

Mentoring and Coaching in the Digital Era and How Has Been Affected By Covid-19

LAB ICT HERON

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Abstract

One of the instant increases in coaching and mentoring has been apparent in last years, indicating the improved interest in several development aspects. This development concerns all sectors of the economy and society, such as education, health, entrepreneurship. The focus was on actions to enhance efficiency through development, mainly for the labor sector. Mentoring and coaching are now integral parts of educational life and vocational training, with the ultimate goal of the multifaceted development of those employed in various professions.

This article was written during the Covid-19 pandemic to study the impact of the pandemic on the digital age and coaching and mentoring processes. The research data have emerged from recent studies, with full knowledge of the prevailing situation, including all problems and uncertainties. As we face the immense business interruptions due to the Covid-19 pandemic, coaching and mentoring play a significant role in maintaining employees motivated and determined during extraordinary times.

Keywords: Mentoring, coaching, digital era, Covid- 19 pandemic, effectiveness, development