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**The importance of digital skills when applying for
a job**

Introduction

The education sector, modern social, economies and employment has given skills a major part of their consideration. One category of skills that forms the basis of Globalization in the digital society is the digital skills. These skills are becoming widely used and considered during the professional employments throughout the world. Digital skills have been proven to alleviate poverty level and increase employment rate in developing regions like Pakistan (Bennett, Maton and Kervin, 2008). Globally, our cultures, society, and economy have gone through great changes in the development of technology (Ma and Ye, 2015). In as much as these technologies are affecting every aspect of life, job seeking and recruitment are also measures of life processes that have been impacted by technology in the human resource management (HRM) (Oksanen, 2018). There has been several technological advance in the field of HRM in the pre, during and post Corona period aimed at shifting the process of recruitment from physical to digital (Oksanen, 2018). The aim of this paper is to give a report on the importance of digital skills in job application. In particular, we will focus on the various digital technologies used in recruiting staff, how covid-19 has impacted the use of technology in recruiting staff, and the cons and pros of digital technology in the workplace.

Overview: Types of digital technology used in staff recruitment

Every company or cooperation aims at attracting and recruiting top talent and the right people who will contribute to the achievements of the goals and objectives of the company (Ku, 2021). There is a greater importance that is placed in hiring top talent to an organization's Human resource strategy. With and through the emerging technologies such as robotic process automation, technologies in Artificial learning (AI), and machine learning recruiting top talent will be an easy and automated process. In a study, high performers have been found to be 400% more productive than average ones (Ku, 2021). When digital technologies are being used to attract, select, and hire the right candidates into an organization for a vacant position, the process is referred to as e-Recruitment.

The mechanisms of e-recruitment started to be popular due to their advantages that allow human resource professional to reach out to a large number of candidates at a small cost (Baykal, 2020). In the contemporary world, many companies, corporations, firms and organizations are using online platforms such as corporate recruitment sites, job-boards, and social media websites is the process of recruitment. This is opposed to traditional ways where individuals manually applied for jobs and physically presented themselves for the recruitment process (Baykal, 2020). Corporate websites are crucial platforms for self-expression of companies and they are useful for reaching the interior and exterior customers of a company. They are a source of information to the job application process and they provide a channel of communication between the company and the job seeker (Baykal, 2020). Moreover, they provide applicants with real time feedback about person-organization characteristics and the demands of an employer organization (Baykal, 2020).

As earlier mentioned, private employment Agencies like job portals are important vehicles in online recruitment. Each portal owns its own website through which thousands of jobs from different employers are posted and updated daily. They play a mediating role between the employer and the job seeker. E-recruiter portals serve job seekers by allowing them to post their CVs for free and update them regularly (Galanaki, 2002). This makes it easy for employers to easily sort the CVs in these portals in their bid to seek for the suitable candidate.

Lastly, social media platforms such as Facebook, LinkedIn, and Twitter are important platforms where companies can advertise for vacancies. Some of them like LinkedIn are designed in a way that job seekers can make or upload their CV in their portal. It also offers a tool and a gateway through which a jobseeker can market himself/herself to prospective employees. Employers seeking a particular candidate can also key in a such criteria to identify and pick suitable candidates without advertising the jobs (Baykal, 2020).

How has Covid-19 increased the use of technology when recruiting staff

The Covid-19 pandemic has played a crucial role of elevating the use of technology in the workplace. This includes reliability in machine learning, artificial intelligence and virtual reality with the aim of saving money, and limiting person-to person contact (Nagele-Piazza, 2020). As part of the Universally accepted public health Interventions to prevent and control the disease from spreading and causing more harm, countries across the world went into a lockdown in the first quarter of the year 2020 (Rachel, 2020). However, there had to be a way of stabilizing the economy under

limited working space. The use of the existing and innovative technological ways was the only path with the light along and the way. Employers had to seek ways of having their employees work virtually from home without a physical meeting(Lotus, 2021). Moreover, because these companies needed to recruit employees, the process of searching for the new employees and recruiting them was rapidly digitized. We cannot assume that this process had begun long time before corona. For instance, in the past decades, the recruitment process had gone through a big transition with over 75% of the companies in the US using Online Recruitment (Hada and Gairola, 2015). Fundamentally, this process had to accelerate during the Covid-19 pandemic as even the more reluctant organizations had to cope up with the new-normal (digital world) by recruiting staff through digital platforms to keep their business running and to maintain the market position (Lotus, 2021).

As we have mentioned, since people couldn't meet physically, Covid-19 pandemic accelerated the need for a virtual reality in the workplace. Virtual reality created an alternative of physical meeting to create a sense of connection between employees (Nagele-Piazza, 2020). These has been necessitated by online meeting platforms such as zoom, google meet, Teams meet, Skype and Duo. Machine learning, which is the development of computer systems that have an ability to learn and adapt without following instruction by the use of statistical models and algorithms, have been on the rise. For instance, Chatbots have become an important tool of engaging between customers, and companies without the intervention of staff. Covid 19 accelerated the use of Chabot to increase and maintain Customer engagement during Covid 19 (Nagele-Piazza, 2020).

The benefits of using digital technology in the workplace

Digital technology is a crucial part of the 21st century workplace that any company across the globe is struggling to make a reality. Technology is considered as the main component for success since it adds a crucial asset to the work environment (Aloqaili *et al.*, 2019). The right way of utilization of digital skills in the workplace may lead to an increase in performances, employee productivity and quality of work. In the workplace, computers are known to generate everyday tasks more than a single human can do and this has led into a progressive disappearance of traditional input and output (Aloqaili *et al.*, 2019). According to a survey reported by McKinsey, 40% of workers spend at least a quarter of their work on manual and repetitive tasks such as entering data and sending emails. However, Digital technology has the ability to streamline repetitive processes with automation and therefore putting employees at a better position of spending more time on higher-return business ventures like building customer rapport. In addition, automated processes are more accurate as it limits the accidental input of wrong data.

Digital technology leads to higher employee productivity and satisfaction. A study found out that, highly engaged business units have 41% less absenteeism, 10% better customer ratings, 20% more sales and 17% more productivity. When employees get access to the digital tools and devices that are required for them to do the job and by letting them to use these technologies in a way that best works for them, they become more efficient and engaged. The advantage with this is that, it boosts revenue and profit margins ("*The Importance of Modern Technology in the Workplace - Protected Trust - Everything Microsoft 365 and Surface for your business*," 2020). In addition, digital skills

at the workplace facilitates overhead cost savings with remote work and use of Own devices. By working from home, companies experience a significant reduction in the operating costs. For instance, American Express claims that, remote work programs have saved them \$10-\$15 million annually in real estate costs (Meister, 2013). Moreover, a report from Cisco Study found out that, companies save more than \$3150 per annum per employee by using their own devices (Paretsky, 2018). Digital technologies are also faster and efficient. Their deployment at the workplace increases customer experience by cutting queues, getting services online and moving faster or by use of an automated processes where you can get all you need in a single place without having to move ("*The Importance of Modern Technology in the Workplace - Protected Trust - Everything Microsoft 365 and Surface for your business*," 2020).

The disadvantages of using digital technology in the workplace

Ever coins have two sides. This means that, even though digital technology is very crucial to the success of any organization, it has its other side which totally disagrees with this. For instance, the use of technology in the workplace enhances laziness of individual employees. A person is more leans more towards being lazy since he or she knows that that work will be automatically done by the installed technology. The employee will work in a leisured manner thinking that everything is perfect and fine. Furthermore, technology has led into fewer employment opportunities as most of the jobs can be done by robots and machines. The introduction of robots into the workplace in the modern world makes human labor a dream that should be forgotten. Because of this, may people remain unemployed and poor. For instance, a study found out that, for every robot added per 1000 workers in the United States of America, their wages

decline by 0.42% while the employment to population ratio declines by 0.2% margin. The study also found out that, this contributed to loss of about 400000 jobs (Brown, 2020).

Digital technologies are prone to malfunctioning or failure. When this happens, companies that rely on these technologies make huge losses. Failure of technology may mean that a whole or part of the process will stop. Without proper maintenance, a company's production halts leading to huge losses (Reddy, 2016).

Manual work improves skill and talent. When machines replace part of the human labor, talent gets lost. This is because, people using technology in the workplace tend to have machine over dependency and this happens without a person realizing that time waits for no one. And with time, the person's artistic skills get lost. (Reddy, 2016). In addition, machines lack one thing, the human brain. A machine though efficient and faster can never perform as well as a human can. This is because, the human brain is innovative. A machine is only programmed to produce the same product every time. However, humans can think, brainstorm and get new featured products according to the consumer preferences at that time (Reddy, 2016).

In conclusion, digital skills are crucial in all aspects of life including the seeking of the right candidates to fill vacant positions in an organization. With the world being globalized by technology, companies are seeking to reach more people of various abilities. And to reach a wider range of applicants for these jobs, digital technology allows them to advertise for jobs, and recruit their desired candidates. However, digital technology is not only important as a recruitment enabler, it is also important in the

workplace. It has been established that digital technology in the workplace increases job performance and employee satisfaction, and employee productivity. This in return contributes to increase revenue and profit margins for the company while improving customer experience. Nevertheless, the same technology is unhealthy to the job markets as many people are either displaced by robots and machines or their wages are cut down since most of their work can be done by machines and robots. It may also lead to enormous losses when systems break down unexpected due to poor maintenance. However, though digital skills have both sides of the coins, the advantages surpass the disadvantages. And with the current Covid-19 pandemic still affecting countries, digital technology remains the only alternative to working in offices.

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