



Digital Detox - Disconnect to Reconnect

Rishabh Gupta

Ph.D. Scholar, Department of Commerce, Delhi School Of Economics, University of Delhi, India.

CITATION: Gupta, Rishabh (2019), "Digital Detox - Disconnect to Reconnect", *MERC Global's International Journal of Management*, Vol. 7, Issue 1, pp. 16-20.

ARTICLE HISTORY: Submitted: August 08, 2018, Revision received: September 5, 2018, Accepted: September 15, 2018

ARTICLE TYPE: Review paper

ABSTRACT

Digital detox means refraining from digital equipment so as to improve one's physical and mental well-being. The concept is gaining much more importance, especially in developed countries like America and the United Kingdom. The present paper tries to shed a light on the cons of digitisation and the concept of digital detox. The paper will also shed a light on the emergence and the relevance of this concept in developing countries like India. This paper will help to understand the different side of the coin in the era w where everyone is talking about the positive side of digitisation.

KEYWORDS: Digital detox, Digitisation, Digital equipment, Physical health, Mental health.

REFERENCES

1. Ammani, P. (2016), "Social Media and Commercial Success of Movies", *MERC Global's International Journal of Management*, Vol. 4, Issue 4, pp. 55-62.
2. Beavers, L.; Bell, R.; Choudhury, D.; Guyot, W. and Meier, R. (2015), "Online Time and Gender Perceptions of Internet Addiction", *Journal of Higher Education Theory and Practice*, Vol. 15, Issue 3, pp. 84-98.
3. Bell, R.; Choudhury, D.; Guyot, W. and Meier, R. (2016), "Impulse Control and Internet Addiction Disorder Among Indian Business Professionals", *Journal of Organisational Culture, Communications & Conflict*, Special Issue, Forthcoming, available at: <https://ssrn.com/abstract=2774316>
4. El-Khatib, M. E. and Khan, F. R. (2017), "Implications of Social Media Networks Technology in Interpersonal Skills and Academic Performances", *International Journal of Management, Innovation & Entrepreneurial Research*, Vol. 3, Issue 2, pp. 99-110.
5. Frangos, C. C.; Fragkos, K. C. and Kiohos, A. (2010), "Internet Addiction among Greek University Students: Demographic Associations with the Phenomenon, using the Greek version of Young's Internet Addiction Test", *International Journal of Economic Sciences and Applied Research*, Vol. 3, Issue 1, pp. 01-35.
6. Gupta, R. (2013), "An Empirical Study Examining the Attitude of Youth Towards Social Networking Sites", *SONA Global Management Review*, Vol. 8, Issue 1, pp. 42-54.
7. Iglesias, J. L. (2013), "Influence of Internet in Students' Attention to Lectures in Classrooms Equipped with Computers", available at: <http://dx.doi.org/10.2139/ssrn.2332085>.
8. Pénard, T.; Poussing, N. and Suire, R. (2011), "Does the Internet make People Happier?", available at: <https://ssrn.com/abstract=1918937>.