Thank you, COVID-19: Positive social psychology towards the new normal

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During the time being, while everybody else is busy conversing about the adverse effects of COVID-19, researchers solemnly look forward to intensifying the positive effects of COVID-19 on political, economic, social, technological, environmental, and ethical (PESTEL) aspects, as it was unrevealed. The FGD (Focus Group Discussion) and Delphi methods were conducted from April 2020 to January 2021 through the online platform to collect the data. In this research, 40 graduates from 40 families were taken as our sample size who carried out the opinions of their family members. The average duration of the interview was 30–40 min. This article highlighted that COVID-19 has some positive effects on social-psychological aspects (PESTEL) and, people are trying to adapt to new practices (New Normal) to improve their lifestyles against the deadly virus. COVID-19 would pass, but life will never be the same; thus, researchers conduct the research based on a country, which may not be similar to the other cultures and countries' perceptions. This is the first and foremost study on the positive effects of covid-19 and a guideline to cope with any pandemic in the near future. The study's findings are intended to assist the community in developing positive social psychology to call the covid-19 into question and look forward to a new standard.

KEYWORDS
COVID-19, new normal, PESTEL, positive effects, social psychology

1 BACKGROUND OF THE STUDY

COVID-19 was one of the most researchable topics in early 2020, which caused drastic changes in all aspects of human life. These changes affected all fields of business, educational institutions, social life, and so on (Magomedov et al., 2020). Moreover, people are developing different psychology due to the reforms, which brought both negative and positive influences. As a result, it will be remembered as an event that nearly killed millions of people while also ushering in new developments into everyday life. It has created the assumption that no nation can isolate itself from a global crisis because of the rapid spread of this virus worldwide. There is no geographic boundary recognized by the effects of COVID, that is, no country is exempt (Rahaman et al., 2020). It is expected that COVID-19 would leave a scar on the lives of people, regardless of any generation. Wuhan, a city in China, was the first place where, on 31 December 2019 (WHO), the World Health Organization (WHO) officially monitored the case of COVID-19, leading the world to dramatic turmoil. Covid-19 is now widely recognized as the cause behind this deadly respiratory syndrome (“CO” remains for corona, “VI” for the virus, “D” for disease, and 19 mentions the year 2019), and it is a novel coronavirus, SARS-CoV-2. The phylogenetic study explained that at the Huanan wet market in Wuhan City, China, it is most likely from the animal Bats and transferred to some other animal until it came to the human body (Lu et al., 2020; Andersen et al., 2020). The entire planet has been halted, and the total number of contaminated cases worldwide is 85,737,019 up to 4th January 2021, and the total number of deaths is 1,854,875 (Google Covid-19 alert, n.d.).
Covid-19 has not impacted our lives in any good but adverse way, beginning from the sudden outbreak of the global pandemic to the death of the uncountable number of people because of the disease to the economic devastation. Sadly, the pandemic condition has taken away so much from us. We lost our loved ones, were unemployed, poor people were suffering for food, and the world had to face a significant recession (Giommoni & Loumeau, 2020). We noted how difficult it was to deal with coronavirus spreading. People had to suffer a great deal by dint of the lockdown. By canceling all-important meetings and activities, individuals had to remain at home. For a long time, the Covid-19 pandemic placed people under a lot of stress. As a result, researchers have been increasingly involved in analyzing social and community disturbances to provide psychological support to the general people (Saladino et al., 2020). This increased attention could help with the current situation as well as other possible epidemics and pandemics. Individuals’ responses to the security measures to fight the pandemic differed depending on their social status. COVID-19 may be the topic of a discussion. Is it likely that such a strong event-pandemic would have a good outcome for us humans in the end? And, although the answer may be mentioned clearly, the consequences will be revealed in full in the future. However, examining current affairs, some of the COVID-19’s touched pieces can be redefined or changed in the right direction.

We acknowledged that some positive effects also taught us some treasured lessons, regardless of how many negative impacts there are. Human minds will continue to have a long-lasting effect; and, in particular, the younger generation will be conscious of seeking a better future. We still have compassion on earth during the crisis as people marched ahead to support the needy and set great examples. It is entirely correct that we raced blindly behind worldly possessions and ignored our surroundings. During the time being, while everybody else is busy conversing about the adverse effects of COVID-19, researchers solemnly look forward to intensifying the positive sides of COVID-19 that went unrevealed by us along with we have justified these effects as positive psychology considering PESTEL (Political, Economic, Societal, Technological, Environmental, and Legal) model. However, how we react to the current pandemic and other emergencies is entirely up to us. How we respond, whether positively or negatively, will directly affect our personal and social lives. There are many lessons to be learned from this crisis that can be applied to creating a better society. Our ability to adapt, manage resilience in the face of adversity, flexibility, and imagination will decide how open we are to change if we are not forced to. When people return to work, education, and more normal life, we will have to adjust to a new standard as long as the world does not find a safe and effective vaccine.

Much research has already been conducted about the positive effects of COVID-19 in various aspects; education (Magomedov et al., 2020), environment (Khan et al., 2020; Ming et al., 2020; Mohamed et al., 2020), economics (Karunathilake, 2020), politics (Balmford et al., 2020) technology, and many hidden aspects can also be found (Karunathilake, 2020). In this study, researchers tried to blend the positive effects of COVID-19 through PESTEL. Though the problem is not yet explored or generalized to the mass people properly, researchers should focus intensely on the issue. Researchers expect the study’s outcome will help the community develop positive social psychology to challenge the COVID-19 and look forward to new normal.

2 | POSITIVE SOCIAL PSYCHOLOGY AND PESTEL FRAMEWORK

In recent years, a branch of psychology (Positive psychology) gained popularity which can be described as “the science and practice of enhancing well-being” (Brani et al., 2014). However, though the branch has grown in demand, it has also come under some limitations, with one of the most common criticisms being that it does not pay enough attention to the social context of well-being (Becker & Marecek, 2008). This article argues that we should think of this new wave of socially-focused well-being programs as a sub-discipline of positive psychology called “positive social psychology.” Positive social psychology is essential for business, people, and managers to make their workplaces enjoyable (Lomas et al., 2019). In this current study, researchers used the unique concept of positive psychology to recover the human being’s mental strength during the COVID-19. Around the world, people are feeling mentally innocent and complete. Nobody in our past generation did face such disasters before, the COVID-19, which is genuinely new and unique. To date, there are pathways for discovering the vaccine of COVID-19 (Bhuiyan, 2020a). The number of patients is somewhere increasing and somewhere decreasing. The WHO declares, the effects of COVID-19 will never go out from the world. Still, necessary precautions can defend against the deadly virus, that is, washing hands properly, using a face mask and no sneezing, and so on. People nowadays are more concerned about precautionary measures. Several researchers have found many suicidal cases because of the adverse effects of the COVID-19 (Thakur & Jain, 2020). But researchers suggest developing positive social psychology to handle the pandemic COVID-19 (Anjankar Ashish et al., 2020). The current study focuses on assessing the changes in human psychology from negative to positive in PESTEL learning from the COVID-19.

Researchers considered “the world” as a macro perspective. The immediate question that can arise when concentrating on positive impacts is the beneficial impacts in a global pandemic situation? There are theoretical viewpoints and a methodology called functionalism or functional perspective in sociological terms. This theory may be used to examine the effects of social action (Knudsen, 2010). However, researchers tried to analyses the macro-environment of the world. It is necessary to identify the factors that significantly affect the macro-environment (Johnson & Scholes, 1993). PEST analysis is one of the most usable frameworks that enforce environmental influences by political, economic, social, and technological forces. The fundamental objective of the PEST framework is to review a particular situation. Afterward, earlier researchers find environmental and legal forces as a considerable contributor and extend PEST to PESTEL (Kotler, 1998). In this research, we also used the existing PESTEL framework. Thus,
PESTEL framework has been used to highlight the positive effects of COVID-19.

3 | RESEARCH METHODS, TECHNIQUES, AND TOOLS

In this research, 40 graduate students from 40 families were taken as our sample size. We purposively selected these 40 graduate students from those 40 families to discuss the positive social effects of COVID-19 as an inclusive interview. Each of our chosen graduates carried out the opinions of their family members. The FGD, and Delphi methods were conducted from April 2020 to January 2021 through the online platform, and the average duration of the interview was 30–40 min. FGD allows the participants (at least 6–10) to make the discussion dynamic and user-friendly by sharing the opinions, perceptions, experiences, exchanges of attitudes (Young et al., 2001). The researchers arranged five focus group discussions (FGDs); each group consists of eight members; group members were selected randomly. During the FGDs’, researchers discussed the concepts, summary from the inclusive interview (Rahaman et al., 2021), and their views on the positive effects of COVID-19. The group leaders (FGD) appeared in the face to face interview because they belong to a family and have the same experience along with they have collected rest of the members’ opinion (Dana, 2007). Later on, other stakeholders’ opinions on the same have carried on checking and finding out the balanced view. Researchers developed some open-ended questions constructed from the PESTEL framework.

The Delphi Technique used in research because the problem is not sufficient or relatively unexplored, highly contextual and specific, hard to define quickly, and future-oriented (Ziglio, 1995). Using The Delphi Techniques in research must ensure the expert panel’s capable members with written responses (Delbecq et al., 1975) because the interview or survey findings significantly affect the reliability and validity of the research. In this study, researchers considered the family members as the expert members for the Delphi Techniques. The researcher finds the experts who meet the two general criteria, first, who know the COVID-19 and who can play a significant role in their family. This method helps the researcher reach aggregate judgment and decision making (Delbecq et al., 1975). During the data collection, experts do not meet face-to-face (Dana, 2011) rather than a set of questions related to the positive effects of COVID-19 sent to them to reach the decision. The summary of the responses again sent to the participants along with new questions, if any. This process continues until the researchers get sufficient information collected or group consensus achieved (Dana & Anderson, 2007).

The interviews were conducted in English and Bangla languages. Researchers used NVivo software to note the essential themes of the positive effects of COVID 19. To avoid the differences in coding and meet the saturation, researchers review the coding many times. We have gathered secondary data from journal articles, published papers, books, and various websites in addition to the primary data. The participants’ demographic information is not mentioned anywhere, no manipulation of data and acknowledging all the sources properly.

3.1 | Ethical consideration

We have taken the necessary permissions from all the respondents, that we will use the data for our research purpose.

4 | FINDINGS AND DISCUSSIONS

4.1 | Political perspective; changing the scenario

The COVID-19 pandemic has had significant political ramifications. The pandemic placed pressure on governments all over the world to respond rapidly and decisively (Bol, Giani, et al., 2020; Bol, Marco, et al., 2020). During this pandemic, political conflict among nations was entirely halted in many countries (Giommoni & Loumeau, 2020). Respondents noticed that during the pandemic, local and national leaders had an opportunity to demonstrate their generosity. When infection numbers increase, governments are “punished” in terms of political approval (Bol, Giani, et al., 2020; Bol, Marco, et al., 2020). For example,

Political parties are learning how to cope with any disaster like coronavirus and how to handle it in the future [G#3]

Among lower-level individuals in underdeveloped and developing countries, there is a significant financial crisis as a result local leaders have come forward to support the vulnerable in that situation (Bhalla, 2021).

Now each party is trying to help people for their own political strategy [G#3, G#4]

Political leaders are unwilling to gather with the people. They cannot make the procession in a public place, so the general populace gets more protection and security and moves freely with each other (Anwar et al., 2020). The political advantage involves the government doing its hardest to keep individuals in their respective homes by providing strict lockdown laws to ensure the virus’s protection and spread (Tisdell, 2020). The government saves the future country pretty well in this way. Likewise, a leader of a FGD mentioned with his member,

For the first time in history, we are witnessing that all the political parties are working together to support the nation by coming up with one supporting the decision. [G#2]

From the above statements it is clear that political conflicts have significantly gone down all over the world including Bangladesh during COVID-19 (Anwar et al., 2020). Besides, political leaders are helping the general people (Bhalla, 2021). Many social analysts agree that it will help the political party leaders live in a stable if any government treats the pandemic carefully. Even a political party may recover more
loyalty to nations and society (Giommoni & Loumeau, 2020; Bol, Giani, et al., 2020; Bol, Marco, et al., 2020). The pandemic provides a more significant opportunity in this particular problem.

4.2 Economic aspects; new pathways

Generally, we think that the businesses are in huge loss because of Covid-19 pandemic but not all the businesses are facing it. Several companies concentrated on environmental requirements and issues during the time, which prompted them to achieve success (Baker et al., 2020). E-commerce industries are now days the key source of income for most entrepreneurs. This industry took this advantage and became beneficial to maintain a balance in the economy (Barro, 2020). Many businesses have concentrated on goods, while others have selected services to draw our attention (Ali et al., 2020). For most entrepreneurs, e-commerce industries are the critical source of income today (Kamdi & Deogade, 2020). A critical observation from a group,

Online business had a huge economic benefit since people were more likely to do online shopping as they were stuck at home during a pandemic. This resulted in an increased rate of profit in online ventures. [G#1, G#3 & G#5]

The existing companies which produce and sell masks, sanitizers, they are greatly profitable (Kamdi & Deogade, 2020). In this pandemic situation, many developed countries industries changed their supply chain and earned money by selling medical instruments, for example, Mask, PPE, Ventilator, and Hand Sanitizer, and so on to other countries (Ambros et al., 2020). Consequently, a group leader mentioned,

Due to the pandemic, the demand for certain products such as protective gear for health professionals and the general public rises quickly. Many countries are producing and exporting those results in higher income, employment, and investment. Bangladesh has received a handsome amount of remittance during the COVID 19 pandemic. [G#2]

Besides, people do not frequently visit restaurants, so delivery services are more common. It, therefore, demonstrates that there are plenty of economic gains for every nation (Maliszewska et al., 2020). However, the general public has benefited from receiving money packages from their esteemed governments across the globe.

Although the economic collapse of the world is rampant. But the contribution of technological industries to the economic sustainability of the world is immense in this Pandemic. Therefore I would say that the growth of the technological industry in this lockdown will major in economic growth soon. [G#2 & G#4]

From the above discussions it can be said, almost all the countries are suffering of economic disaster but we can see that many countries are already standing up with their economy; they are trying to build their own resources and lessen the export products economics due to COVID-19 (Akhtaruzzaman et al., 2021). People are started to trust many local-level trades and business firms rather than depending on the supermarket systems. These trends strengthen the supply chain system nationally and regionally (Akhtaruzzaman et al., 2021). Businesses came up with many creative ways, unlimited ideas, tips, and tricks to utilize quarantine. Bunch of people are so happy with their innovations, and they productively did it so well.

4.3 Social benefits; journey of the new culture

As an infectious pandemic, people are beginning to follow the COVID-19 medical guidelines (Rahaman et al., 2020); they learn how to preserve social isolation, laws, policies, and government circumstances (Lau et al., 2020). People are more health-conscious during the COVID-19 situation; they are still thinking about keeping themselves safe, using masks, PPEs, and hand sanitizers. People are used to abstaining from shaking hands to greetings for leaving a safe life in the future (Rahaman, 2020). Nowadays, people appear to be more affectionate towards their families and loved ones; everybody seems supportive and considerate (Nelson, 2020). According to Ali et al. (2020) the main advantage is that, individuals get to spend extended time with their families, resulting in an excellent mutual understanding for strengthening future variant relationships among family members during the lockdown. Indeed, we were unable to meet our friends and family, but we could communicate via video calls with them; after that, go on a family holiday if we are lucky enough (Vipin Thomas, 2020). One of the leaders gave his opinion where rest of the members actively supported the statement, that is

Staying and working from home allowed to busy professionals to spend more time with their near and dear ones. [G#5 & G#3]

People have again shown that “Peace is power” by working together to eradicate this coronavirus. This pandemic situation has taught us a powerful lesson that people can fight against any problem together (Vipin Thomas, 2020). Therefore it can be said,

Most of us do not appreciate the contributions of low-level workers like food distributors, vegetable vendors, cleaners, municipality workers, etc. This pandemic has made us realize their necessity for our survival. Therefore from now on, these essential people will get their much-deserved value and recognition from us. [G#1]

COVID-19 brought a significant change in the society like people understood the fundamental duties to defend the country, whether any person suffering from the disease or working from home, people
are showing kindness and stood together to financial assist one another (Rahaman et al., 2020). And the people who could not help financially donated their physical effort to contribute to their best to support the situation (Ang, 2020). The social benefit from COVID-19 has been that today the whole country is fighting together from COVID-19. From the same group, a member replied,

Social benefits for people under isolation had been provided with food, drink, reduced house rent and reduction in interest for repayment of the loan, etc. [G#2]

Besides, crimes such as hijacking, robbery, drug abuse, alcoholism, gambling, prostitution, aggression, and so on are drastically decreased (Dazio et al., 2020). A group member suddenly replied and rest of the group leaders gave the concerns,

Before the coronavirus, we were not regular in prayer, but we used to pray 5 times nowadays. [G#1,3,4,5]

Finally, COVID-19’s social benefits are enormous (Karunathilake, 2020). Coronavirus has made significant improvements in our culture as individuals recognize their essential obligations towards society and the group they are following. Individuals get to spend extended time with their families, resulting in an excellent mutual understanding for strengthening future variant relationships among family members during COVID-19. It is also genuinely unique that some have not supported financially but have offered free labor services. We are incredibly proud of the doctors, volunteers, and police who worked tirelessly during this challenging period to save the world’s people.

4.4 | Technological adaption; beginning of new normal

COVID-19 situation has generated our reliance on technology-based networks such as YouTube, Instagram, Facebook, Messenger, Whatsapp, LinkedIn, Amazon, Google, Microsoft and so on the Internet and mobile (Rahaman et al., 2020). In this pandemic scenario, the e-commerce platform would play an important role (Kamdi & Deogade, 2020). Many respondents support the statement,

Disruptive technological innovation makes our life smoother and easier. Video conferencing app zoom became a multi-billion-dollar company in a concise period. [G#4]

People cannot meet their friends and relatives because of the lockdown, but they connect through Instagram, Twitter, and Facebook for communication and entertainment purposes (Ali et al., 2020). Besides, via chats and video calls through Zoom, Google Meet, Microsoft, and so on, companies hold interactive meetings with staff (Giurge & Bohns, 2020). Some respondents from the same group mentioned,

Many important meetings and decisions would have been kept in pending if there wasn’t technology. Lakhs of private university students of Bangladesh will avoid session jam and will be able to complete their graduation on time with the aid of technology. Hence, the benefit of technology have been enormous. [G#5]

For safety, at present online transactions rather than going to banks for the payments and receipts were through internet banking are seen as actionable (Karunathilake, 2020). People are so comfortable in the trade through different applications.

Our family runs a clothing shop, but due to lockdown, our shop was closed and started facing losses. But with the help of modern technologies, we started our business online and started earning through it. [G#1]

During this pandemic situation, people work from home; with this technological support, thousands of employees work from home and surviving and save their lives (Giurge & Bohns, 2020). Schools, universities, and colleges have been shut down, but classes have begun again online. Therefore, Technology made Education digitized & affordable for pandemic situations in the whole education system (Li & Lalani, 2020).

During the lockdown, people tend to attend online meetings for their work which were designed to keep shorter as it consumes less time and it’s a more effective way to deal with it. [G#2 & G#4]

From the aforementioned discussion, the entire world during the COVID-19 lockdown would have been different without technology. We may certainly argue that technology firms dominate the planet. If any industry has gained immensely from this pandemic, then the technology can be used. Researchers have seen a rise in technology in the last few months, even in less developed countries like Bangladesh.

4.5 | Environmental benefit; regains the energy

The ecosystem of our country has changed a lot due to COVID-19. The pandemic has made one thing more precise for the climate: the trouble of reducing emissions of carbon. As individuals stayed at home to delay the spread of the COVID, outflows sunk when plants were closed down, planes grounded, and vehicles left (Verma & Prakash, 2020). Most of respondents from the different the groups stated,

Carbon emissions level went down due to closure of factories, domestic flights and most cars were parked because people stayed at their homes to prevent the spread of the disease. [G#1]
Due to lockdown, the factories are closed, flights are decreased (Mohamed et al., 2020), and transportation is off, leading to the reduction of polluted air in the atmosphere (Khan et al., 2020; Burke, 2020).

Since the government’s lockdown, a dramatic change in the environment that I have never seen in my life. I can see the clear sky breathe fresh air so easily enjoying nature without vehicles the city looks so wonderful and pollution-free. in the early morning before the COVID-19 I wake up with vehicle sounds. Still, nowadays, I wake up with birds sounds that are a wonderful thing to me; that is another reason to thank COVID-19. [G#3 & G#5]

Also, since there are no crowds of people, many animals wander along the roads. The streets are almost empty, so elephants, deer, penguins (Nanda, 2020) had the chance to stroll and chill around. The wildlife seems to be beaming with joy as there are almost no visitors/tourists on the sea beach. Many dolphins have been filmed playing in the water, and on social media, the images go viral. So,

The world healed itself with the effect of lockdown across every nation. The prohibition on industrial workings and worldwide transportation evolved into less air pollution throughout the world. This decline in air pollution will be beneficial for the future of a healthy world environment. [G#4]

In most countries including Bangladesh, the amount of pollution caused by human exercises decreased radically. Noise is an undesirable sound that causes communication to have a disturbing effect. The lockdown also affected the aquatic ecosystem due to COVID-19; all transport modes inside the marine environment also ceased. Regarding all these problems, the blue sky’s location made sense of optimistic thinking among people amid the time of lockdown across the globe towards a simple and much better world, clearing out a remarkable shift in the biological system.

4.6  |  Legal and ethical focus; considered the moral factor

A prime activity is the detention of potentially infected persons (who is infected with coronavirus or who has been in an infected area within 14 days). Secondly, the Government has already announced mandatory work from home policies or has encouraged employees to do so (Imam, 2020). Besides, the Government is also forcing people to use masks whenever they go outside. Finally, we can notice that, rather than the past days, surprisingly, many people are trying to respect the country’s law, which is undoubtedly a legal benefit of COVID-19. One respondent from a group stated:

To stop the continuous spread of the virus, the Government took legal actions against people who would break the rules. As in wearing a mask and keeping social distance, we’re mandatory, and if people fail to do so then they might have to pay the fine. [G#2]

If we look at the economy, we can see that many industries have plummeted, so new small companies are joining the market. Companies are now more concerned about protecting workers as they say that if there is a fire, we first have to save our employees. The pandemic has demonstrated how very critical decision-making is for a successful company. The businessman has to evaluate ethical choices for full fulfillment. A respondent highlighted,

Our inner conscience has been awakened while observing the crisis of poverty people during this lockdown. I saw various people who never tried to help others came forward in this regard and generously helped the poorer people. [G#4 & G#1]

For physicians, we have found certain ethical advantages. They are aware that governments will not condemn governments about how patients are treated based on circumstances and conditions acceptable for that particular time. On the other hand, the government has taken legal action against people who appear to break laws that can spread deadly viruses. All companies, shopping centers, and departmental stores, for example, are closed by 5 pm. So,

There are some ethical for doctors as they are informed they won’t be criticized by government or public as to treating people depending on the conditions and circumstances suitable during that time. [G#3 & G#5]

Due to this pandemic, COVID-19 coronavirus has created many changes to public benefits and more. COVID-19 also has some legal benefits. Many positive changes in Bangladesh are made during this pandemic, such as, general people are getting emergency housing facilities with no utility fee; tenants are getting proper rights, property taxes are free, and so on.

5  |  “NEW NORMAL” AND LONG LIFE LESSONS FROM COVID-19

The term “New Normal” used to gleam a change in society, our daily lives, education, business, economics, and so on (UNDP China, 2020). Many researchers are saying the coronavirus will pass, but life will never be the same. It is the “new normal” life, and it would be hard to go back and live the way we used to before COVID-19 (Huq & Patel, 2020, April 22). We have been bound to quickly adapt to “new normal” due to this pandemic (Bhuiyan, 2020a). Not surprisingly, during and after the COVID era, we complained about the dramatic shift in our lifestyle (Keysser, 2020). We are trying to establish and adapt to new practices to improve our lifestyle to win against the deadly virus.

The current study also suggests some ways forward can make the present world shift to a better new normal world. Now, let us look at how this new normal looks. People are trying to adopt the new
normal, such as washing hands more much, wearing masks whenever we go out, maintaining social distance, and hygiene. But we seemed to balance the change reasonably well withholding the other. Besides, people are also learning to adopt new technologies social media, mobile apps, and so on. Other major technology-based networks such as YouTube, Instagram, Facebook, Messenger, WhatsApp, LinkedIn, Amazon, Google, Microsoft, Alibaba, and so on lead us to follow high tech and artificial intestacy. It depends on where you live in the world. A “safe and natural climate” should be the new norm. There is no pollution during the lockdown. People are used to seeing the clear sky, no emission of carbon, and nature regaining its beauty again. So it has come to reconsider the post-COVID-19 period, where we must make collective efforts to keep nature clean and livable (Trehan, 2020). Some of the words relevant to the New Normal have just been addressed, and we are bound to do that; this is our opportunity to restart and create a better world where we can survive in the new normal (Huq & Patel, 2020). Because of COVID-19, adjusting to the changes is difficult. As we work together to manage our new normal, it is more important to keep a positive outlook (Rashid, 2020).

Apart from those, during the period, many of us have learned new ways of transferring money online to avoid public gathering at banks. Thus, we march towards a cashless transaction concept in the new normal era to use digital wallet applications. Online platforms seem to have no limit in helping people out. Similarly, e-commerce is getting worldwide recognition from now on, as many entrepreneurs are interested in operating their business online. The global pandemic has paved the way for e-commerce; for instance, online businesses in many developing countries were not highly valued, and it comparatively got a low market; however, during this pandemic, online business got their desired traction (Bhuiyan, 2020b). As the shopping malls were closed and considering risk factors for Covid-19, people opted for online shopping, which resulted in the triumph of online ventures (Estay, 2020). This success inspired other more entrepreneurs to invest in online ventures resulting in the growth of e-commerce in life after the pandemic (Morgan, 2020).

Most of the organizations are continuing their daily activities from home. It is inevitable to learn remote access of “work from home,” transferring work files and continuing the operation effectively and efficiently. COVID-19 changed the way we work. During COVID-19, every office and organization are bound to do their process with a new design. They make a contactless office, that is, no need to touch door handles as the doors and elevators are accessed via smartphone apps, and the building does not require physical security staff. The system uses biometric verification accessible through a smartphone app. The new normal will see increasing numbers of offices closing and relying on employees to work remotely (Salamzadeh & Dana, 2020). We are learning and seeing a lot from COVID-19, maybe more upcoming. But if it did not, we might or would never have learned. Here are some important lessons learned in the past few days:

- The kids can survive without junk food.
- Living a hygienic life is not difficult.
- People can save nature if they wish.
- Human beings are opportunistic and despicable.
- Rich people are, in fact, less immune to diseases than the poor.
- People can spend vacations without any trip.
- People can realize how animals feel in the zoo.
- Living a hygienic life is not difficult.
- Good people still exist around the globe.
- Medical infrastructure should build as many as needed.
- People can live alone if they can adopt the technology.
- Economic life is a happy life.
- Fame, wealth, and position are vanities.

Corona Makes Love Stronger, Days Shorter, and Nights Longer & Home Happier – Rahaman, M.S.

6 | CONCLUSION AND WAY TO RESEARCH

The effect of this COVID-19 outbreak is immense, but it has also shown that a safe, safer, and greener environment is desperately needed in the world. In addition, by showing us a low-carbon path, less contaminated, greener Mother Earth, this pandemic also emerged as an educator for us. To conclude, we would suggest that preserving nature is not just the responsibility of the government. Even, the place in which we live must also be protected by every citizen and become a safeguard for the world in which we breathe. The path was seen, and through this pandemic, instructions were given. It is up to us, the humans, to capitalize on the dictations that nature itself hands over to us. This article has some limitations. The first and hard limitation for this study lacks of prior studies, literature, and knowledge. The second limitation is that researchers used only the qualitative approach; thus, researchers suggest adopting the mixed method to establish general. Another significant limitation of the study is the research area; researchers conduct the research based on a country, which may not be similar to the other cultures and countries' perceptions. So it is tough to make the research result generalize; further research should be conducted in many countries and cultures. This virus travels across the globe and quickly spreads through human social interactions. Currently, the burning issue is either the human-made COVID-19 virus or a biological weapon. No definitive proof exists as to who made it or for what reason. These could be the sources of current research make forward.

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CONFLICT OF INTEREST

The authors declare that they have no competing interests.

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Md. Saidur Rahaman: Conceptualize, methodology, data collection, analysis, and referencing. Md. Mizanur Rahman: Discussions, editing and proofreading the manuscript to improve the quality. Syed Muhammad Ali Reza: Proofreading the manuscript to improve the quality. Mohammad Nasim Reza: Idea generation. Md. Solaiman Chowdhury: Layout, data collection, analysis, and referencing.

DATA AVAILABILITY STATEMENT
Data available on request due to privacy/ethical restrictions.

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