

DIGITAL SKILLS AND RESEARCH METHODS

DSR ASSESSMENT I ONLINE GROUP PRESENTATION

MODULE: DIGITAL SKILLS AND RESEARCH METHODS

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MODULE LEADER: KOUSHIK MODAK

INTERNAL VERIFIER: HUSAM HELMI

STUDENT NAME: MOHAMMAD SALIM

STUDENT ID: 2020481



INSIGHTS TO THE MODERN TECHNOLOGIES INTRODUCED BY PREMIER INN

- Order management system
- Responding to customer inquiry in online media.
- Managing online marketing activities.
- The communication technologies.

IMPACT OF THE TECHNOLOGIES IN THE COMPANY (POSITIVE)

- The company maintain its service through technologies.
- AI system improved its service in the market (Chandler and Lapowsk, 2017).
- The marketing and brand promotional activities in the market have been interacted properly by the company.

IMPACT OF THE TECHNOLOGIES IN THE COMPANY (NEGATIVE)

- The maintenance cost is higher for the start up company like Premier Inn.
- The skilled employees are not so available to handle the technological operations.
- There is a psychological and physical imbalance while maintaining the technologies (Chandler et al., 2017).

IMPACT ON THE EFFICIENCY AND EMPLOYABILITY

- Creation of sustainability
- Enhancing interest
- Employee engagement
- Easy and perfection of the service

REFERENCES

- Chandler, S. and Lapowsk, 2017. When VR Training Makes the Job Look Better than It Is.
- Chandler, S., Hempel, J., Pickett, M., Tikku, N., Rogers, A., Finley, K. and Simonite, T., 2017. When VR Training Makes the Job Look Better than It Is.