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<http://dx.doi.org/10.31106/jema.v18i1.10050>, ISSN (Online): 2087-4017 36 Technostress among marketing employee during the COVID-19 pandemic: Exploring the role of technology usability and presentatiam
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ABSTRACT The COVID-19 pandemic is profoundly affecting the way of consumer buying. Firms are therefore challenged to be more reliant on technology as many consumers have turned into protection mode and do anything remotely. While the usage of technology has offered flexibility and simplicity, it has also exacerbated the technostress issue. This study was conducted to understand and examine technology usability &

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