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Introduction

Digitalization is one of the biggest drivers of globalization. Since the last decade there has been an increase in competition in the smartphone industry. It has given birth to widespread smartphone users due to the large consumer choices. This increment in the smartphone users provides that there is an even brighter future around the corner (Manyika, Lund and Bughin, 2016). Since the inception of the first iPhone, the use of digitalization became compact in one place. Today due to digitalization, businesses can manage their operations without much effort. Hence, it has become a big concern for students to remain up to pace with digitalization as modern workforce and corporate culture revolves and is based on digitalization (Sarwar & Soomro, 2013).

The following study is divided into five parts that are; introduction, methodology, analysis, discussion and conclusion. The study will provide the questions and their analysis before the discussion on the findings is done in contrast with literature review available online from search engines. Methodology will entail a detailed account of how the questionnaire was formed its target audience. It will also highlight the aim and the research question, which is to be answered with satisfaction while giving small descriptions with each question to provide the rationale for the question.

Aims

The study aims to understand the significance of digital gadgets such as smart phones and how they are helping the final year students in improving their workplace efficiency and employability skills.

Research Question

The research question that needs to be answered is “How digital gadgets such as smart phones are helping the final year students in improving their workplace efficiency and employability skills?” This research question will ultimately aid the researcher in completion of the aim.

Methodology

Data collection method / Research method

The research methodology is based on quantitative research design. The data has been collected through primary data collection method. A total of 50 answers were collected from individuals, which included 30 males and 20 females. It indicates a sample size of 50. Furthermore,

the sample population was the final year students who are approaching professional life. In order to collect data, survey questionnaire has been used which was consisted of six close ended questions. These questions were devised to get answers from which further information was extracted to answer the research question of the study.

Data analysis

The type of data analysis chosen is graphical analysis where the quantitative information is converted into readable and easy to understand graphs and pictorials (Chambers et al., 2018). Hence, graphical data analysis technique will be used.

Analysis

The first question, which was asked from the participants, was regarding their age.

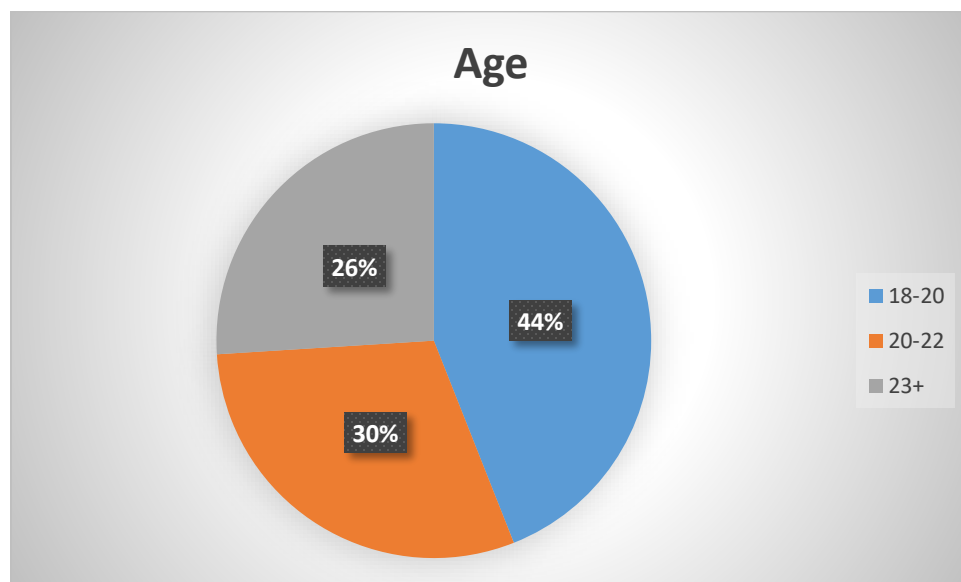


Figure 1. Age of Participants

Figure 1 illustrates that majority of the participants were students studying in final years that is why the age bracket 18 to 23+ where majority of the participants (44%) were from 18-20 age bracket which meets the criteria as most final year students are rarely over 23.

Similarly, the second question was about gender; which provided sufficient advantage to ensure that no gender biasness was risked.

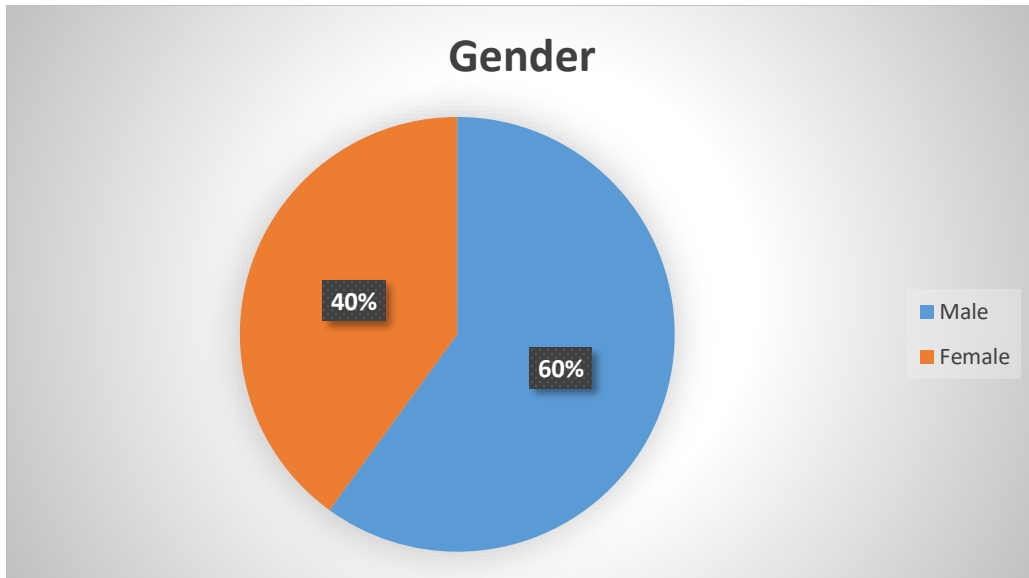


Figure 2. Gender

Fig 2 articulates that 60% participants were males whereas, 40% were females ensuring sufficient balance of gender with regards to the data collection process. It can be deduced that men are biologically intrigued by material, which is why they are more inclined towards tech.

The third question, which was asked from the students, was regarding how aware you are about the notion of digitalization used at the workplace.

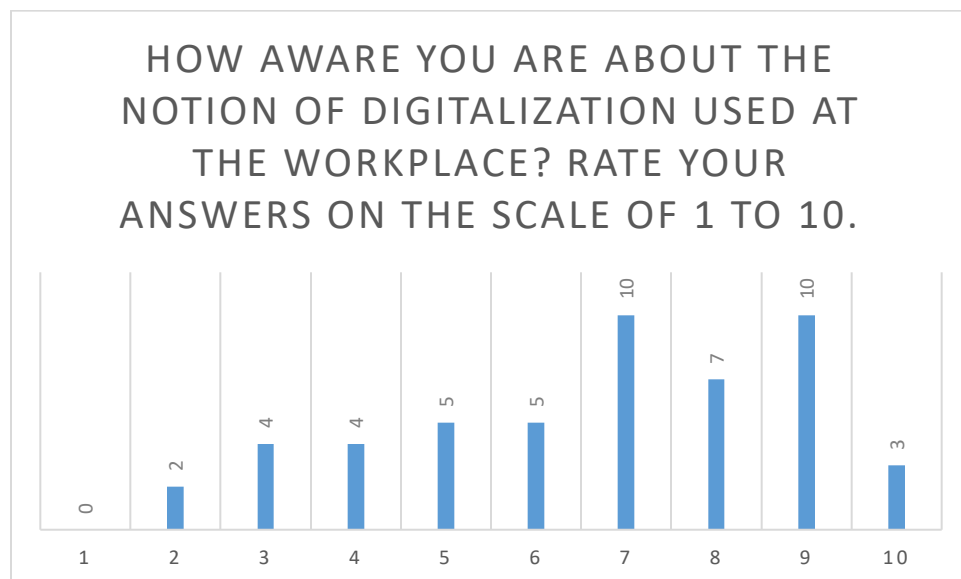


Figure 3. Awareness of about digitalization

Fig 3 illustrates that when the students were asked about the use of digitalization they mostly were aware about it, in which almost 30 participants rated their awareness above 6. Some individuals below 6 were quite ill informed about the current contemporary work environment

The fourth question was “How many hours on average you spend using digital gadgets?” which was aimed to find out the total time spent by the individual looking at a digital screen.

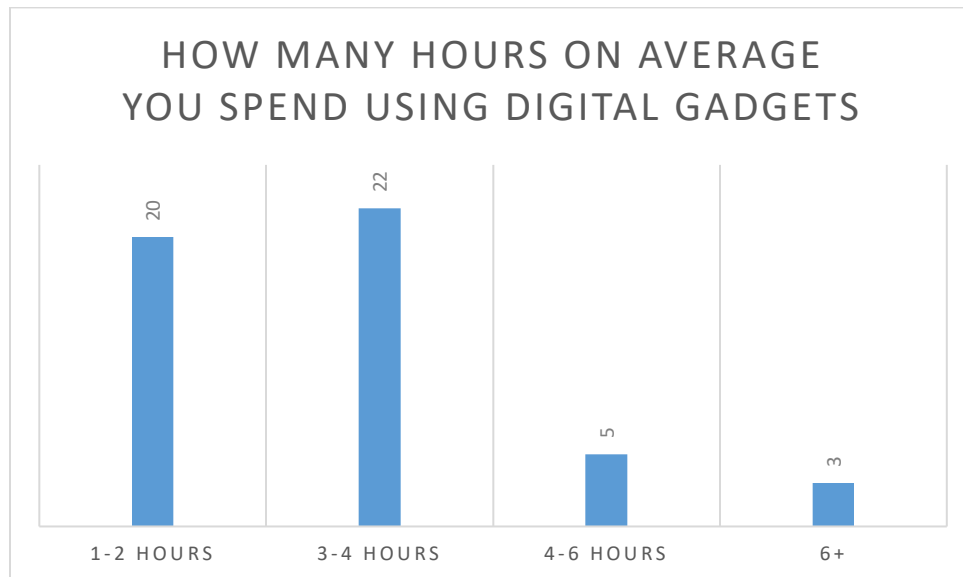


Figure 4. Time spent on digital screen

Fig 4 illustrates the overall time spent by final year students on their phones taking into consideration their tough routines, which are shaped by education needs. However, it was found that most individuals used their phones for less than 6 hours, which was a mix of both recreational viewing and productive activities such as learning, development and growth. It is imperative to understand that in order to be up to the pace the individuals not only have to spend considerable time on digital gadgets to seek greater knowledge.

The fifth question was “Which digital skills you are aware of?”

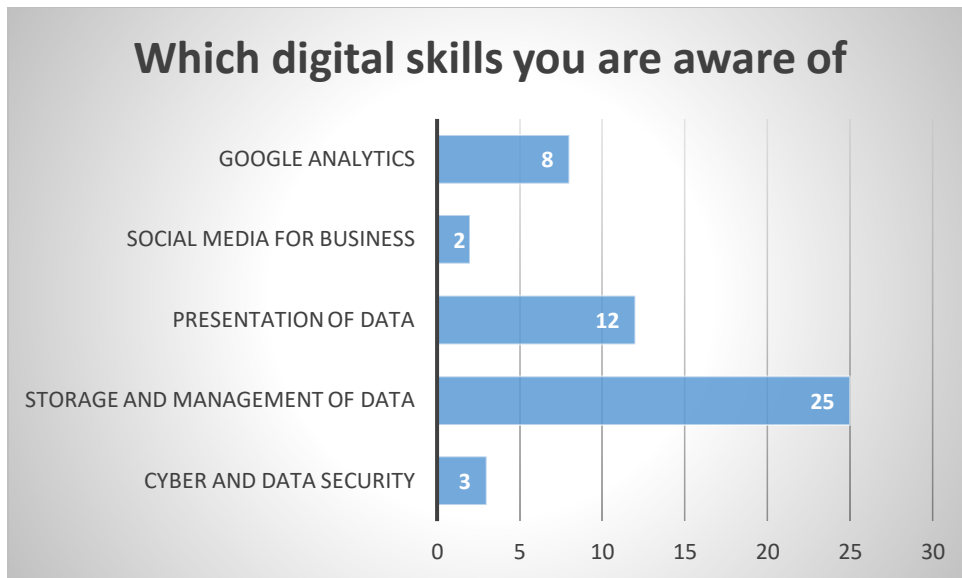


Figure 5. Digital skills awareness

Fig 5 provides most of the digital tools and techniques that are readily used by businesses globally. It was found through the answers that one of the most effective, precise and advanced tool developed by Google, which is analytics was not as well-known as it should have been. Partly one of the reasons behind is the low standards set as most picked presentation of data and storage of data, which are easy and quite uncalled for skills as they are expected from a modern professional.

The sixth and final question was “Do you believe that at workplace you will require additional training regarding the digital skill you mentioned?” The reason behind this question is to learn the concerns of the final year students in relation to them approaching their professional work life soon.

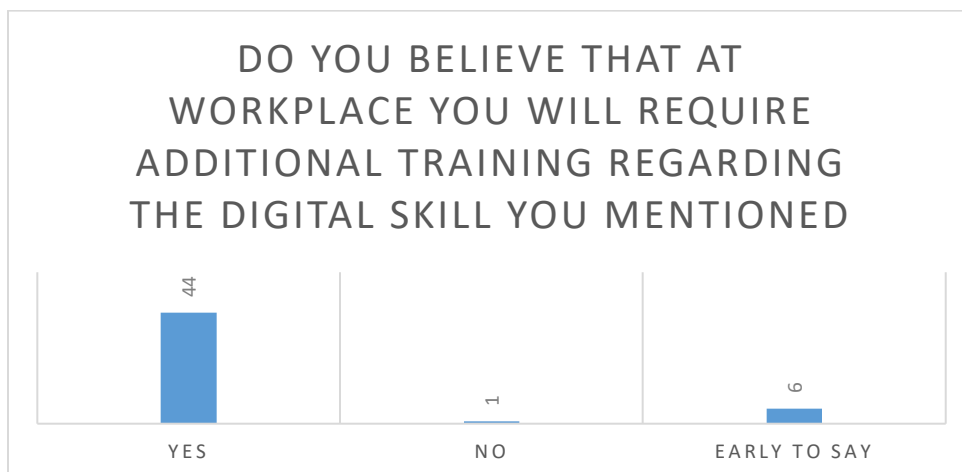


Figure 6. Would additional training be required?

Fig 6 accentuates that most of the students believed that when they step into a professional working environment that they will have a hard time and they are likely going to require additional training and development. This provides that the individuals even in their final year are not sure about how well they will be able to hold against the fast paced contemporary work environment globally. However, at the same time only a mere 6 said it is too early for them to decide whether they would require additional training once they set foot in a professional work environment.

Discussion

As discussed from the analysis, these findings have also been supported by Maiti and Kayal (2017) in which the researchers articulated that nowadays due to the increase in the use of mobile devices students are well aware about the digitalization helping the employees to reach their personal best whilst also climbing up the ladder of success. Since the aim was to learn about the final year students and their concerns regarding maintaining professional work life ethics whilst also balancing their employability. Hence, it has become the goal of every country maximize the use of digital technology in children as this can lead to greater familiarization with technology and digital benefits. One of the biggest benefit that digital technology has is that it had become increasingly effortless which makes it the best tool for modern businesses, which are already reliant on technology to be managed whilst being miles away. This allowed the business world to transform overnight, as the aim of every business owner is to put out a produce and secure his earnings (Parviainen *et al.*, 2017).

It is imperative to understand that most individuals on the other hand had quite a good idea of how dependent current economies are on digitalization. This is why their future concerns seem quite genuine as being skilled in at least one digitalization area can provide them with greater chance of securing a good paying job whilst also being able to manage their personal workload.

On the other hand, it has been found that men are driven by the materialism of things whereas; women are more interested in people, patterns and behaviors. This is one of the reasons why women were included to ensure that gender biasness is avoided at all costs. Which is why out of 50 participants, 30 were males and only 20 were female. This indicates the biological differences between the two genders.

However furthermore, the question of regarding the awareness of use of digitalization provided that most individuals knew the most contemporary work environment are often shaped

by the technology which is what the company relies on to measure, project resulting in databases which are referred to when making decisions where there is a high risk associated.

Moreover, it was also provided that individuals believe that storage and documentation is a digital skill but instead it is a basic principle to ensure proper documentation and cannot be considered skills. According to the study of Tække and Paulsen (2017), being skillful can be defined as a valuable exchange in return of money or benefits. Hence, proper digitalization skills include the use of data sets to make informed decisions the use of technology goes beyond the innovation externally or internally. It also extends to its processes and procedures.

When questioned regarding useful tools and techniques a very few people pointed out Google analytics in their memory which is a surprise as most modern businesses locally or internally rely on Google analytic to make real life interpretation. It can inform them of problems that may require elemental change to turn the business around. The above findings have also been supported by the study of Selwyn (2014), which states that most students in university of Wales fear that in the modern digital world they would be left behind if they are not using digitalization for their personal benefit. The aim of technology is to close the gaps between the regions and digitalization has done that however it has also resulted in a decline in productive usage of the digital devices.

It was found that university of Wales students mostly use their cellphones for recreational purposes rather than productive learning and development. Moreover, there has also been a decline in elongated use of technology as most parents in light of the revelations of the harms of digitalization have decided to distance their children from digitalization. Altogether, it increases their concerns as having digital excellence and skills is just as important as having a steady income.

Hence, the skills that are often looked for in individuals are never found in them, as their expectations of the workforce and vice versa do not match. As per the study of Manyika, Lund and Bughin (2016), it results in grinding which can result in lack of promotions and slow inclination up the ladder of success. Modern world is driven by challenges and expertise, which is why companies try to hold on to their most learned and well-known employees. In the final part most individuals provided that, they will likely require additional training and development in the future to increase their chances of employability and once they are employed their ability to climb up the hierarchy.

Conclusion

In conclusion, the whole study entailed a deep discussion of how students in their final years face a new dilemma in the light of the fast pace of globalization and digitalization which in most cases go hand in hand. It was found that most final year students feel like they have insufficient digital skills, which are going to help in increasing their chances of employability whilst also ensuring that their personal work efficiency and productivity are also maintained at the highest level. Having either of these goes hand in hand with the other, as the aim is to ensure that the productivity increases which will add value to their overall employability factor. Moreover, it was also found that there is still widespread need to spread awareness to ensure that the standard and understanding of what digital marketing is becomes clear. Moreover it was also discovered that there are individuals who are not even aware of some of the major tools and techniques that strengthen the point. For instance, Google analytics and cyber security and protection which also the reason behind there being such large number of hackings where the theft in most cases is of individuals and their identities.

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