

# Post COVID-19

## A Research on Probable Changes to be Exhibited Across, Post-2020's Global Pandemic

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**A**fter almost a century, it was the second time that a pandemic, like Spanish Flu of 1918, engulfed the whole world and forced it to stop its normal operations like never before. Novel Coronavirus spread across 200 countries and claimed more than 3 Lakhs lives (as of May 2020). Outbreaks like these can have a deep impact on the lives of people and are likely to change the way the world used to function before.

This paper is aimed at identifying what life after the pandemic might look like. It uses primary surveys and research, conducted across varied age groups, cities, and professions to obtain a much clearer and generalized view of the situation. The goal is to identify the significant observable changes in normal lives and the paper has been written, talking about the most impactful and identifiable heads. In the end, it was concluded that personal, social, and professional lives of people got affected, if not in the long term but definitely in the short run. This outbreak is likely to make people more cautious towards their health, have an impact on their saving habits, change their shopping preferences, and encourage social distancing, at least in the short term.

### Introduction

The Coronavirus outbreak broke out with the first case in December 2019 in Wuhan and is still an unprotected threat to the lives of people across the globe (as of May 2020). Coronavirus, also known by the name of COVID-19, is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The disease is highly communicable with a fatality rate of 1-2%. But what is concerning is the fact that there has not been any known treatment or immunization against it. Since months, the whole world has been practicing social distancing to avoid contact with any person or surface infected with the virus. With symptoms, as common as that of flu and fever, and the onset of 2-14 days from the day of infection, it is extremely difficult to be absolutely sure of its source. Owing to the very concerning behavior of the virus and with millions of infections, the world has been adapting to changes and altering their normal working, to be safe, and to continue their working. Some of these projected or expected changes are bound to become habits defining a new 'normal' for the world fighting an unforeseen pandemic in a modern world.

### Abstract

*Key words: Covid-19, Coronavirus, Lockdown, Pandemic, socio cultural behavior.*

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## Literature Review

(Sood, 2020) has highlighted in her paper the possibility of mental health crisis during and after the Covid-19 pandemic. As more people stay in homes there is a likelihood for the development of anxiety related to claustrophobia. People living away from their families for education or work, or otherwise separated from their loved ones are at a higher risk for developing mental health problems such as depression, anxiety, etc. Also, inaccessibility to drugs will escalate withdrawal syndromes in addicts, and people who regularly abuse substances.

Accenture in a detailed report (2020) has talked about the possible New Human Experience that will emerge after this outbreak: (1) People will become more anxious and cautious with respect to their large decisions like where to work and where to spend their vacations. (2) Countries, companies, and organizations need to invest a lot in ways to regain trust. Countries and established brands that handle the crisis well will rise in stature and value. (3) This outbreak may give rise to the virtual century. The enforced shift to virtual working, consuming, and socializing will fuel a massive and further shift to virtual activity for anything. It will affect ways of communicating across learning, working, transacting, and consuming. (4) The report mentioned that the concern about health will not ebb even after it's over. Instead, a healthy economy will emerge where every business will need to understand how it can be part of a new healthy ecosystem. (5) New social circles may arise based on attitudes to risk—for example, some people may prefer to socialize with others who share the same cautious or intrepid attitudes. (6) People will prefer to stay at their hometowns and local places and look for more comfort and meaningfulness at the cost of monetary benefits. (7) There will be re-emergence of the top-down approach and more acceptance of authority. A greater acceptance for the government and companies' rules and protocols is likely to resurface.

(Noronha, 2020) in his report highlighted the details of a proposal submitted by the Confederation of Indian Industry to the government which suggested ways to facilitate the functioning of industries after the lockdown. It suggested measures such as dividing operations into two to three shifts and a 45-minute gap between shifts to ensure workers do not mingle and workplaces and equipment can be sanitized. It also suggested staggering lunch and break timings during which there would be no self-service to minimize the number of common touch points in canteens.

(Philip, 2020) and (Bhattacharya, 2020) in a detailed report talked about the possible changes that could take place on the shop floors: (1) Regular temperature checks and filling a health survey form at the entrances; (2) Sanitizing tunnel of a disinfectant mist of sodium hypochlorite for workers; (3) Demarcation areas on the shop floor with temporary hard plastic screen shields; (4) moving towards automation by keeping less workforce and introducing more shifts; (5) Coded and identified tools so that each person has its dedicated set of tools and the contact between workers could be minimized.

(Cao, 2020), (Fang, 2020), (Hou, 2020), (Han, 2020), (Xu, 2020), (Dong, 2020) and (Zheng, 2020) in their paper concluded that the mental health of college-going students is significantly affected when they are exposed to any public health emergencies. Such emergencies lead to anxiety and stress amongst students which are accentuated due to economic stress, domestic violence, and academic delays. However, various factors like living in urban areas with family and having a steady family income act as some protective factors for students from such anxieties.

(Burgess, 2020) and (Sievertsen, 2020) highlighted the impact of Covid-19 on the entire education system. They have discussed the impact on schools, families, assessments, and the career opportunities of fresh graduates. Education at home, i.e., inputs by families play a significant role in a child's learning curve. However, it is

only auxiliary to school education and cannot prove to be effective enough. As far as assessments are concerned, universities and colleges differ in their approach. Many have canceled the examinations, some have been promoted on the basis of past performances and many are shifting to online examinations. Since online examinations would be a new era for both students and teachers, high deviations from the expected performance could be a possibility. Also, the final year students of colleges and universities will graduate at the time of the global recession. Poor market conditions at labor market entry cause workers to accept lower-paid jobs and it may have a permanent effect on the career for some.

A research article on science magazine talks about the effect of travel restrictions on COVID-19. The analysis of the COVID-19 outbreak and the modeling assessment of the effects of travel limitations could be beneficial to national and international agencies for public health response planning. The travel quarantine around Wuhan has only modestly delayed the spread of disease to other areas of mainland China. This finding is consistent with the results of separate studies on the diffusion of SARS-CoV-2 in mainland China. The model indicates that although the Wuhan travel ban was initially effective at reducing international case importations, the number of imported cases outside mainland China will continue to grow after 2 to 3 weeks. Furthermore, the modeling study shows that additional travel limitations (up to 90% of traffic) have only a modest effect unless paired with public health interventions and behavioral changes that can facilitate a considerable reduction in disease transmissibility. The model also indicates that, despite the strong restrictions on travel to and from mainland China since 23 January 2020, many individuals exposed to SARS-CoV-2 have been traveling internationally without being detected. Moving forward, we expect that travel restrictions to COVID-19-affected areas will have modest effects and that transmission reduction interventions will provide the greatest benefit for mitigating the epidemic.

Another review by the Indian Journal on Pharmaceutics on Hand sanitizers amid COVID-19 analyses the current knowledge and trends on the formulation of hand rubs. The article also presents a detailed guide on ingredients' selection and formulation design and manufacture of quality hand sanitizers. The main outcomes of the analysis presented in the review are:

According to evidence, hand sanitization is a main infection preventive measure during a pandemic, justifying the emphasis by the various healthcare organizations across the world, the huge increase in sales witnessed during the CoVid-19 outbreak, and the consequent shortage of hand sanitizers. The demand for the hand sanitizer amid the CoViD-19 pandemic is likely to remain high for long, until more efficient infection preventive measures become available, such as a SARS-CoV-2 vaccine. Moreover, public awareness of the importance of hand sanitization during this pandemic is likely to have long term effects on hygiene habits across the world. The public is likely to endure the routine use of hand sanitizers, even beyond the CoViD-19 era, as a new norm of self-hygiene.

## **Objectives**

The primary objective of the study is to understand the possible behavioral and social changes that an individual is likely to develop post the Covid-19 outbreak. It also tries to study the 'new normal' for people belonging to different cities and professions like every other outbreak. Also, to know the common sentiment amongst people belonging to different professions.

**Research Methodology**

This research uses a first-hand empirical approach in order to achieve the objectives of the study. To get the maximum reach and diverse responses, entire research is majorly based on the online survey. In some cases, telephonic interviews were also conducted where the respondent didn't have adequate access to an internet connection. Some online articles and newspaper reports were also referred to support the research results.

**About the Survey**

The questions for the survey were designed in a manner that could help to understand the behavioral changes in people on two fronts- personal and social. Some questions were also asked which were relevant to the current profession of the respondent in order to understand the common sentiments amongst the people from that particular community.

**Demographic variables of the survey**

<b>Variable</b>	<b>Frequency</b>
Male	170
Female	130
<b>Age Group:</b>	
16-24	166
25-34	89
35-54	45
<b>Cities Represented:</b>	
Tier 1	4
Tier 2	9
<b>Occupation/ Profession:</b>	
Corporates	75
Business Owners	85
Professionals	60
Students	80

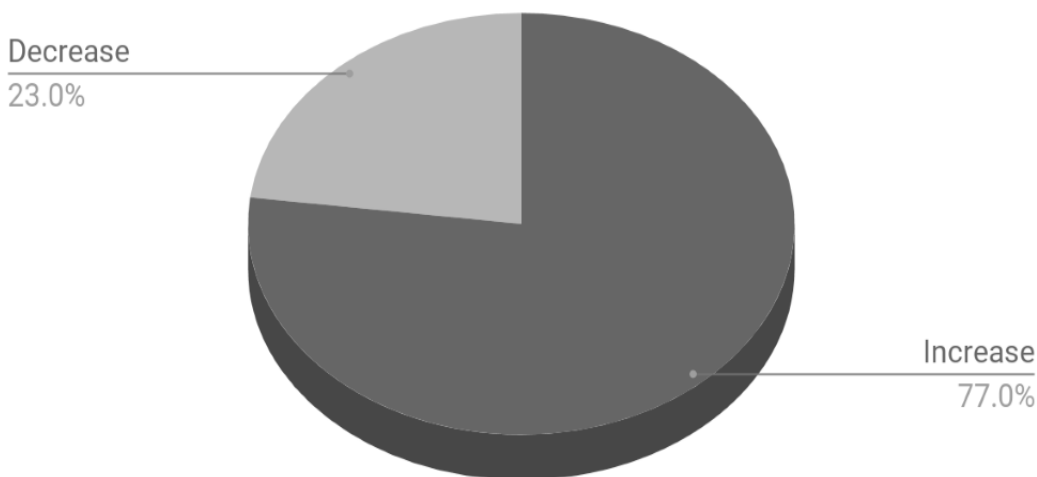
**Possible Changes in Behaviour**

Covid-19 has had a deep impact on the lives of people, particularly because it is a deadly virus that claimed more than 3 Lakhs lives worldwide, with no vaccine available at disposal. In order to contain its spread, most of the countries across the world observed or are observing (as of May 2020) a lockdown. India has been considered more efficient, as compared to other countries, in executing the lockdown, witnessing four stages of complete lockdown stretching to over 60 days. However, it is important to understand that a measure like complete lockdown is likely to have some impact on the behavior and the normal lives of people. In order to study and understand some of the changes better, the impact on their lives is discussed broadly three levels: personal, social, and professional.

## Personal level

The only possible way to contain the virus was to break the chain of transmission and by following social distancing. Considering that such a deadly virus was highly contagious, it is likely that some people will continue to follow social distancing for some time even after the situation gets back to normal. 77% of the respondents are of the view that they are likely to practice social distancing for some time wherever it would be possible and 18% of them weren't sure about it. However, out of the total respondents who denied, business owners comprised a majority of the percentage. The possible reason for it could be their frequent direct and indirect contact with the laborers on the shop floor and with the customers at the shop. This outbreak can increase the awareness of people on the importance of personal hygiene and self-sanitization as 77% of respondents agreed that their expenditure on healthcare safety products like face masks, sanitizers, and disinfectants is likely to increase after the outbreak. Hence, carrying a sanitizer could be a new normal for people after the Covid-19 outbreak. This probable change can have the history repeated, making it as common as the habit of people of covering their cough, which developed after the Spanish Flu of 1918.

### Social distancing and spending on health and hygiene products



During the lockdown, most of the people burnt their cash savings in order to feed their families. Thus this importance of savings during such hard times can give a boost to the saving habit of the people post lockdown (What the lockdown teaches us about savings, 2020). 84% of the respondents agreed that they are likely to start saving more after the Covid-19 pandemic. Also, the purchasing habits of people after the pandemic for even the staple food, like vegetables and groceries, is likely to change. 70% of the respondents felt that they would prefer to shop for their groceries online rather than going to markets. Thus the digital adoption by the public during the lockdown is likely to continue forward and become permanent. This change in customer behavior is primarily shaped by two major reasons- the reluctance to mingle in crowded public places and a higher propensity for digital adoption (Reddy, 2020).

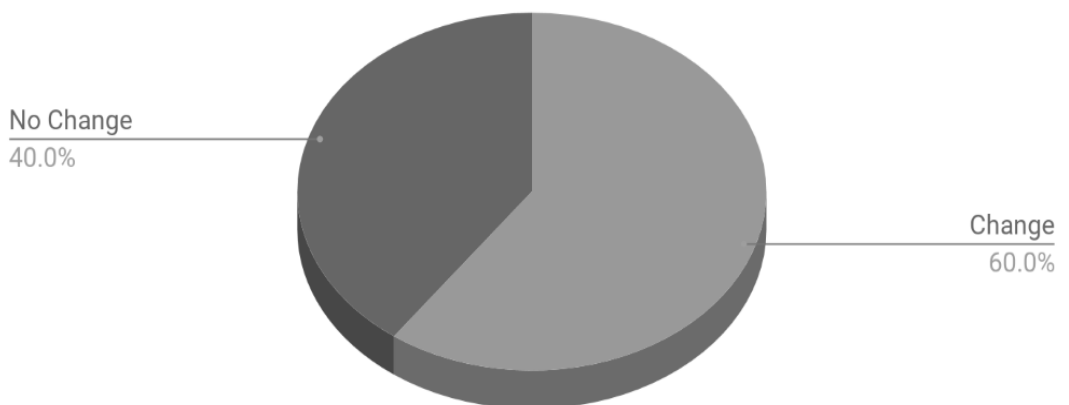
### Social level

The question of how people will have to curtail social gathering is supported by the argument that social gatherings are limited by the number of attendees by various governments. However, it will be difficult to stop social interaction, people are coming up with various alternatives and solutions which can be carried out with minimal or no physical presence. From video conferencing to virtual dating introduced, the smart alternatives, if not completely eliminate the chances of risk, at least minimizes it. According to the responses received from the various people surveyed, almost one-third of the people are likely to change the way they dine-out, suggesting a blow to restaurants, especially the average priced ones. However, in order to quench their thirst for socializing, people are expected to choose those restaurants which follow social distancing protocols like contactless order placing, modified layouts, digital payments, and frequent sanitization (Nangia, 2020) . A similar pattern was observed when asked if the situation, for them, will reduce the dependency on the domestic house-staff and also if their unnecessary visit to the hospitals would reduce.

Coronavirus pandemic is also likely to undermine the way people used to socialize on various occasions under the umbrella of an organized religion. Religions have always purported a spirit of community. Instead of allowing a group of people to mingle aimlessly, religious rituals tend to choreograph an agenda of activities that aim to build community bonds. Covid-19 has struck at this core attribute of organized religion (Dominic, 2020). Three-fifth of the people surveyed accepted that they will curtail visiting religious places for following any religious ritual.

About 60% of the people using public transportation for commute admitted to have a change in this pattern, adopting alternatives such as personal vehicle or cab services, where personal hygiene can be taken care of. A whopping 66% of the people said their vacation plans are going to suffer, with 50% admitting that they are likely to cancel their holidays in the short run. This is clearly an indication of how severely the tourism industry is likely to suffer, explaining the recent layoffs by travel and hospitality companies. Major Chambers and related people are stating that the tourism industry can show signs of healing at least after 6-9 months from containing the virus; the same could be translated to over a year.

Changes in commute for people using public transportation



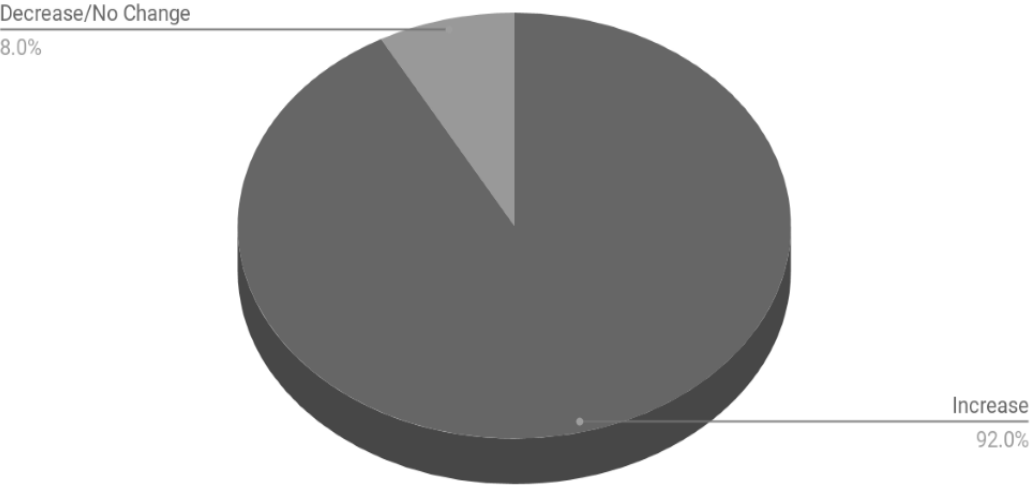
**Impact on diverse segments**

Since during the outbreak, economic activity came to a standstill and there was no business activity, many researchers compared this period to be worse than The Great Depression of 1929 and The Financial Crisis of 2008. Considering its gravity, this period is likely to have some impact on the economic activities of people and change the status quo in their professional life. In this study, we have tried to understand the possible impacts on the lives of people from different areas.

**1. Corporates**

It is highly likely that companies will introduce layoffs, salary cuts, and recruitment freeze in order to save their cash coffers amid no or considerably less business activity (Singh, 2020). 33% of the office going respondents feel that they may or may not face job-insecurity. However, 25% of them claimed that they are facing job insecurity. The impact on office goers also depends on the type of industry they are working in. For instance, people working for pharmaceutical and FMCG companies are likely to face less job insecurity as compared to people working for IT and consulting firms (Kumar, 2020). Also, 65% of the respondents felt that they are likely to face an increase in workload due to the recruitment freeze across the industries.

Change in work-from-home opportunities



Due to the practice of social distancing, during this outbreak, all the corporate firms made “Work from Home” (WFH) mandatory for their employees. As the majority of the work at the office was successfully done from home during the pandemic, many companies are likely to extend this option for its employees even after the pandemic. It leads to the possibility of extended WFH opportunities for the people after the outbreak (Brown, 2020). A whopping 94% of the office-goers felt that after this outbreak, WFH opportunities are likely to increase. TCS has decided to follow the “25x25 Model” which essentially means 25% of the workforce has to work in an office and the remaining 75% of the workforce has to report to the office only 25% of the time. It’s a possibility that many companies, especially in the IT sector, may try to follow the suit in order to keep up with its competitor (Saxena, 2020).

Also, 72% of people wanted to substitute their in-person meetings with virtual meetings wherever possible. In-person team meetings many times lead to extra efforts. Thus, all those types of meetings which were conducted successfully, during this pandemic, over virtual platforms are likely to gather support after this pandemic (Woolston, 2020).

Before the lockdown was implemented, proper thermal checks of the employees at the office entrances were carried out and any employee with a high temperature was asked to leave home. Distribution of face masks, installation of hand sanitizer dispensers, and sanitization of the workplace was a common sight in an office before the lockdown was imposed and this continued even after some relaxations were given to offices to work at limited capacity. After this outbreak, it is likely that temperature checks become mandatory at the offices (Green, 2020) and (Davis, 2020). It's a high possibility that either the companies or the government imposes some strict policies that need to be followed with respect to the sanitization of workplaces. 55% of the office-goers feel that it will be followed only if the government imposes it and the rest 45% are of the view that companies will follow it voluntarily.

## **2. Business Owners**

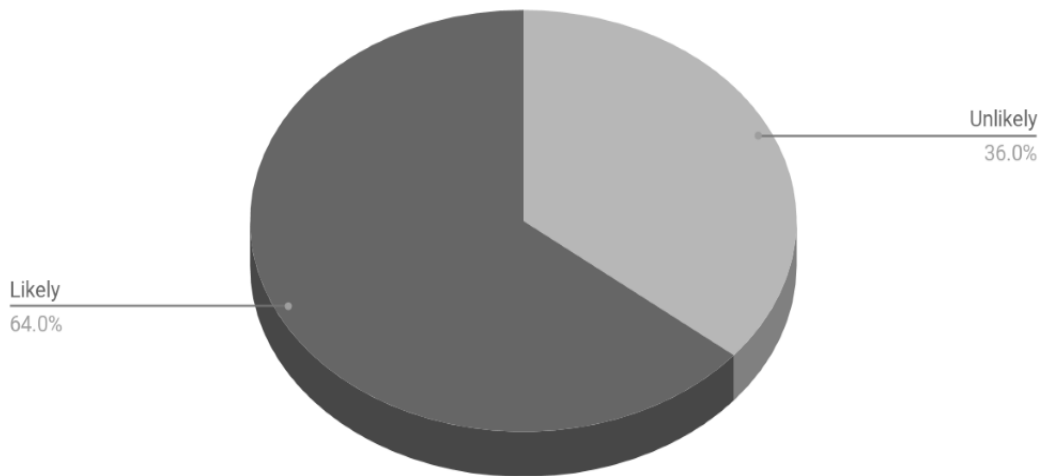
One of the segments which were badly hit because of the pandemic was the MSMEs. They fought a war with Covid-19 on almost all fronts, which includes demand, supply, labor, and capital (Layak, 2020). Revival of MSMEs by the government after the pandemic should be the utmost priority to fast heal the ailing economy. MSMEs need support to resume production, bring capacity to normal levels, bring back their migrant laborers, and restart supply chain networks.

64% of the business owner's claimed that they are likely to face a liquidity crunch after the pandemic. It is because they have to make recurring payments like payment of rent and money installments irrespective of whether they receive revenue or not. The government also requested business owners to make payment of wages to their workers in order to ensure the migrant workers don't leave for their homes. Despite the government's numerous efforts to retain the migrant workers, due to the difficulties faced by workers, buses and trains were arranged for workers to leave for their homes. Many migrant workers also left barefoot for their homeland. Hence, 59% of the business owners felt that they are likely to face a shortage of migrant workers after the pandemic because many of these workers are likely to find some work in their homeland. Business owners need to give some great incentives in order to get the workers back to work, which in turn will bleed their cash coffers.



## Expectation for Liquidity Crunch

*Covid-19,  
Coronavirus,  
Lockdown,  
Pandemic, socio  
cultural behavior.*



Supply chains will take time to revive after the lockdown. 73% of respondents feel that they are likely to face supply chain disruptions after the lockdown with respect to non-availability of services (27%), an increase in costs (18%), and delayed services (27%). Supply chains will be a major issue, after the lockdown, because every state will issue its guidelines for resumption of services in red, orange, and green zones.

In the majority of the MSMEs across India, safety protocols are loosely followed. However, after the pandemic, at least for a few months, it can be assumed that factory workers will be made to follow basic sanitization guidelines. It could be mandated for them to use examination gloves and face masks while on their duty. Over two-thirds of the business owners agreed that they will increase the spending on basic sanitization of their workers like the use of gloves, masks and sanitizers in their factory premises. However, it would be a great challenge to follow social distancing on shop floors. The layout of the factory and setting or functioning of machinery may make it difficult to avoid any contact between the workers (Layak, 2020).

### 3. Professionals

Amid the lockdown, many professionals like doctors, teachers, lawyers and chartered accountants continued to provide service to their clients over the telephone or video conferencing. Considering its suitability and convenience it is possible that they may become open to provide a part of their services on such virtual networks. A whopping 98% of the professionals surveyed believed that they will provide their services over virtual networks in whichever case it will be possible.

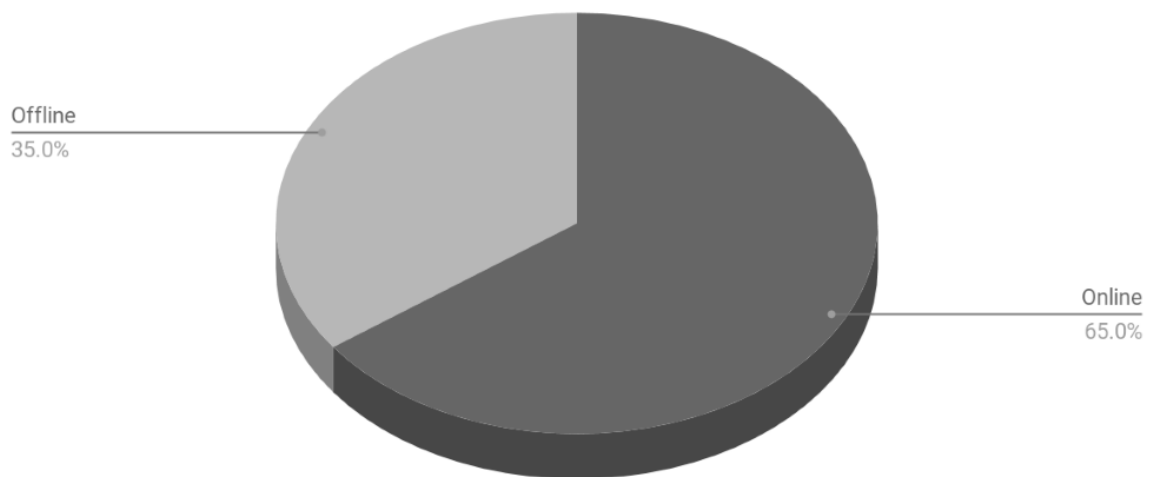
### 4. Students

Education and profoundly the students have been impacted at large due to this unforeseen situation. Majorly three elements pertaining to the students have been affected - current learning at the associated course and educational organization, the decision on higher studies, and their career. So far, there is not any formal e-learning platform available with uniform learning. However, various institutions have been

seen to use the open applications such as Google’s classroom, Zoom Meeting, and Skype, among others, resume, learning of whatever sort possible. Sixty-five percent of the surveyed students accepted this change of substituting offline lecture for e-classes, whereas the other thirty-five percent were against it. This can also come from the fact that only 8% of the households have a proper computer and internet connection as per the 2017-18 National Sample Survey report on education.

Migrating to different cities and countries is considered as a common practice among the students. However, students are likely to alter their choices to study abroad or out of their hometown, choosing their security over anything else (Hartocollis, 2020). Seventy-eight percent of the students said that their decision to migrate to a different place for education will be affected or is dependent on the health conditions of that place. Students in their higher phase of learning have been impacted by the effect of the pandemic on their job and internships offer at large, with over half of them admitting that it has affected the decision of their prospective employers in one way or the other.

### Preferred mode of education



### Conclusion

The interpretation of the whole study predominantly hints towards definite changes, some observable in an active form while the others depend on an individual’s lifestyle. These changes could be seen favoring pharmaceutical firms, hospitals, e-commerce, and other electronic services; on the other hand, it hints towards a negative growth for the tourism, travel, and hospitality industry (5). The changes could be seen influencing the life and earning patterns of the labor class migrating to other cities. The conventional manner of imparting education is likely to see changes with a cap on the class’ capacity, as observable in workspaces, where virtual working will be preferred for the non-major part. In summation of the conducted research, social distancing and maintaining personal hygiene is going to be an integral part of how people will be seen living their lives, at least in the short run. Things going back to the casual way that they were before seems extremely difficult considering

the self-consciousness that people have towards the sensitivity of this disease; it is likely that it might take some time for us to live without having to think about this issue, and we will have to wait until a sustainable solution is found, if that happens.

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