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# The Multifaceted Impact of Digital Disruption in the Contemporary Era

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### ABSTRACT

The rapid rise of social media has completely transformed the way businesses operate. Platforms like Facebook, YouTube, Instagram, and Twitter have given organizations powerful tools to connect directly with customers, grow their markets, and build stronger brands. Unlike traditional marketing, these platforms break down geographical and time barriers, allowing businesses to reach global audiences instantly. Research shows that nearly 60% of consumers now discover brands through social media, with many checking online reviews before making a purchase. Beyond promotion, social media offers valuable insights—helping companies track competitors, gather feedback, and spark innovation. Blogs, forums, and online campaigns are now essential parts of marketing strategies, strengthening advertising, customer service, and public relations. Many organizations blend traditional and digital channels to maximize their reach and brand image. Often described as a “gold mine” for business growth, the success of social media adoption depends on leadership support, clear advantages, adaptability, and the ability to align with changing market demands.

**Keywords:** Social Media, Business Organizations, Social Media Marketing, Customer Engagement, Brand Awareness, Innovation, Market Intelligence.

*“In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”*

### 1 Introduction

Overview The global landscape has been drastically altered by the digital revolution, which has changed how people interact, how businesses run, and how societies function. Rapid technological development and the widespread impact of digital media, particularly social media platforms, which have ingrained themselves into everyday life, are characteristics of this era. Since the beginning of human interaction, social media in particular has undergone tremendous change and is now a potent tool for community building, marketing, and communication in a variety of industries. With an emphasis on women's economic empowerment, business evaluation, and the changing dynamics of media content and data protection, this paper synthesizes findings from recent research to examine the impact of digital disruption and social media, primarily within the Indian context, particularly in light of the COVID-19 pandemic's challenges.

Objective This research paper's main goals, derived from the combined sources, are to:

Examine how digital disruption has changed serialized fiction content, particularly in Hindi, by looking at shifts in production, consumption, and storytelling methods.

Examine how the government used mobile-based communication to spread information and change the behavior of Indian college students during the COVID-19 pandemic.

Examine the important issues at the nexus of data protection, surveillance, and privacy in the digital age.

Introduce a new method for detecting communities in social networks that combines semantic node analysis and fuzzy logic.

New Media media has dramatically transformed the pattern of businesses communicate, engage with customers, and operate in a globalized world. Beginning with the evolution from early platforms like Bulletin Board Systems and Usenet to modern networks such as Facebook, YouTube, Instagram, and Twitter, social media has shifted from a technical infrastructure to a social phenomenon that fosters interaction, collaboration, and community building (Grizanea & Jurgelane, 2017; Edosomwan et al., 2011). It has become an essential marketing tool, enabling companies to track opinions, gather customer feedback, and enhance brand visibility while providing critical market intelligence and competitive insights (Venkateswaran et al., 2019).

The rise of digital media has particularly empowered women entrepreneurs in India, offering platforms to showcase talent, expand networks, and pursue flexible work opportunities, driving gender equality and economic empowerment (Hada, 2021; Bhardwaj et al., 2024). SMEs also benefit from social media by reducing costs, improving efficiency, and building strong customer relationships through Social CRM and continuous engagement (Jagongo & Kinyua, 2013; Smits & Mogos, 2013).

Moreover, social media supports sustainable business development by facilitating rapid feedback, fostering innovation, and enhancing internal and external communication through blogs, forums, file-sharing, and networking platforms like LinkedIn (Onete et al., 2013). Overall, social media has become a “gold mine” for businesses, offering opportunities for growth, collaboration, and innovation in an increasingly connected world, though challenges like fraudulent profiles and ROI measurement remain, especially for SMEs (Grizanea & Jurgelane, 2017).

**Research Methodology** The studies referenced in this paper employ a diverse range of methodologies, reflecting the multidisciplinary nature of digital disruption research.

**Exploratory and Interpretive Design:** This approach was used to examine the evolution of Hindi serialized fiction, combining insights from literature reviews with detailed case studies of narrative techniques, thematic development, and audience engagement across traditional television and OTT platforms. Data were collected from scholarly articles, industry reports, and qualitative reviews of audience interactions on platforms like Twitter and YouTube.

**Mixed-Method Research:** To assess social media’s impact on business, this method combined qualitative interviews with restaurant owners and employees, and quantitative surveys of social media usage habits. A Stella-Excel model was developed based on statistical data, online observations, and scientific research. Similar mixed-methods approaches were applied to study video content’s effect on women’s empowerment, involving online surveys of 200 women creators, 25 in-depth interviews, and content analysis of 100 videos. Another study combined employee surveys (60 participants) with qualitative interviews to examine social media’s effect on business performance.

**Literature Review and Case Studies:** Used to explore social media adoption in businesses by analyzing existing research, online observations, and interviews with business development managers, identifying advantages, risks, and success stories.

**Survey Methods:** Applied to investigate mobile-based government communication during COVID-19, collecting responses from college students to assess demographics, mobile usage, and preferences. A normative survey was also used to study senior secondary students’ attitudes toward e-learning and cybercrime awareness in Haryana.

**Theoretical and Empirical Evaluation:** Employed to analyze women’s entrepreneurship in India, defining empowerment and examining challenges and enablers for economic development.

**Fuzzy Logic-Driven Approach:** Proposed for detecting communities in social networks by combining semantic node properties and structural metrics. This method included data collection from platforms like Facebook and Twitter, preprocessing, feature extraction, hybrid similarity calculations, fuzzy inference, and community assignment.

## Findings

**Digital Disruption in Hindi Serialized Fiction Content:** The digital revolution has dramatically changed the Indian media landscape, especially Hindi serialized fiction. OTT platforms have disrupted traditional viewing and production patterns, shifting from episodic shows like *Balika Vadhu* and *Veera* to season-based, layered narratives like *Sacred Games*. Technological advances, changing audience preferences for on-demand viewing, and easier content creation have enabled this transformation, giving creators a global reach.

**Social Media Impact on Business Evaluation:** Social media has become an essential marketing tool in today’s globalized business environment. A study of five large restaurants in Jelgava, Latvia (2015–2016), showed that social media influences customer behavior, though many businesses fail to fully exploit its potential. The Stella-Excel model provides a framework to evaluate social media benefits for SMEs. Social media helps break geographical barriers, fosters knowledge sharing, speeds up innovation, and allows direct consumer engagement, though its effect on pricing and innovativeness is limited for SMEs.

**Women’s Economic Empowerment and New Media:** New media offers women significant opportunities to showcase talents, ideas, and skills, particularly in trade and commerce. Platforms like Facebook, Twitter, LinkedIn, Instagram, YouTube, and Snapchat empower women entrepreneurs. The ‘Digital India’ initiative has created employment opportunities, especially in rural areas. Social media enables networking, collaboration, promotion, and co-creation, while video content amplifies self-expression and challenges stereotypes. However, harassment and online risks remain a concern for women creators.

Mobile Communication by Government During COVID-19: Mobile channels like WhatsApp, chat boards, caller tunes, text messages, and the Aarogya Setu App effectively conveyed COVID-related information to college students in Ghaziabad, influencing attitudes and behaviors. The app and caller tunes were highly appreciated, though more diverse messaging, local languages, and strict measures against misinformation were recommended. Social media broadly helped humanity by sharing health updates, hospitalization information, medicines, and mental wellness resources.

Privacy, Surveillance, and Data Protection: The digital age has transformed personal data collection, raising concerns for individual privacy and societal welfare. Smart devices, social media, and algorithmic governance enable extensive behavioral tracking. Users increasingly share personal information online, normalizing surveillance. Global frameworks like the GDPR and India's Digital Personal Data Protection Act, 2023, play a vital role in safeguarding privacy.

Fuzzy Logic-Driven Community Detection in Social Networks: A fuzzy logic-based method, combining network structure with semantic node attributes, improves community detection in social networks. Experimental results on real-world datasets show that integrating semantic data with fuzzy inference enhances accuracy and reliability, particularly for identifying overlapping communities in complex networks.

## Conclusion

The digital era, spearheaded by the widespread adoption of social media and advanced technologies, has ushered in a period of profound transformation across various domains. In India, this disruption is evident in the evolution of content consumption from traditional television to dynamic OTT platforms, fostering new narrative styles and audience engagement. Social media has emerged as an indispensable marketing and communication tool for businesses, particularly SMEs, offering enhanced market access and improved customer relationship management, though challenges remain in fully capitalizing on its potential for innovation and optimal ROI.

Crucially, digital media has opened significant avenues for women's economic empowerment in India, providing platforms for talent, entrepreneurship, and self-expression, notably amplified during the COVID-19 pandemic through initiatives like 'Digital India'. During the pandemic, government-led mobile communication proved effective in disseminating critical health information and influencing public behavior, highlighting the power of digital channels in crisis management. However, this digital expansion also necessitates vigilant attention to privacy, surveillance, and data protection, underscoring the need for robust legal frameworks and ethical data handling practices to safeguard fundamental human rights. Furthermore, advancements in data science, such as fuzzy logic-driven community detection, demonstrate the potential for more sophisticated analysis of social network dynamics, aiding in targeted marketing and social behavior analysis.

In summary, while digital disruption presents immense opportunities for economic growth, empowerment, and improved communication, it also demands continuous innovation, strategic adaptation, and a strong commitment to ethical governance and data protection. Future directions should focus on standardizing digital metrics, investing in digital infrastructure, fostering experimental storytelling, implementing clear policy support for digital inclusion, and continued research into the evolving socio-cultural and economic impacts of these technologies.

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