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DIGITAL SKILLS AND RESEARCH METHODS

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Introduction

This is a report that includes the evaluation of the modern technologies within any organization and its impact in the improvement or further success of the organisation. This counts for the knowledge of digital skills as well which needs to be imbued within the employees and this is the aim of this particular report. The report is aimed at providing a clear insight about the various uses of the technology and the related to digital skill so as to execute the technology within the workplace in order to perform the tasks. The use of social media is further explored in this report as marketing tools which is again dependent on the ability of the user or the employee in the workplace to use it effectively. In order to prepare this report a company is chosen so as to provide authentic evidence related to the topic and aim of the report. The company is small enterprise based in UK that operates in the Architectural industry, namely, Assael Architecture Ltd. The aim of the company is to provide innovative design and models along with the reliability in execution as well. The effectiveness of technology and use of digital skills as per benefits will be analyzed hereafter.

Evaluation of the effectiveness of the use of modern technology within the workplace

The practice and implication of the scientific knowledge with devices in various places like that of workplace, organisation, and public place or in daily is called the technology (Gamrat et al. 2014). Technology includes the engineering of the scientific knowledge which are helpful indifferent fields like that of the Education, training, in medical activities, for enhancement of the communication process and marketing purposes as well by the organisations (Cetindamar et al. 2016). As evident, technology in the world of globalization has highly helped the organisations in different industries to carry out their tasks and services to avail the best to the customers. The use and effectiveness of modern technology within the workplace is very crucial for the proper execution of the tasks of the different departments thus integrating the communications and tasks to achieve the common target and goal of the company and the Assael Architecture Ltd. is no exception. This particular company operates in the architectural industry and in this industry, the use of modern technology is evident to make differences in the services provided by the companies and satisfy the customers as well. The designs that are prepared by the architect of the

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companies require technology based drawing devices as well as other requirements that may include measurement, mathematical calculations and the like. In this modern day, the showcase of the innovative design to the customers is also done through modern technology that is more lively and capable of attracting the customers (Gamrat et al. 2014). The three-dimensional (3D) way of introducing the architecture to the customers are more likeable and attractive to the real estate and building constructions companies and the other common people as customers so as to go for the successful venture in the industry and gain the competitive advantage over other competitors in the industry (Cetindamar et al. 2016). This counts for the use of modern technology that is used by the company and provided as resources to the employees of the organisation. Thus it is evident that the modern technology is highly crucial for the effective making out of the box innovative design that is again safety proof and modern in its idea so as to fulfill the demands of the different customers. The company has the ability to offer diverse device as per the different demand of other customers which has been possible only through the employment of the modern technology within the workplace of this particular company. This is the reason the company, being a start-up has been able to come to the seventh position among the 100 small business enterprise owing the use of modern technology and its proper implications as well which has made the difference in the products and services of the company.

The technologies that are employed by the company for the tasks include the use of gadgets like that of the tablets, smart phones, laptops and projectors as well. These are used by the employees and the architects in order to make the presentation of the designs that are prepared for the customers. The diagrams in the architecture are too complex to be understood by the customers therefore, the presentation and the final vision of the architecture. Therefore, these are the gadgets and applications that are easy to carry with applications that are can be handled by the customers as well. Moreover, the sharing of the information regarding the asks with the customers of the other employees is also possible through the application of these gadgets since these are now available to any one and accessible to common people. Another application that is used includes the web based email and offline office applications. These have helped the organization to operate more effectively and create innovation and efficiency related to the job of making architectural design. in order to be more efficient and grow as large business enterprise the company needs to develop technologically so as to give competitive advantage in this

particular market. The need to go for the use of *Web Conferencing* and *cloud File Storage* is highly required. This is going to give the company more exposure to the customers that may include even the governmental projects which type of project assignments the company has not yet been able to achieve. Web conferencing will help the organisation to deal with the customers remotely without giving the customers or the clients the effort to visit the company and get the service being delivered after which the purchase of the service will be determined by the customers (Long et al.2013). Moreover, with the new concept of work and life balance, the employees will also be able to take up work at home once a month or other as per the company standards (Long et al.2013). This is going to provide the company the loyalty of the employees and employees' satisfaction as well which is highly crucial for bringing about the efficiency in the employees making the overall performance of the company heightened (Patel et al 2015). The use of Cloud file storage is required because, the company needs to store a lot of information regarding the projects done by them, the employees, the information about the supervisors related to the projects to refer to the information when further required that may owe to the inquiry of the customers or for the resolution of any complaints or even for the performance appraisal of the employees (Zhu et al. 2013). The information those are stored in the office applications have limited storage and have chances of getting corrupted. The cloud file storage is going to give the company a safer storage of the files with huge online space that is again free in the initial stage. The different types of cloud storage include iDrop, Google Drive, Dropbox and the like. This on the other hand is going to contribute to the employability. The use of these applications of digital technology need digitally skilled employees, therefore, the company has to hire new skilled employees or go for the training of the existing employees.

Exploring the social media as a tool for marketing

The use of social media other than communication purpose for the common people includes the marketing activity that is being used by the different companies. The social media is the new platform where the communication, sharing of the information, reviews and other activities take place. As of marketing is concerned, different social media platforms are used for the purpose of advertisements that includes giving advertisements in sites and pages like Facebook, Youtube, twitter and the like, other than using the traditional conventional medium of advertisement like

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television, radio, leaflets and the like (Tuten and Solomon, 2017). The presence of the organisation in the social media helps the organization to attract the customers who may be potential future ions and on the other hand it helps in the customers' retention by taking feedback and suggestions through online sites. All these are evident to increase the sales of the organisation. the brand entity is further enhanced that is evident to provide the organisation new customers as well. The information like any discount offer, launching of the new products are all provided to the mass who are accessing the sites of social media at a time. Moreover, the new trends of being online as the modern customers are of today, it is highly impacting in influencing the purchase intention of the customers. Therefore, it is highly dependent on the proper utilization of the social media as marketing tool which is possible only through the employment of the digital skills.

Information gathering and communication within the workplace

The use of digital technology has highly enhanced the communication among the individual and the different departments of any organization. The communication process is being developed and improved through the implication of the functional execution of the different departments. The chance of miscommunication is lessened through the use of technologically applied ways of communication which is very crucial for sharing the information that are related to the organisational functions (Albers and Mazur, 2014). All the information are related to the shared value and related to the proper execution of the operations which again has to be aligned with that of the organisational goals as in the case of Assael Architecture Ltd. The need to give innovative design, the company has to share the different demands that differed as per the customers and the information of each of the customers has to be related to the concerned employee and the departments. Therefore information gathering and communication within the workplace has to be effective enough in order to make the delivery of the products and the services of the company to the customers (Weiner, 2017). This requires the effective skills to use the communicative devices of the organisation no doubt.

Creating online presence to illustrate

Now-a-days with the accessibility of the online sites and availability of the mass in the different online sites for the purpose of communication, everyone is available online virtually. In the professional world too, being available online with professional; online presence is the new trend that has notable benefits. The professional profile in the different job sites and professional online community enhances the communication and helps in creating a network among the community that may be of the industry or limited within the organisation only. This provides value to the professional who are the members of the community, new connections and network becomes available which is going to help the in different purposes for instance, marketing, becoming an entrepreneur. The online presence of the individual or the organization is possible through the creation of the content in terms of writing, video, lectures, projects and the like. Now, this again on the other hand counts for the knowledge and use of digital technology along with that of the digital technology (Patel et al 2015). These are required in using technological devices, applications (as mentioned above) and the skills to use and develop content as well. Social media plays a very pivotal role in improving the social life and giving other benefits like attracting investors.

Conclusion

The use and impact of technology is huge which is again dependent on the proper utilisation of the digital skills that are required for the execution of the applications and the software for making the organisation technologically advanced. The advancement of any organisation is going to give the company the exposure to growth and carry out expansion plan as well. It is this use of digital technology and the effective ways of utilizing the technology that determines the successful utilization of the strategies that are required to get positioned in the market. In this era of globalization, each and every step within any workplace including communication and other activities are dependent on the use of digital technology. Therefore, it is evident that without the digital skills, the digital technology cannot yield the expected result for which it is used.

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