

# Chapter 3

## Organizational Communication During the COVID–19 Pandemic: The Global Crisis Effects – Overview on Work Communication During the pandemic

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### ABSTRACT

*This chapter presents the effects of the COVID-19 pandemic on the organizational communication at a global level. Thus, major issues faced by employees and organizations are approached: cybercrime, communication, selection and evaluation of staff under the impact of digitization, and artificial intelligence. The effects of working from home on interpersonal relationships are also mentioned, and recovery solutions are presented. This chapter addresses concepts such as teleworking, telecommuting and remote working, gamification, and crowdsourcing. Isolation and social anxiety are effects of the COVID-19 pandemic. Virtual robots that perform staff recruitment and virtual platforms are evidenced. The chapter underlines that work context has to be adapted for teleworking regarding all the challenges encountered.*

### INTRODUCTION

It is known globally that starting with the fall of 2019, a new coronavirus strain has detected. For the beginning, mankind thought it was a common cold, but as contamination progressed with this strain, the cases become more and more serious due to comorbidity.

As literature in the fields of medicine, psychology, and other sciences progressed with new publications, readers faced a film that seemed to be in endless episodes. The media exceeded its own expectations and presented a multi-faceted image of the pandemic. Gradually all sectors of activity were affected and

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of course the most suffered was the communication and relationship between people. From the people chased by drones regarding the masks, situations as if taken from SF movies, to the teleworking and spending all the life time in front of the computer was a single step that was done without thinking. What is man without thought? A question remained unanswered. What is man without communication and relationships? This is another question that must make humanity think and provide ways to combat the effects of a possible crisis that may arise from lack of communication and relationships.

The solution regarding the organization of work, work activities and tasks, came very quickly: teleworking. But, like any solution taken quickly, the risks and effects were not foreseen and calculated in advance. At the beginning, in the first weeks, everyone who worked from home was enthusiastic that they saw each other on social and communication platforms and waved their hands optimistically and confidently. They told their food recipes, the secrets of the house, they presented their family members so, that working from home seemed like an extension of the job in the heart of the family. But time passed, and with every moment, hour, week, and month, people became sadder and less enthusiastic. They wanted with all their hearts to go to work and see their co-workers among themselves. They wanted to work as before in their offices, in the classes of pupils and students, on the construction site and many other workplaces. Very late after, almost one year they realized that communication and relationship was gone and they were just images on computer screens trying to communicate and establish relationships never like before.

Another surprise that employees faced in teleworking was the Cybercrime. These were unknown threats for many people. But without announcing and without being prepared in advance to combat Cybercrime, for many employees, online communication has been fatal. Thus, passwords and accounts money were stolen, the access to information from individual computers was restricted. Many employees were spied on their own homes while working for the organization. Also, their family members and, more seriously, their children were spied on.

The Chapter is focused on the following major objectives: Effects of the Covid-19 pandemic in communication organization: Cybercrime, Organizational Communication and Work Context during the pandemic and Artificial intelligence and organizational communication. The first objective highlights the basics of communication during the Covid-19 and Cybercrime pandemic. In this way, the specialized literature is approached and the basic concepts regarding the aspects related to Cybercrime and home working are explained. The second objective approaches organizational communication and work context. Hence, it is explained the transition to teleworking, telecommuting and remote working that took place suddenly at the beginning of the Covid -19 pandemic without adapting the work environment at home to the requirements of online work. Thus, the employees were confronted with Cyber attacks but also with the interference between the activities and work tasks from work and the relationship with family, friends and personal home. In this sense, it is required to redesign the work analysis for teleworking. The third objective highlights the huge step made by technological development and artificial intelligence. Thus, new approaches to staff recruitment and selection, organizational communication and everything that the near future offers regarding robots and artificial intelligence are presented.

## **BACKGROUND**

ProLiu, Kuo & Shih (2020) conducted a study on the history and evolution of the Covid-19 pandemic. Thus, the authors presented the start date of the pandemic as December 1, 2019 and the patients' symptoms.

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