

Annotated Bibliography Assignment

Jannatul Ferdous ; UCO - 530560

01

Dr. S. Yuvaraj and R. Indumathi, " **Influence of Digital Marketing on Brand Building**", (2018) International Journal of Mechanical Engineering and Technology, 9(7), 2018, pp. 235–243

These studies examine how branding and business performance are affected by digital marketing. They emphasize the advantages of digital marketing for sales, brand reputation, and consumer connection. The studies highlight the advantages of digital marketing, including its ability to reach a global audience and facilitate customer interaction with brands. They also identify the challenges faced by marketers in building a strong brand and improving customer satisfaction, such as the proliferation of channels, data explosion, and shifting consumer demographics. The studies offer different perspectives on digital marketing and branding, ranging from the impact of social media on brand equity to the role of technology in shaping consumer behavior. They also identify emerging trends and strategies in digital marketing, such as mobile marketing, social local mobile marketing, and customized content marketing. Overall, these studies underscore the importance of digital marketing in driving business growth and improving customer satisfaction.

02

"Remote Work and Changes in Organizational HR Practices during Corona Pandemic: A Study from Bangladesh". (2022) Shamsul Huq Bin Shahriar¹, M. Sayeed Alam², Sayed Arafat³, Md. Mahfuzur Rahman Khan⁴, J. M. Ekram Hossain Nur² and Syful Islam Khan⁵

The COVID-19 pandemic has profoundly impacted society, economies, and organizations worldwide, resulting in social unrest, economic downturns. In response to the outbreak of Coronavirus, almost every country has taken various steps such as imposing lockdowns, maintaining social and physical distance, isolation and quarantining to stop the spread of the virus. The pandemic has forced organizations to adopt new realities, including shifting to virtual work or online-based work, reconsidering long and short-term business operation priorities, and changing strategies and processes. Work-from-home setup is in the process of reshaping employment opportunities worldwide. The pandemic has essentially changed the experience and practices of work for a considerable majority of employees worldwide. However, Employers have developed remote work in middle-income developing countries like Bangladesh to maintain

productivity and business performance during the pandemic. It has allowed employees to continue working and adopt the flexibility of working from home as a new way of life.

03

“Factors influence the rapid growth of online shopping during covid-19 Pandemic time in Dhaka city, Bangladesh” (2021). Dewan Golam Yazdani Showrav, Md. Arif Hassan, Sayedul Anam Anuz Kumar Chakrabarty, Daffodil International University. Journal of reserchgate.net

This study examines how consumer attitudes, behaviors, and habits have changed in Dhaka City due to the COVID-19 pandemic. It includes how they have adopted contact-less payment and purchasing methods and the things they purchase online. It focuses on the frequency of online shopping before the pandemic and how much it increased during the pandemic this study also looks at the drawbacks of in-person purchases in Dhaka City and the advantages of internet shopping. During the COVID-19 outbreak in Bangladesh, they discuss two theoretical models of technology adoption, the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). They are the most relevant theories for explaining online shopping intention during the COVID-19 pandemic in Bangladesh. The strengths of TPB and how it complements TAM's constructs with subjective norms and perceived behavioral control to describe perceptions of comfort or difficulty of performing an act given resource limitations. It also discusses how other researchers have modified, extended and improved.