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COVID-19 Pandemic and the Socio-Economic Wellbeing of Workers, Organisations and People: the Loss of One is the Gain of Others (a Multiple Perspective Analysis-MPA)

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Abstract: Purpose/objective: the study is a multiple-perspective analysis adopted to examine the impact of the COVID-19 pandemic on the workers, organisations and people in terms of losses and gains. The paper is, therefore, an attempt to present a balance argumentative view of the implications of COVID-19 pandemic on the society, public organizations, and the private sector, community and family settings. Existing scholarships located in journals and other outlets tend to count the pains caused by the pandemic without looking at some gains like the strengthening of family and community ties and relationships, religious revolution, revival and awakening (affirmation of right spiritual values); increase in scientific and social researches and publications; more academics papers by faculty; the boosting of online education economy, awakening the need to prioritize governmental budgeting to address key areas like the health sector.
Design/Methodology/Approach: the paper adopts a descriptive research design involving content analysis. A multiple-perspective analysis (MPA) which avoids a one-sided analysis, was adopted in the study.
Findings: the findings reveal that society, individuals, the public and private sectors can profit from the public health crisis caused by COVID-19 despite the obvious negatives implications of the pandemic.
Originality/Contributions: the study is original for providing a paradigm shift from the one-sided prevailing debate of analyzing the economic, manpower losses, and social pains of the COVID-19 pandemic. The study has, therefore contributed to knowledge by filling the existing gap-in-literature. The study has theoretical, policy and empirical implications and relevance.

Keywords: *COVID-19 Pandemic; lockdown; spread; losses; gains.*

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Introduction

The theme of this paper touches some important components of postmodern society and openings. Part of the ideas in the paper fall within studies of telematics society by showing how adjustments during the COVID-19 pandemic is helping to promote the benefits of telematics to employers and employees. Furthermore, the insight of the paper that emphasises global collaboration in terms of resources and knowledge as a means of mitigating the losses caused by the COVID-19 pandemic has promoted the some of the assumptions of the resource mobilization theory of postmodern society. The paper touches postmodern education such as e-learning, skill-acquisition as some of the associated gains of the COVID-19 pandemic. As demonstrated in the paper, there is a build-up towards online education and some persons are utilizing this period to expand the frontier of research in public health, social sciences and computer sciences. The paper also how new skills and knowledge are acquired to economically and professionally empower people to adopt to changes in modern society.

COVID-19 is a public health crisis that was first detected in December 2019 in Wuhan, a small city in China. COVD-19 is the abbreviated form of Coronavirus disease 2019. Because of the rapid spread of COVID-19 and its devastating impact on victims, communities and nations, the World Health Organisation (WHO) officially on 30th January, 2020 declared COVID-19 epidemic as a public health crisis and emergency of international concerns (Guo et al, 2020). COVID-19 is a highly infectious respiratory-related disease, and its key clinical symptomatic expressions are dry cough, fever, tiredness, fatigue, malaria, dyspnea, (Zhong, Luo, Li, Zhang, Liu et al., 2020; WHO, 2020a). Some infected persons of the disease may display less common symptoms like aches and pain, nasal congestion, headache, sore throat, loss of taste/smell, skin rashes, discolouration of fingers or toes, diarrhea, conjunctivitis. About 80% of infected people usually develop mild to moderate illness and may recover from the infection without hospitalization. It is estimated that 1 out 5 people infected with COVID-19 manifest serious symptoms like difficulty in breathing/shortness of breath, loss of movement or speech, chest pain or pressure. Other persons with a medical history and challenges like heart and lung problems, cancer, diabetes, and high blood pressure, are likely to develop and manifest serious complications and symptoms (WHO, 2020a).

The paper, therefore, progresses from the assumption that the COVID-19 pandemic has gained global concern having spread to more than

190 countries of the world. The paper addresses itself to the polemical questions of how the virus is spread, what loss has the COVID-19 brought upon the world and what possible gains can be considered as the "derivatives" of the pandemic. After addressing the above questions, the paper ends with concluding remarks.

How is COVID-19 spread?

Globally, COVID-19 has spread to more than 190 countries, including all the states of the United States (Congressional Research Service, 2020). From a simple outbreak in the city of Wuhan, COVID-19 has spread globally through globalization drivers. Globalization mirrors the world as a global village where people, goods, information, and services are moved across international boundaries with virtually no restriction or barriers. Many persons have contacted COVID-19 through the contact they had with infected people in planes, cruise ship, public transportation, tourist destinations, hotels, offices, market and social gatherings. It is for this reason that Kitenge (2020), has argued that technological development as a major driver of globalization has aided the spread of COVID-19 across the world regardless of local geographical differences. Similarly, Gatto et al. (2020), have argued that the rapidity of the spread of the virus across the globe is aided by globalized travel. They equally maintained that globalized advancements in science and technology across many fields will provide useful data and models for decision making in emergency management of the pandemic. In other words, a global cooperative and collaborative efforts are imperative in addressing the pandemic.

Available data from epidemiology and virology studies depict that COVID-19 is majorly transmitted from infected persons with the virus to others through close-contact, respiratory droplets, or direct contact with contaminated objects and surfaces (WHO, 2020b). Unfortunately, in spite of this revelational knowledge on how COVID-19 is transmitted, there is still limited knowledge about the means that the virus that is responsible for COVID-19 spreads (Ghose, 2020). Despite this contradictory posture, current data show that COVID-19 virus is basically transmitted or passed between people through respiratory droplets and contacts routes like community and intra-family contacts (WHO, 2020c; Liu et al., 2020).

By the World Health Organization statistical data released on 23 May, 2020, COVID-19 has spread globally, affecting millions of people and leading to thousands of deaths. The table below shows the spread of COVID-19 by WHO region.

Table 1: Global Spread of COVID-19

WHO Region	Number of Cases	Number of Deaths
Globally	5103006 cases (109,536)	333401 deaths (5663)
Africa	74256 cases (2504)	2040 deaths (59)
Americas	2282488 cases (62221)	135184 deaths (3579)
Eastern Mediterranean	402919 cases (13331)	10806 deaths (158)
Europe	1987657 cases (21413)	172958 deaths (1631)
South-East Asia	182278 cases (9119)	5556 deaths (209)
Western Pacific	172696 cases (948)	6844 deaths (27)

Source: WHO (2020c)

The number of deaths recorded as indicated on the table above show the losses suffered in terms of human resources caused by COVID-19 pandemic. It also shows that a global cure of the pandemic has not been found. Hence, the rapidity of spread and deaths arising from the infection of the virus. At this point, there is a need to analyze the loss arising from the spread of the COVID-19 pandemic.

Counting the losses caused by the Covid-19 pandemic

The outbreak of the COVID-19 pandemic has affected and altered the economic and social lives of people globally. From a global perspective, the Congressional Research Service (2020), estimated from available data that the COVID-19 pandemic has the potential of reducing global economic growth and development as much as 2.0% per month if the current trend is not halted. It went further to equally estimate that global trade may also come down by 13% to 32% depending on the extent and depth of the global economic meltdown and crises. The full effects and implications of the COVID-19 pandemic may be difficult to determine until the impact of the pandemics is at its peak (Congressional Research Service, 2020).

In analyzing the impact of the COVID-19 pandemic, it is pertinent to note that the months of March and April 2020 brought a paradigm shift on the spread of the virus from China where it first broke out to Europe, especially Italy. Specifically, by April 2020, the attention of the world was on the United States where more than 3.2 million persons were infected with the virus resulting in thousands of deaths. As measures to control the spread of the COVId-19 pandemic, more than 80 countries have closed their borders, directed the closure of business, self-quarantine suspected cases and kept more than 1.5 billion from school due to closure of schools (Congressional Research Service, 2020; "The Day The World", 2020). The

Economist paints the picture of the probable effects of the COVId-19 pandemic by noting, that much of the world have graduated to the stage of depression and a heart-sinking reality that billions of lives will be seriously disrupted/altered for weeks and probably months; that before the pandemic is over many people will die; and that the economic consequences of COVID-19 are beyond dire. This paper seeks to discourage such a pessimistic view.

The spatial effect of COVID-19 on countries like Italy is enormous. Italy has been described as one on the hotspots of the COVID-19 pandemic with about 74,386 total infected cases of the virus and 7,503 deaths recorded as at March 25, 2020 (Gatto et al., 2020). The pandemic is said to have negatively affected several industries in Italy with a consequence estimated unemployment rate of 11.2 per cent in 2020. It will be recalled that the unemployment rate in Italy has been on the increase since the economic and financial crisis of 2008 and the percentage rose to about 12.7 per cent in 2014. However, this figure decreased to 9.9 per cent in 2019. It is envisaged and optimistically estimated that the unemployment rate will drop from 11.2 per cent in 2020 to 9.6 per cent in 2021 (Statista, 2020). Such prediction in reduction is possible on the grounds of right economic tools and public policy mix that addresses all the sectors of the country's economy.

In the United States, between mid-March and late April 2020, more than 30 million Americans applied for unemployment insurance indicating a trend towards deep economic recession/meltdown and a significant rise in the unemployment rate (Congressional Research Service, 2020). As Elliott (2020), puts it pointedly, it is of great concern that the official United States unemployment rate increase by more than 10% to 14.7% in a single month; that the actual level of joblessness is about 25% and may likely reach 30% before it peaks. Elliott (2020), further, observed that the thought/fear of layoff has left many American workers feeling suicidal. If this is the case for a country with an organized unemployment insurance scheme, how about developing countries where such scheme do not exist and where existing palliative measures are viewed as an opportunity for looting. Elliot (2020) described corruption in the time of COVID-19 as a double-threat for countries with low income.

Globally, there is a drop in the patronage of the aviation sector due to restriction placed on domestic and international travels. Arising from this is the loss of billions of US Dollars in the aviation industries countries across the globe. For instance, the World Bank organization revealed that in 2018, about 4.2 billion passengers were carried across the globe via the aviation industry. Due to drastic drop of suspension of airlines operations in

countries across the globe, as a result of the outbreak of COVID-19, it is estimated that airport managing companies in Europe alone will incur a loss of about 15.4 billion USD. It is also projected that airports in Europe will receive 700 million fewer passengers in patronage, which are 28% less as projected earlier (Business Wire, 2020). In Nigeria, for instance, the closure of airports and the consequent drastic drop in projected revenue from the aviation industry has led to Federal Airport Authority of Nigeria (FAAN) announcing the slashing/reduction in staff salary from May 2020 until the sector returns to normalcy (Aliyu, 2020; Okeke, 2020). However, the management of FAAN promised to pay the balance when the revenue of FAAN improves.

Nigeria has had 7839 total reported cases of COVID-19; 2263 total recovery and 226 total deaths caused by the virus. It is imperative to also ask at this point, how has COVID-19 impacted Nigeria deemed as the giant of Africa? Before the outbreak of COVID-19, the aviation industry contributed about 1.7 billion USD to the GDP of Nigeria and supported about 241, 000 jobs (IATA, 2020). In counting the impact of COVID-19 on the Nigerian Aviation Industry (NAI), the International Air Transport Association (IATA), estimated that the COVID-19 pandemic puts about 124,000 aviation-related jobs in Nigeria at risk and estimated 900 million USD of the country's Gross Domestic Products (IATA, 2020). Describing the impact of the COVID-19 pandemic on the aviation industry in Nigeria, Odutola (2020), writes that the COVID-19 crisis has compelled local/domestic airlines to slash the salaries of their workers; in some cases directed their workers to embark on unpaid leave or outright downsizing of the workforce.

The COVID-19 crisis, according to the Nigerian Aviation Minister, has led to lack of activities and flight operations amounting to an estimated loss of 21 billion Naira monthly (Adebowale, 2020). It was this huge revenue lost that warranted the decision of the management of the Federal Airports Authority of Nigeria (FAAN) to slash the salary of its workers starting from the month of May 2020. If that is implemented, it will reduce the economic power of workers to meet the basic needs of their family. This brings to fore and depicts the relevance of the Maslow theory of the hierarchy of needs briefly summarized in five categorical needs: physiological (which include the need for food, water, shelter, clothes), safety and security (job security), love and belongingness, esteem, and self- actualization. These needs constitute a hierarchy, in which the earlier needs, when not provided and satisfied, supersede or override the later needs in the hierarchy. The more the basic needs of workers and their families were not provided in a satisfactory manner, the more psychologically disturbed and imbalance the individual

worker would be (Lester et al., 1983). In addition to ensuring that there is job security at this time of the pandemic, workers globally are interested in full payment of their salaries as a means of meeting their physiological needs. This paper, as stated in the abstract, has theoretical, empirical and policy relevance. The government will need to intervene with the right economic and policy tools or palliatives measures that guarantee job security, regular payment of salaries and satisfaction of the physiological needs of workers at this time of the pandemic.

Apart from the aviation industry, the COVID-19 pandemic has equally affected the political diameters of countries causing in some instances the suspension of legislative activities and in some cases leading to the death of high profile political appointees; and the rescheduling of intended elections to curtail the spread of the virus. In Nigeria, for instance, legislative activities were suspended for a while, and the country lost the chief of staff to the President as a result of the COVID-19 infection. In Nigeria, local government elections in some states of the country were suspended until the coast is clear for the safe conduct of the elections. For instance, Cross River State, had planned to hold local government elections in February 2020, but, suspended it because of the possibility of spread during the exercise. The elections were eventually held in May because Cross River State has been certified as COVID-19 free. Politically, the COVID-19 pandemic since its outbreak has increased public criticisms against incumbent governmental administration and political leaders. For instance, Miller (2020), has argued that political leaders and government officials in some countries of the world have been accused of mishandling the virus; slow in taking actions to curtail the spread of the virus and for allowing cases of infections to increase without concrete governmental interventions.

The United Kingdom government ministers have been criticized for repeatedly justifying their stand/decisions on how to manage and handle the COVID-19 pandemic by making the statement we are following scientific advice. Like Stevens (2020) noted, government decisions and stand on managing and dealing with the COVID-19 pandemic include among others when to start and end stringent social and physical distancing and whether to direct people to wear face masks. Stevens (2020) has argued that depending on science as the determining factor/influence on policy is to misunderstand the meaning of science. The very process of organizing knowledge for policy through the scientific advisory committee is political, as well as scientific. Scientific approaches to handling the pandemic are diverse across the globe and so also are policy mixtures/approaches, which are products of political

decisions informed by scientific findings (Stevens, 2020). The dividing line between politics and science is sometimes difficult to spot and divide.

From the foregoing, Stevens is arguing that there is a political element and content in the handling of the COVID-19 pandemic across the globe. Even the very composition of scientific committees and research teams involves a great element of politics and political processes. Therefore, Stevens (2020), advise that politicians/ministers in power must decide for themselves and take responsibility for their decisions and mistakes rather than depending on science as if it "were an apolitical and indisputable tablet of stone". Politicians may see themselves as actors merely executing scientific advice, but when science meets politics, it can be the case of the survival of the ideals that is most suitable (Stevens, 2020). The way and manner the COVID-19 pandemic is being managed and handled by political institutions may have altered the perceptions of politicians on their constitutional mandate and responsibility. In most cases, it has exposed the weakness of political and administrative performance in key sectors like the health, educational and security sectors.

The COVID-19 pandemic has compelled the governments of developing countries to review their public budgets to reflect the current economic and social realities. The pressure of the declining economic abilities of countries across the globe has compelled some countries to result in borrowing to drive government budgets and public programs. To this end, the International Monetary Fund (IMF), estimates the increase in government borrowings globally from 3.7% of GDP in 2019 to 9.9% in 2020 (Congressional Research Service, 2020). There are also calls for cancellation of foreign debts and loans to facilitate quick economic recovery. Like the neo-liberal institutionalists stand, the COVID-19 pandemic is a global public health threat that has created powerful demand for global cooperation among states. Such global cooperation could come in form of relief funds, cancellation of debts, data and information sharing. This basically describes the content of international relations in the COVID-19 pandemic (Bubsy, 2020) and shows theoretical and policy relevance of this work, as stated earlier.

It is important to note that the COVID-19 pandemic has impacted negatively on the gig economy and gig workers, especially in developing countries. Gig workers are online platform staff, independent workers and contractors, temporary and on-call workers hired to offer a specific small service within a specified period of time as reflected in their oral or written terms of the agreement. Over the years, because of the emergence of new technologies, the establishment of online-based businesses and the difficulty

in securing stable jobs, there is a persistent increase in the workforce size of gig workers. For instance, the proportion of the United States workforce working in the gig economy increased from 10.1% in 2005 to about 15.8% in 2015 (Istrate & Harris, 2017; Katz & Krueger, 2016). The COVID-19 pandemic outbreak in about 181 countries of the world has altered and disrupted the potentials of the gig-economy. Most gig companies have shut down operations due to lockdown and travel restrictions imposed by governments to curtail the spread of the pandemic. Where gig-companies still operate, their workers are compelled to work in a high-risk environment in attempt to earn wages to sustain their families and save them from starvation. Projects that would have offered temporary jobs to gig workers are sometimes put on hold, thereby, putting gig workers out of jobs. The net effect of this is that gig-workers like carpenters, cleaners, security men, drivers, etc. are struggling to raise enough income to feed their families.

Gains in disguise from the COVID-19 pandemic

There are many who are happy with the outbreak of the COVID-19 because of the financial gains they make from the pandemic. In some of the developing countries, some persons have been accused of looting the COVID-19 pandemic palliative funds meant to alleviate the scourge of the pandemic on the masses, businesses and the economy. The distribution of palliative measures has been associated with criticisms of spending billions of dollars but with little impact on the masses. For such people who greedily profit from the outbreak, it is posited that the losses suffered by the masses and the economy have become their gain. This sounds philosophical and abstract; but, there is an element of truth. Kirya et al. (2020), observed that responses of many countries to COVID-19 had been associated with violation of anti-corruption standards such as cutting corners in procurement processes or some government officials harvesting from the pandemic crises to increase their private benefits and empires. In some quarters, especially in Africa, some have alleged that the COVID-19 is scam propagated to make financial gain from it.

One of the basic gains associated with the COVID-19 pandemic is the cementing of families, communities, and tribal ties and relationships. Many families before the outbreak of the COVID-19 pandemic left their children at the mercies of house-helps. In commercial and busy cities, parents leave home early (5 am every morning) and come back late in the night. Children in such families hardly know their parents as there is little or no contact between parents-children except weekends which runs only on

Saturdays and Sundays. With the advent of COVID-19 lockdown, husbands and wives now spend quality time together to discuss, to plan, interact, have fun together and interact with their children and affording parents the opportunity to understand and mend wrong cultivated character and habits in them. Premier Health (2020) has argued in this regards that the period of the lockdown can be utilized by parents to strengthened the relationships with their children and mentor them on how to handle tough life situations. It also maintained that the period of the COVID-19 pandemic could be used to build and demonstrate values and virtues like compassion, creativity, empathy, friendliness, helpfulness by lending helping hand, demonstration of humour like smile and laugh, have fun and show respect. A strong and healthy family ties translate to a healthy and well-behaved citizens which will eventually reflect in all sectors of the country. It is a truism that a weak society and nation will, in turn, slow down the progress/development of the country.

There are some persons who have judiciously utilized the period of the lockdown to acquire additional skills that will add economic values to there like. Miss Martha John (not real name), a member of a local assembly of the Deeper Life Campus Fellowship and a student of the University attest to having learnt and acquire additional skills of sewing, fashion designing; making dresses and bakery during the period of the lockdown. These skills if perfected, could turn the lady to an employer of labour after the COVID-19 outbreak.

Another positive effect of the COVID-19 pandemic is in the area of increment in online education enrolment. With the closure of colleges, universities and other campus-based educational outlets to handle the spread of the COVID-19, students and workers are resorting to online education platforms for self-development and possession of educational qualifications to increase their chances of employability, career advancement and promotion in their places of work. According to Basilaia and Kvavadze (2020), online education is knowledge impartation technique which utilizes information techniques and communications (ICT) to assist and facilitate the development and acquisition of knowledge and skills from different communication and software to create the learning environment.

According to the World Economic Forum (2020), the COVID-19 pandemic is driving long-awaited revolution in the educational sector. About 1.5 billion students in primary, secondary, colleges and tertiary educational institutions are kept-out of the walls of their schools due to the COVID-19 pandemic outbreak which has forced universities and other educational outlets to bring their courses and academic programs online. The world is

witnessing in recent times a compelling paradigm shift where colleges, polytechnics and universities are migrating to remote teaching and learning in an effort to keep their students and maintain economic balance. To adjust to the "new normal", educational institutions, students and workers are harvesting from online educational apps and platforms like Zoom, iTunes U, Khan Academy (Android, iOS, Windows 8), Coursera, Udemy (Android, iOS), Lynda, Alison, Brightstorm, Howcast, Code Academy, TED conferences, Big Think, Open Culture, Open Education Consortium, Academic Earth, Edx - for detail discussion of these apps and platforms, see Corpus (2016). Other online educational platforms available for adoption/utilization by campus-based traditional Universities are TV schools, online portals, Canvas Learning Management Platform, Microsoft Teams, Google Meet, EduPage platform, Slack. Part of the COVID-19 survival strategy shows the effective and quick transition to the online pattern of education by traditional campus-based universities and colleges (Basilaia & Kvavadze, 2020). Enrolment to online course and programs have been on the increase as depicted in the table below.

Table 2: Online Enrolment (2016-2017)

	2016	% of 2016	2017	% of 2017	% change 2016-2017
All Students	20,224,069		20,135,159		-0.44%
Enrolled Exclusively online	2,974,836	14.71%	3,104,879	15.42%	4.19%
Enrolled in come online courses	3,325,750	16.44%	3,552,581	17.64%	6.38%
Enrolled in No online courses	13,923,483	68.85%	13,477,699	66.94%	-3.31%

Source: Lederman (2018)

We noticed from the enrollment data in the above table that enrolment in online programs runs in millions, and it has been on the increase. Lederman (2018) observe that "a third of all students now take at least one online course" (paragraph, 1). He further maintained that between 2016 and 2017 public and private colleges and universities experienced a 2% increase in the proportion of all students who undertook their studies online.

Similarly, Zhang (2020) has argued that the COVID-19 pandemic presents an opportunity for campus-based traditional universities to experiment online higher education platforms. He cited Tsinghua University in China that has migrated all its course online with positive results and responses from stakeholders. At Tsinghua University, faculty members deliver their teaching, lectures and classes via an online learning platform – the rain classroom. Through a feedback mechanism involving key stakeholders in the university community –the university leadership, faculty members, staff and students, the online learning platform is smoothly and effectively delivered. However, this is not without perceived concerns like the digital divide and education concerns regarding disadvantaged students (Zhang, 2020). Addressing these concerns and the effective migration to online education will demand regulatory support where an online university has not been the practice. According to Basilaia and Kvavadze (2020), the lessons emanating from the COVID-19 pandemic will necessarily compel the rolling out of laws, regulations, software platforms and solutions for immediate use and for futuristic purpose.

Summarizing the gains of COVID-19 pandemic on online education, Zhang (2020) observe that COVID-19 has accorded elite, campus-based and traditional universities a special opportunity to experiment and experience a fully online delivered education. If not for the COVD-19 pandemic, such a trial would have been difficult and impossible. The experience of the COVID-19 pandemic has demonstrated that the lost one is the gain of others. This implies that one can in a further reach explore the application of the assumptions of the games theory to the analysis and interpretation of the COVID-19 pandemic.

In Italy, in the midst of social distancing, closure of schools and country-wide quarantine to control the spread of COVID-19 in the country, universities are scrambling and making efforts to digitize course, exams and research undertakings that do not demand lab work. With this revolutionary shift, some universities expect to hold dissertation defenses online through web conferencing (Zubascu, 2020). The net effect of the paradigm shift and migration to online education delivery as it is currently experienced in some countries is the enhancement of online education economy and the increase of acceptability of online programs/certificates across the world. As Coates et al. (2020), maintained, the migration of traditional campus-based universities due to online learning platforms demonstrate unequivocally that a new global online education economy has been born. Universities in some countries across the globe despite initial difficulties in doing so, are utilizing

online educational learning platforms to deliver their education products and services.

When traditional campus-based universities migrate to online learning platforms, "education economy" will be boosted and sustained. The net effect is that there will be enough revenue to keep, retain and sustain the workforce of private universities. It will be recalled that in Australia, hundreds of academics and general university staff have lost their jobs due to drop in revenues of universities as foreign students patronage plummets because of the COVID-19 (Malsen, 2020). Online learning platforms are lifeline to such universities and their staff for the purpose of sustainability.

The COVID-19 pandemic outbreak and consequent closure of schools globally to control the spread of the virus can be viewed as a compulsory "sabbatical and research leave" permitting research-minded academics and scholars to expand their research base undertakings. It is projected that the COVID-19 pandemic will be a significant factor accounting for hyper-production in non-laboratory based researches and publishing houses across the globe. With the lockdown and closure of schools at all levels, academics now have time to undertake social problems solving researches through online platforms and internets based research outlets.

Digital advertising and digital marketing economy have also grained from the COVID-19 outbreak. This is because many companies are resorting to digital media (during the COVID-19 outbreak) to boost the marketing of their products and the volume of sales. Put differently, e-commerce is receiving a positive boost and has equally created diverse new possibilities and opportunities for academics and faculty members in the marketing and management disciplinary complex to analyze and interpret online consumer's behaviour. The COVID-19 pandemic has charted a new research direction in scientific and social-science related fields. Government research institutes across the globe are voting billions of dollars to support research undertakings aimed at addressing the COVID-19 pandemic. Such financial support and drive will likely continue until an appropriate solution is found and discovered.

From a religious and spiritual perspective, the COVID-19 pandemic has raised a global consciousness and awakened that the world's need for the living and true God. Many families are utilizing the lockdown period to seek the face of God and mend their relationship with Him. This if sustained, will translate to a healthy society where everybody will demonstrate and conduct their public and private affairs in the fear of God and in wisdom. The world has realized that JESUS IS THE SOLUTION TO MAN'S PROBLEM. A

study of the Bible reveals periods of pandemics among God' people. A classical case is the poisonous snakes that bite and killed the Israelites in the time of Moses (who was a national leader commissioned by God to take the children of Israel to the Promised Land). Moses was instructed to make a fiery serpent and put it on a pole. Those who looked upon the fiery serpent on the pole when they were beaten by the snakes sent among them by God as punishment for speaking against God and Moses lived and did not die (Numbers 21:5-9). The serpent of brass erected by Moses symbolizes Christ. As many who look up to Christ will live and not die. This is the faith component in winning the battle against the COVID-19 pandemic. At this time there is a need to return to God and cry for repentance and ask for his forgiveness. There is a need to turn away from every wicked way. He will hear from heaven and heal our land as he promised (2 Chronicle 7:14).

Concluding remarks

The paper has offered a Multiple Perspective Analysis (MPA) of the impact of the COVID-19 pandemic. From what we raised in the paper, it is, therefore, a complete departure from the prevailing one-sided negative analysis of the implications of COVID-19 pandemic across diverse sectors of the society and countries. Such an approach as we have adopted as a mode of analysis opens the window for policies and behavioural attitudinal orientations that serve as an escape route for families, society, organizations, individuals and governments. We have learnt from the analysis in the paper that moments of great trial and crises can as well serve as moments of great possibilities of achievements and discoveries. For developing countries where much has been spent on medical tourism occasioned by long-neglect of the health sector, there is a compiling necessity for policy-actions to address and reposition the health sector and its associated institutions for the good of the rich and the poor.

Families and communities as important social-setting of countries are redefining their values and setting priorities that make for a healthy society as a result of the COVID-19 pandemic. Dolan et al. (2020) maintained some posture by noting that the COVID-19 crisis offers the world the opportunity for introspection and reflection on values, needs, trust and leadership style. They argue that the coronavirus crisis offers the opportunity (for the masses and leaders in political and social institutions) to reflect and analyze the diverse faces of good and bad governance. In a very thought-provoking manner, they argue that:

> Maybe crossing the "danger zone" (such as the coronavirus) can help create a more human, sincere and honest civilization, where people will no longer accept all the falsehood and fake around them… We hope that the terrible experience of the coronavirus pandemic will alert political leaders to carefully consider the path to mere (more) economic growth.

For countries where prominent personalities in their economic and political settings have died out of the coronavirus, there is a discovery that providing for good governance and leadership is actually for good of all and not just the good of the masses. These countries, especially in Africa, have suffered long-neglect of key sectors like the health sector and the inability to access good medical facilities during the COVID-19 have led regrettably to the death of people. The World Economic Forum (2020), puts it aptly thus:

> COVID-19 is the leadership challenge of the century and is an exceptional opportunity for Africa to reset many aspects of its health, economic management and public sector priorities and decision-making systems. It presents a unique opportunity to redefine the leadership, values and ethics at play, particularly in the public sector. It is an opportunity to shape leadership while defending the humanity of all people and taking responsibility for current challenges and future destinies.

We, therefore, conclude that navigating through the implications of the COVID-19 pandemic with the lenses of Multiple Perspectives Analysis – MPA depicts that the loss suffered in the COVID-19 crisis is actually the gain of others.

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