, you should make use of their attention.



- Presumed permission differs from actual permission. For example, just because a marketer has a client's e-mail address does not imply that the customer has given consent to the marketer. Furthermore, just because the consumer does not object does not imply that the licence is given.
- Getting approval from a customer is a lot like getting into a relationship with someone. The marketer does not have to start selling right away. It should be forward-thinking.
- Permission from a consumer does not need to be official, but it should be clear.
- Subscription payment is an overt act of approval. As a result, people who have subscribed to a newspaper and/or magazine are more valued than those who might purchase the same at a store.
- A customer and a marketer's interaction could be had and continued for the rest of their lives, all because of a modest and one-time authorization. For instance, permission may be granted to send a newsletter or to subscribe to a magazine.
- Marketers can respect the permission of various customers in a variety of ways. New technical advancements, such as Artificial Intelligence, enable marketers to handle and respond to different customers in different ways, possibly more individually. (Godin, Permission Marketing, 2008)

VI. RELEVANCE OF PERMISSION MARKETING IN COVID SITUATION:

During the COVID 19 pandemic, telemarketing and online advertisements were the most disruptive to consumers' mental health. Pandemic has coupled with so many challenges and stress points such as Unemployment, Financial problem, personal relationship problems, social networking issues, work life balance, future uncertainty, Medical emergencies. Individuals and many families were going through hardships. In such mindset they were also disturbed by spam calls and emails.

Don Peppers and Martha Rogers threw their proposal for a strategy resembling "Permission Marketing" in the year 1993, before the concept of "Permission Marketing" gained acceptance among users. According to Don and Martha, there are two options available to businesses in order to boost sales. One option is to sell more to the company's few existing clients. The other option is to sell a small number of items to a large number of people. The former method suggests



concentrating on existing clients, whilst the later method demands the company to seek out more and more new customers in order to expand revenue. The point is not to determine whether method is superior. In different conditions, each is useful. The important thing to remember is that when both options are available in a given situation, the former is better and more cost-effective. It goes without saying that recruiting and delighting new consumers is much more expensive than keeping existing clients. Seth Godin invented and popularised the term "permission marketing" in 1999. Permission marketing, in his words, is a novel approach of selling marketing offers in which a possible consumer gives his approval to get marketing communication on his or her selected areas and categories in advance. The marketers then plan the marketing communication / messages to correspond to the clients' interests. There are a few more factors that have contributed to permission marketing's widespread acceptability among users.. (Godin, Permission Marketing: Turning Strangers into Friends and Friends into Customer, 1999)

- Permission marketing has a low cost of reaching out to a customer, but the reward is valued at a higher price.
- Consumers give marketers permission to send them specific types of promotional messages. This helps customers save time and money by decreasing complexity and search expenses, while also improving target precision for advertisers. The term "target precision" refers to the accuracy with which a product or service's target customers are identified.
- Permission Marketing could be a solution to overcome people's privacy concerns. Sheehan and Hoy have both made the same point (2000).
- Permission marketing could be used to effectively promote high-degree innovation, new product introduction, and services.

In the digital media Artificial Intelligence is incorporated in the forms of 'Cookies' in the browser, which captures the internet surfing behavior and buying patterns of the customers and helps in showing the related banner ads. AI plays a vital role in targeting the right customer, AI can be utilize for retargeting the existing customers with the help of his permission.



VII. CORONA VIRUS BREAKOUT – COVID 19 PANDAMIC SITUATION AFFECTING WORLD

The Novel Corona Virus was first found in China. With over 80,000 confirmed cases, the new coronavirus (SARS-CoV-2) outbreak and linked disease (COVID19) began in China. On March 11, 2020, the World Health Organization (WHO) declared it a global emergency and pandemic.

There have been over 23 million reported SARS-CoV-2 infections and 810,000 deaths from COVID-19 as of August 25, 2020. Infections and deaths were quickly increasing around the world in 2020, with the United States of America (USA) leading the way with 5.09 million infections and 163,461 deaths, respectively, followed by Brazil with 3.06 million and 101,752.

According to WHO data given by the EU centre for disease control, other countries with a large number of confirmed COVID-19 infections include India (2.27 million) and the Russian Federation (892,654). (ECDC, 2020)

The COVID-19 pandemic has wreaked havoc on worldwide health and the global economic order, plunging the world economy into crisis. While the initial concern is about public health, the impact on the global economy and small businesses is huge.

The International Monetary Fund's (IMF) World Economic Outlook, released on June 24, 2020, predicted a 4.9 percent decrease in global GDP in 2020, with a significant probability of further decline. Global unemployment is expected to increase significantly, according to estimates made by the International Labor Organization (ILO). (approximately 5.3 million to 24.7 million), indicating that the global economy will face difficult times ahead, posing a threat to SMEs' survival.

Some industries, including as aviation, tourism, hotels, restaurants, and entertainment, have become more vulnerable, while others, such as food, healthcare, pharmaceuticals, and information technology, have become less vulnerable. (OECD, 2020)



VIII. **CONSUMER BEHAVIOUR DURING COVID- 19:** Citizens are being advised to respect social distance and stay at home in communities all across the world. Isolation may be bad to us as social beings. (C.Hawkley, 2009)

Loneliness has been linked to lower mental ability, negativity, depression, and intolerance to social risks, among other things. There are signs that this is happening during the present epidemic, such as an increase in domestic violence, neighbour disputes, and handgun sales. (M.Campbell, 2020)

According to Oscar Jorda, they have noticed a rise in other, more beneficial forms of conduct that hasn't been studied as a result of social distancing. People have begun to build houses, learning new skill sets, and taking better care of their homes. For example, they could learn to bake, strive to get in shape, solve a puzzle, or read more. There has also been an increase in the purchasing of cleaning products, as well as an increase in the amount of rubbish recycled.

Oscar Jorda said during this time people consume more junk food and clean ourselves less. People are also stockpiling necessities and buying in a panic and going to the countryside This indicates that what is going on with us and our behaviours is complicated, and it would be interesting to investigate this more.

Another effect of the lockdowns is a massive surge in Internet and social media usage. Previous research has shown that those who are lonely are more likely to use social media and, in some situations, prefer social media to real engagement. (Òscar Jordà, 2022)

Trolling and the spread of bogus news on social media may often bring out the worst in us. To some extent, this is less harmful because "real life" is lived in the actual world, and the Internet is a "add-on" with, in most situations, limited physical impact. This allows us to compartmentalize and distinguish what is important from what isn't. However, given the current situation, social media has become the primary means of communicating and socializing with others. In many cases, the Internet is now the primary means of obtaining needed supplies and receiving essential services, such as visiting a doctor. The question is, what happens to us when we live our "actual lives" online?



IX. MARKETS DURING COVID – 19

As people stay at home and economies shut down due to the COVID-19 pandemic, many well-known brands in various industries are expected to go bankrupt (H, 2020).

Famous retailers in the United States, such as Sears, JCPenney, and Neiman Marcus, are facing severe financial difficulties. The travel industry has been severely impacted; 80 percent of hotel rooms are vacant, and airlines have reduced their flight schedules.

Tourism sites are unlikely to suffer a 90 percent reduction in their personnel.

Expos, conferences, sporting events, and other such events are also common.

Other huge meetings, as well as cultural institutions such as zoos, malls, cinema theaters and museums, have been cancelled without warning. In general, consulting Personal services, such as hairdressers, gyms, and cabs, have also become more prevalent. Lockdowns have brought the city to a halt. Finally, significant industries such as the automotive, trucking, and electronics industries have all abruptly shut down. (Razopa, 2020)

Same situation is seen in the entire world Governments has to take the harsh decision of forceful lockdown for controlling the widespread of COVID -19 Pandemic.

Some companies are doing well, while others are failing. This is true for a variety of Internet-based enterprises, including online entertainment, food delivery, online shopping, and online gaming, Online education, and work-from-home options People have evolved as well their eating habits, driving up demand for takeout, snacks, and other convenience foods.

As we spend more time in our homes, we use more alcohol and cleaning home chemicals.. Others that are doing well are those that are related to Herbs and vitamins, as well as healthcare and medication.

When researching markets, it's common to assume they're static, which is understandable given how slowly they fluctuate. The COVID-19 outbreak, on the other hand, has taught us that markets are dynamic. (Bernard Jaworski, 2000)

X. IMPACT OF CORONA VIRUS ON BUSINESS:



Coronavirus, one of the most lethal viruses known to man, has already claimed the lives of a large number of people. This indicates a slowing of the country's economic growth. It has nearly completely disrupted all forms of businesses, including e-commerce, on a vast scale. A number of major retailers have temporarily closed their doors. Aside from that, small and medium-sized retailers are grappling with the scenario due to low footfalls as a result of government regulations and lockdown.

China provides half of the item sales for many e-commerce enterprises. As a result, it is expected that this lethal virus will have a significant influence on countries like Malaysia, India, Bangladesh, Nepal etc. internet commerce, particularly Chinese products. For this study, a survey was undertaken, as well as primary research, in order to obtain a better result. The findings revealed that the majority of items originate in China, and the majority of industries are under lockdown, meaning that no products can be imported or exported. (Mohammad Waliul Hasanat, 2020)

China produces over 20% of all manufactured items worldwide. As a result, with the emergence of COVID 19, the countries are faced with a major problem. Not only China, but other countries that import their products are also hampered. Because Malaysia is a highly dependable China product, the sales rate of internet businesses has slowed as a result of the outbreak of this rapid pandemic disease. Online enterprises, like private and public sector firms in the country, are limited.

The COVID-19 outbreak has a variety of repercussions on the PRC and other developing Asian economies, including severe drops in domestic demand, reduced tourism and business travel, trade and production links, supply disruptions, and health effects, particularly mental health. The range of scenarios examined in this brief suggests a global impact ranging from \$77 billion to \$347 billion, or 0.1 percent to 0.4 percent of global GDP, with a moderate case estimate of \$156 billion, or 0.2 percent of global GDP. The China, where the outbreak has so far been centred, bears two-thirds of the burden. (ADB.org, 2020)



XI. IMPORTANCE PERMISSION MARKETING IN COVID PANDAMIC:

Four factors that marketers must remember about making Permission Marketing successful, according to Andrew Stephen, Associate Dean for Research and Head of the Marketing Faculty at the University of Oxford's Said Business School.

The first is data quality: marketers must acquire as many data points as possible and appropriately measure each variable. The second step is to obtain extensive information about the customer's needs, wants, and desires. Machine learning, artificial intelligence, and advanced analytics are used to process and examine the pattern of data. The third thing to keep in mind is that "automation is necessary but not required in all cases." Last but not least, keep in mind the importance of 'consumers,' who are required for the success of permission marketing. (Bhatia, 2018).

A. Purchase Trends - Understanding User Behavior

With Permission Marketing, marketers can fully understand their customers' profiles and behaviours, as well as establish a tailored relationship, which was previously difficult or impossible.

The following are notable applications of permission marketing to generate consumer insights.

1. **Customer Targeting and Lifetime Value Enhancement:** According to Brian Solis, a principal analyst at Altimeter Group, —Customer Lifetime Value (CLV) tied to Permission Marketing with the help of information marketers and developers on targeted engagement and growth. The idea is to drive profit by investing in more value-added user experiences and personalized offers. Doing so intentionally cultivates meaningful relationships with key customers (Lieb, 2011). Hence, reach more high-value users using the data from the existing high-value users. A study conducted by Bain in the banking industry revealed that about \$4 will be expended whenever a customer visits or calls the bank, while only \$.10 will be spent when customers make use of digital app (Lieb, 2011).

2. **Customer Engagement:** The crucial insights into customer buying habits and behaviours are one of the most important components that determine sales and marketing approaches. Permission Marketing and AI can give businesses suggestions/recommendations on product



displays and cataloguing based on consumer buying preferences. According to the JDA PWC Annual Retail CEO Survey, merchants spend 18 cents for every dollar earned online, and this number is expected to rise. (Mathews, 2018).

3. **Customer Loyalty:** Customer attention spans are shortening as a result of the trend, and it is critical for marketers to capture their attention. For example, Mirza, a cosmetics company, employs an AI-powered permission marketing strategy to keep consumers after their initial service visit and frame an automatic renewal plan. Mirza is able to examine data in this way and determine when its consumers may require the goods they recently purchased again. Following that, the corporation sends customers an automated e-mail reminding them to reorder. (Gupta, 2018).

4. **Emotion Recognition:** Marketing today is not limited to targeting ads based on consumer demands; rather, it aims to create an emotional connection with users. In one of his Ted Talks, Simon Sinek, a well-known marketing analyst, said, "People don't care what you do; they care why you do it." As a result, brands consider understanding emotions from customer discussions to be an important part of marketing. (Tuten, T.L. and Solomon, M.R., 2018). Few years before, we were failed to express or understand human emotions. This was made possible by current technical advancements.. At present, AI can recognize and deal with feelings such as anger, sadness, sarcasm or frustration. This capability to understand emotions and react to humans would expand AI application in other sectors like education or medical counseling department too (Mathews, 2018).

XII. CONCLUSION:

Permission Marketing is a helpful in business development as it connects – reconnects customers to the business. The marketers should reach out to the customers and effectively communicate with them, if they want to survive and prosper in their business. The best way identified is “Permission Marketing” that helps the marketers to obtain permission from the customers in advance and communicate with them in the way it is intended for by the customers. During the COVID -19 Pandemic many marketers tried to engage the customers with the business and tried for forceful sales without knowing the exact requirement of the customer, His/her financial conditions, mental condition.



Permission Marketing helping marketers to enhance marketing strategies, product planning, and customer experience in a considerable manner.

It offers tremendous potential for establishing a competitive advantage and improving consumer connections. It assists marketers by decreasing their manual workloads, simplifying their work schedules, and assisting them in making quick and effective customization decisions, ensuring easy targeting. In brief, marketers are advised to employ this permission marketing technique in order to effectively reach out to their target clients, allowing them to ultimately engage in smart and competent marketing.

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