

Society in The Covid-19 Economy: New Paradigms in Companies and Marketing Strategies

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This text intends to analyze and critically reflect on the new paradigms that companies and marketing challenges in the face of a pandemic that has affected everyone. The central issues of the work relate materialism in an economy based on the free market and the way in which Covid-19 came to change standardized behaviors on a global scale. Thus, it is important to reflect on questions such as, if the new paradigms that came with Covid-19 create a crisis of values in companies? Is digital technology in companies' strategies unavoidable? Does Artificial Intelligence have an open door with the pandemic to accelerate the Big Data monopoly? Will Covid-19 force more complex and aggressive marketing strategies? Did covid-19 accelerate debt and individual-ism? Will the pandemic leave a bill for future generations, thus creating a paying generation? These are some questions, among others, that are intended to be answered here with a view to better understanding the new paradigms that Covid-19 gave rise to and the impact they can have on society and companies.

Keywords: *Covid-19, Digital Marketing, Society*