

## Editorial

# The Digital Economy is the ‘New Normal’

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**Abstract:** This editorial introduces a new issue of the *Journal of Telecommunications and the Digital Economy*, exploring the growth of the digital economy post-COVID-19. The pandemic accelerated online interactions, revealing a lag in social norms despite decades-old technologies. Developed nations integrate AI into shopping, while developing countries advance rapidly, yet design principles remain rooted in tradition. The contributions in this issue underscore the human element in technology adoption and the Journal’s role in bridging telecommunications’ legacy with today’s digital challenges, enriching understanding of the evolving digital economy.

**Keywords:** Editorial, Editor-in-Chief, Digital Economy, History of Telecommunications, Book Review

## Introduction

This editorial introduces a new issue of the *Journal of Telecommunications and the Digital Economy*, with a particular focus on the digital economy. Following the COVID-19 pandemic, there was much talk of a ‘new normal’ following lockdowns and forced use of communications technologies for work, school, and domestic activities. Although the technologies had been available for nearly thirty years, social norms had not evolved to accommodate the use of online interactions on a large scale.

The post-pandemic ‘new normal’ has facilitated the digital economy. Developed countries are incorporating artificial intelligence into the shopping experience, while developing countries are rapidly catching up. Yet old-fashioned design principles remain extant. The articles in the digital economy section emphasise the human aspect of the use of communications technologies and provide some interesting insights into the challenges and opportunities for the digital economy.

Of course, the digital economy is the result of a long gestation of technological development, and the efforts of those who came before us. To that end, this issue covers a longstanding technology that facilitated EFTPOS transactions, a review of an autobiography by one of TelSoc's longstanding members and revisits the 'old normal' through the pages of this Journal.

## In This Issue

The issue includes Ben Abdennebi's (2025) study on mobile commerce adoption in Tunisia, emphasising emotional and quality values. Arya & Pradeep Kumar's (2025) work on the digital divide among tribal women in Wayanad, Kerala, calls for interventions. De Borba *et al.*'s (2025) research develops a scale for online flow in shopping apps, aiding user engagement. Campbell (2025) reflects on ISDN's decline in Australia, offering historical lessons. Given (2025) reviews Peter Gerrand's autobiography, detailing his telecommunications career. Finally, Moorhead's (2025) second part of a history of the journal revisits the first ninety years, connecting the present to the foundational years of telecommunications.

These articles enrich our understanding of the digital economy, bridging past and present, and bring together global perspectives on the evolution of telecommunications and the digital economy.

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