

University of Wales Trinity Saint David

DIGITAL SKILLS AND RESEARCH METHODS

Student's Name: Md Zahirul Islam

Student's ID: 1706502

Lecturer's Name: Ze Zook

Table of Contents

Introduction	3
Importance of Digital Skills in the Working Place	3
Ways of Improving Digital Skills in the Working Place: Contemporary Techniques for the Improvement of Working Place Efficiency	4
Effective Analysis of Information using Data Collection Methods	6
The Theory of Organisational Productivity	7
Conclusion	7
References	8

Introduction

The presence of digital skills has become a necessity in the fast-paced and demanding market of the modern day world. This has been noted to be the case regardless of the sector, industry or region of operation of an organisational entity, with the high rate of dependence on the part of the modern-day companies and financial entities on digital tools necessitating the presence of a certain degree of skill in using the same on the part of the employees and working personnel. The following sections aim to provide the details pertaining to the overall importance of the digital skills within the context of a particular job (a waiter within an Indian restaurant). The details pertaining to the various techniques to be used for the initiation of workplace efficiency improvement in the context of the reviewed job have been provided as well. Furthermore, the methods of effective analysis of information within the working place using various data collection methods have been provided. Herein, this study is about digital skills and research methods, with a specific focus on the context of the given job role.

Importance of Digital Skills in the Working Place

The modern working place is dynamic, with the rate of demands and needs increasing exponentially with each passing day. This has also been noted in the case of restaurants, with the fast-paced lives of the modern people ensuring the presence of greater demands. As a waiter in an Indian restaurant, the *management of the records* and the *compilation of the orders* in an appropriate manner are essential for the timely delivery of the services in an appropriate manner. The ability to manage a computer system is necessary even for a waiter, as the management of the records and the compilation of the orders through a computer system are much easier (and much more error-free) compared to the manual methods of the completion of the same. The use of *digital technologies* and features of *tools* such as computers can also enable the gain of appropriate knowledge from sources such as the *internet*, with the information possessed in the internet being beneficial in understanding several previously unknown aspects at work. The effective completion of the tasks pertaining to any workplace can be initiated in a fast, swift and effective manner through the presence (an eventual use) of the various kinds of digital skills (Degen *et al.* 2017).

The use of digital skills for a waiter can help in the formulation and maintenance of various kinds of information such as records, orders and even bills. The effective management of the orders can help in their timely delivery, with the use of the tools such as computers for the recording of the same improving the work efficiency of all of the people involved in the completion and eventual delivery of the said order (namely, the cooks, waiters and managers). The implementation of digital skills is immensely beneficial even in the case of a waiter in an Indian restaurant, since the presence of many kinds of dishes of the Indian cuisines increases the chances of several different kinds of orders (containing requests for many kinds of dishes and/or desserts) being requested in a *simultaneous* manner. Keeping a record of all of the orders in a computer can help in preventing any kind of potential errors within their delivery, while also ensuring that the orders of every person requesting them are fulfilled in a timely and effective manner (Van Laar *et al.* 2017).

The current dynamics of the marketplace ensure that there is a constant need for the working personnel with digital skills, with the presence of the same increasing the *operational speed*, *efficiency* and *time-management* in an appropriate and satisfactory manner. Digital skills are thus immensely important in a modern day service providing working place, with the presence of the same within an organisational setup (such as an Indian restaurant) being the highlight of a truly successful entity in the long run.

Ways of Improving Digital Skills in the Working Place: Contemporary Techniques for the Improvement of Working Place Efficiency

The establishment and initiation of the techniques for the improvement of working place efficiency are necessary for the overall improvement of the productivity aspects in general as well. One of the premier ways of initiating workplace efficiency improvement (and ensuring the improvement of the digital skills in the reviewed working place, an Indian restaurant) is through the *establishment of accountability*. The establishment of accountability can be initiated through the introduction of proper *training methods*, which can help in the improvement of the digital skills of the working personnel and employees at the reviewed restaurant as well. Indeed, the introduction and eventual implementation of the training methods can help in the employees (such as the managers and the waiters) in gaining the relevant information and practice that they

need to gain proper skills in managing the digital tools in an effective and efficient manner. The development of a workplace environment that encourages accountability can help in developing a productive working environment in the long run as well (since the propensity of the employees blaming each other for their own faults is decreased to an appreciable extent) (Grant, 2016).

The establishment of accountability and the initiation of the training programs can also help in the production of greater and better quality work among the employees of the reviewed organisational entity. As such, *micromanagement in an excessive manner* as well has to be *avoided* as well, since the allocation of too much focus on certain personnel (such as waiters) can destroy their *independent working capability*. As a result of the same, the introduction of personnel such as the waiters to the appropriate training programs pertaining to the improvement of the digital skills aspect must be followed by giving the trained employees a chance to display their newly learned skills in an appropriate manner. Even the experiences as a waiter handling multiple orders using digital tools can only lead to improvement in the digital tools upon providing the appropriate degree of freedom (and preventing excessive micromanagement). The use of regular *meetings* and *progress monitoring methods* can also help in the improvement of the digital skills on the part of the employees such as waiters of the reviewed Indian restaurant as well (Singh and Singh, 2015).

The *measurement of the performances*, as well as the *determination* of the main *strengths* and *weaknesses* of the methods of using digital tools on the part of the employees of the restaurant, can help in the initiation of the counter-strategies against the main weaknesses and limitations. Regular *exposure* to the digital tools such as the computers and the ways of using them effectively in the context of the reviewed restaurant can help in the improvement of the digital skills on the part of the employees and working personnel such as the waiters and the supervising managers. The improvement of the average rate of possessed digital skills among the employees of the entity in question directly leads to the improvement of the workplace efficiency in general. This is so because of the fact that the presence of a certain degree of efficiency on the part of the workers in handling the digital tools leads to the improvement of the operational speed and efficiency (while simultaneously decreasing the propensity of *errors* in creeping in while completing the organisational tasks such as handling of orders in a particular manner) (Singh and Singh, 2015).

Greater operational efficiency leads to the advent of a much higher degree of workplace productivity in the long run, with the maintenance of an appropriate operational speed and efficiency leading to the gain of financial profits in a consistent and sustainable manner. The aforementioned can be deemed to be the main methods of initiating improvements in the aspects of working place efficiency (Grant, 2016).

Effective Analysis of Information using Data Collection Methods

The information gained from the various kinds of data collection methods have to be put to effective use. In the case of an Indian restaurant, the various *methods* to be implemented for the sake of an appropriate *market research* (on the part of the employees of the said restaurant) include the *primary* and the *secondary methods of data collection*. The primary methods of data collection include the direct *observations* of the behavioural trends of the targeted customers and service users, with people such as the waiters gaining relevant insights regarding the trends of the customers and the popular trends of the market in general. In addition, the observations pertaining to the implemented strategies and tactics of the other restaurants of the area can help in the development, analysis and review of the existing strengths and weaknesses of the tactics implemented by the reviewed Indian restaurant as well. The mitigation of the weaknesses and the continued implementation of the tactics proving to be appropriate strengths can prove to be helpful in developing long-term strategies which can be put to better use for the continued growth of the entity in question (Benner and Tushman, 2015).

Using customer feedbacks through forms and surveys can also help in pointing out the main weaknesses of the existing tactics used by the restaurant in general. The secondary methods of data collection include the study of the research conducted by others regarding the state of the other restaurants in the nearby vicinity, with the accurate analysis of their main strengths and weaknesses helping in the development of the strategies for the reviewed entity as well (Benner and Tushman, 2015). The information procured as a result of using different data collection methods is thus necessary for the development of appropriate strategies for the Indian restaurant under consideration in this study (as well as the management of the operational capabilities of the working personnel such as the waiters).

The Theory of Organisational Productivity

The *theory of organisational productivity* states that the overall productivity of an entity is dependent on the management of the overall *effectiveness* and *efficiency* of the operations conducted by the said entity in general. The Indian restaurant in question can gain the desired degree of success through the management of its efficiency and effectiveness aspects. The effectiveness of the organisation is dependent on the effectiveness and workplace efficiency of the individual members of the working force (in this case, the waiters and other personnel such as the *managers* and the *chefs*) and their capabilities in the required areas of *expertise* (such as the completion of their allocated *responsibilities* and the management of the *digital tools*). Being capable of handling digital tools, possessing digital skills and expertise, being productive in individual operations and the effectively analysing the information procured through the various methods of data collection on the part of working personnel such as the waiters is necessary for the gain of long-term successes in the aspects of organisational productivity (on the part of the Indian restaurant in question) (Dixon, 2017).

Conclusion

The importance of digital skills and the maintenance of an appropriate degree of workplace efficiency can never be underestimated or ignored under any circumstances and situations. The aforementioned is necessary on the part of the organisations of all sectors and industries, with the Indian restaurant in question being no exception to the rule. The implementation of measures such as training programs and the prevention of aspects such as excessive micromanagement can help in the improvement of the digital skills of employees such as the waiters and the operational efficiency of the restaurant as a whole in an appropriate manner. The effective analysis of the information procured as a result of the implemented data collection methods is necessary for the development of relevant marketing strategies and tactics. Thus, it is concluded that the presence of digital skills and workplace efficiency is necessary for the gain of long-term productivity in an organisational context.

References

- Benner, M.J. and Tushman, M.L., 2015. Reflections on the 2013 Decade Award—"Exploitation, exploration, and process management: The productivity dilemma revisited" ten years later. *Academy of management review*, 40(4), pp.497-514.
- Degen, M., Melhuish, C. and Rose, G., 2017. Producing place atmospheres digitally: Architecture, digital visualisation practices and the experience economy. *Journal of Consumer Culture*, 17(1), pp.3-24.
- Dixon, N.M., 2017. *The organizational learning cycle: How we can learn collectively*. Routledge.
- Grant, R.M., 2016. *Contemporary strategy analysis: Text and cases edition*. John Wiley & Sons.
- Singh, J. and Singh, H., 2015. Continuous improvement philosophy—literature review and directions. *Benchmarking: An International Journal*, 22(1), pp.75-119.
- Van Laar, E., van Deursen, A.J., van Dijk, J.A. and de Haan, J., 2017. The relation between 21st-century skills and digital skills: A systematic literature review. *Computers in human behavior*, 72, pp.577-588.