

Skills for the Workplace

Module Assignment Submission

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Module No:	BMSK4003
Module Title:	DIGITAL SKILLS AND RESEARCH METHODS
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Digital Skills and Research Methods

Introduction:

The digitalization trend of the 21st century has made it easy for the humans to interact, communicate, work and entertain themselves. Digital empowerment is preferred by every human being and organization; it has helped us make informed decisions. 81% of people search for a product before they purchase it online or offline. The bridge between decision making and hoping to get it right is destroyed by the internet as today we do not rely on faith and hope, everything we do is informed and certified by thousands of users and searches online. Today if a person or any organization wants to succeed, they have to be persistent in their efforts to inculcate the values and understanding of technology and new skills in their working. This creates an obligation for organizations to acknowledge and adapt to this digital growth if they want to achieve lasting customer success and be as profitable as possible. (Smith, 2018)

Modern Technology and its example:

Innovation has become the order of the day and we need to implement all the changes and adapt to the ever-changing scenario surrounding all the industries and sectors. Modern technology comprises of increasing the efficiency and speed of around the workplace. For instance, in the healthcare industry the representatives and the healthcare provider are empowered by modern tools of communication and enhancing the work schedule and procedure.

The following article will have 4 different parts, each one of them explaining the digital metrics and their importance for an organization. These parts will be:

1. Effectiveness of the use of modern technologies within the workplace:

The modern economy does not reside on mere production factors to progress, rather with time some new factors of production have taken cognizance and are helping in deciding the progress of the economy. The traditional factors like land, labor is not enough today, in addition to them the human capital and information communication and technology are also deciding the matrix of development for every country and economy. ICT's refers to the usage of modern technologies in the organizations to increase productivity, efficiency and leads to optimal usage of resources. The benefits of ICT for a firm include savings on inputs, general cost reductions, greater flexibility and improvements in product quality. The new technology may save on labor or on some specific labor skills; it may also reduce capital needs through, for example, increased utilization of equipment and reduction in inventories or space requirements. (Arvantis, Loukis 2009)

Here are some benefits of using modern technologies into the organization:

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- **Innovation:** modern technology is an enabler of creativity and innovation. It drives the individuals towards the right direction and helps them testify their ideas, products and prototypes. Every organization today has to develop some better and new products to gain a larger share of the market. It allows them to think outside the box and develop something better with the help of modern tools and methods.
- **Increases Speed:** Division of Labor, that is the term we use for segregating the labor into their specific niche of work in an organization. With time every worker gets better at what he does, and it helps them develop prowess in the task. But with technology this DOL theory has no use because the kind of information that we can access today, each and every individual in an organization with some training can perform the same task. This leads to multi-tasking and hence increases the work speed and efficiency.
- **Enterprise Resource Planning:** the ERP solutions and tools help an organization plan the usage of their resources and also assist them in devising ways to implement the changes in an effective manner. This begs the question that how technology can help save resources, the answer includes several steps. In short, we can summarize it to explain that with these tools we can find the perfect mix of raw materials and ingredients to develop a product. After entering all the information about the product into the portal we can customize the production process to save time, money and resources.

2. Social media as a tool for marketing:

Digital marketing has gained a lot of prominence in the recent times, just because of its ability to reach to larger audience and make an impact. Destination marketing is gaining popularity with every passing day; we may find almost half of the world living half of their lives on the social media. Social media alone has upended our living style and the way we interact with people. Social media also has the power we think and buy something from the market, with online advertisements reaching to every internet user; it nudges the behavior towards buying certain products and services which were otherwise hidden from the world. Today a person sitting in one corner of the world can book a room in the other corner or even buy something from a vendor sitting right next to his table and don't know who it is. The point being that internet has both blanketed the world but at the same time it has opened enormous potential platforms. One significant development in the evolution of the Internet is the increasing prevalence of social media platforms that enable Internet users to collaborate, communicate and publish original content such as blogs, videos, wikis, reviews, or photos (Boyd and Ellison, 2008)

Here's how the social media can make an impact on the organizational marketing:

- **Strong Media presence:** using social media we are able to create a strong online presence which is able to create some noise in the web world and reaches to the ears of the customers. It also helps organizations establish a concrete image and strengthen

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the brand perception of the company. Added to this every organization using social media is able to share their core values with the customer.

- **Tailor Marketing Strategy:** social media has helped us determine the nerve of the customer; through it we can recognize which products are liked by the customer and which are not. This goes a long way in developing certain tailored products for some specific audience. It allows the organizations to deliver products over and above what is already ruling the market, they can create that which is exciting and has the ability to pique the interest of the customers.
- **Increase in potential leads:** the number of people you can reach to through social media when compared to the offline methods of advertising will get you the most concrete answer as to why the organization need to adopt social media marketing. You can track users coming to your website, or those who have shown some interest in your as, then you can target these specific customers and then make way to presenting an exclusive advert for those users. This helps you narrow down the marketing strategy increasing the number of potential customers.
- **Cost benefit analysis:** when we look at it the social media marketing comes a much lower cost than the traditional methods. Plus, the social media marketing can be done sitting at home and using one laptop, whereas for other types of marketing you would have to hire special staff and executives who know how to make signboards and hoardings.

3. Information gathering and communication within the workplace:

Let's understand the term information gathering first. Information can be the knowledge of any event, task, activity, report, progress, motive, and goal and so on. It can be related to each and every organization or our life process. In the current scenario, we are talking about the information to be gathered from within the organization. What is meant by gathering? Gathering in this scenario means collection, recording, analyzing, and acting upon the data or completed or incomplete tasks which will help streamline the work schedule. We gather information on a daily basis in our life; we collect information before eating, sleeping or playing a game. Similarly, in an organization this task has to be done before conducting any task. Coordination, together with appraisal and planning, is a major concern in modern organizations (Armengol and Marti, 2008). It is to achieve this coordination that we require a robust process of information gathering within the organization and make sure every member of each department or team uses this method to divulge information.

Some ways for information gathering:

- When the information gathering is to be undertaken for specific tasks, all the members have to be a part of the tools used for the purpose.
- The inquiry related information gathering relates to the aspects of asking the right questions and learning the art of enquiry.

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- Questionnaires and surveys are another method of knowing about the important information which can be gathered from the employees and the team members in the organization.

Communication: Given that communication is one of the most important elements of the organization, we aim to analyze how information sharing mechanisms influence the decentralized activity and overall performance within the organization. Communication is the most important aspect in an organization which ensures that the company is developing and is performing the correct activities. An example of the effect of disoriented communication is that in the year 2006 the production and introduction of Airbus A380 superjumbo had to be postponed for another 2 years. A move which would burden the company with the expenditure of 500,000 million Euros per year, just due to a small reason that the engineers working from Germany and France were suing different versions of a software which helped in designing the product. The business relationship is very important between management and employees. There is need for interaction and understanding of management employee relations hence it will impact on the organizational performances and organizational outcomes (Nabi, Foysol and Adnan, 2017). You can well imagine the consequences of this small mistake and where it has gone to cost the company as well its decreasing market share.

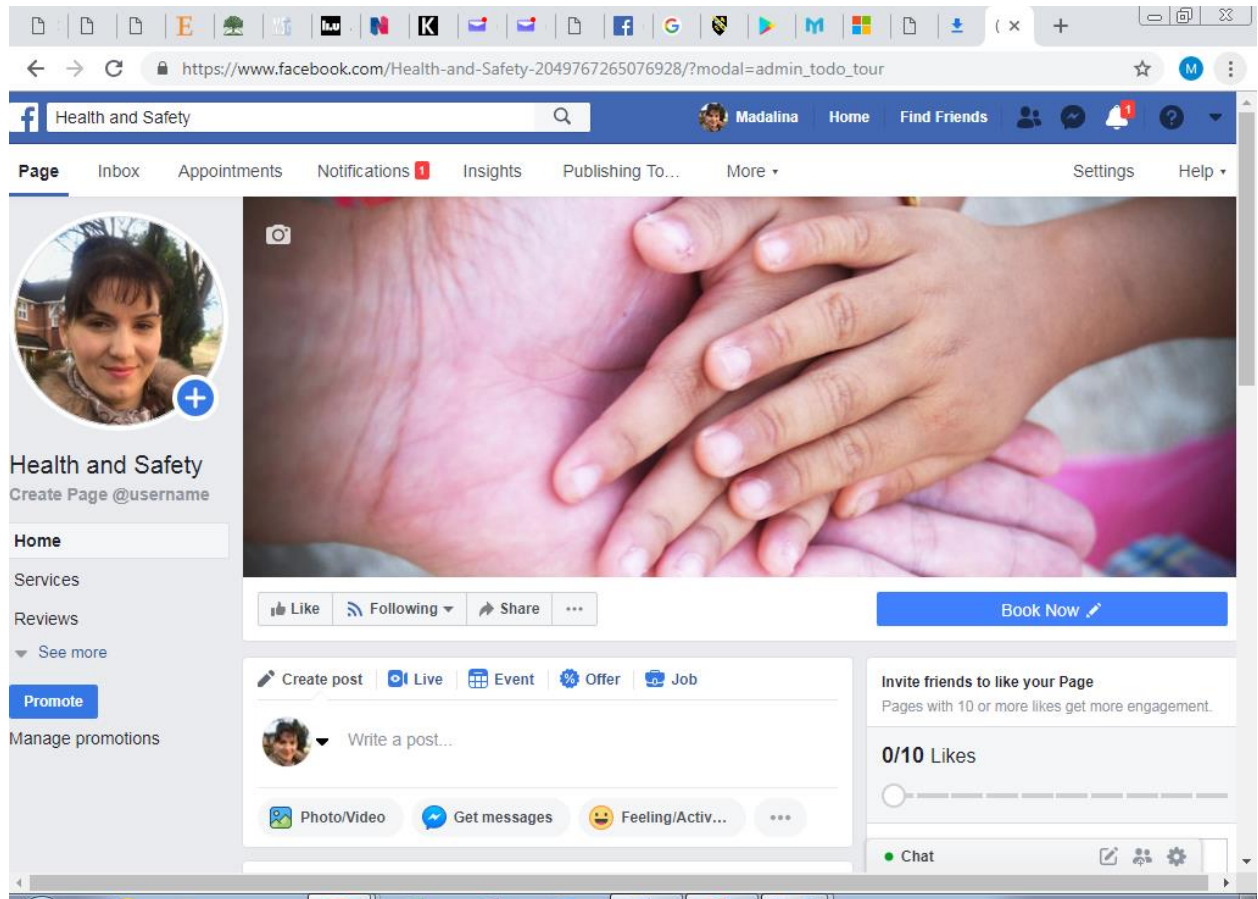
An effective communication strategy is said to be the foundation of every business, without it you cannot expect a business to grow and scale to higher platforms. There are various benefits of a good communication, some of them are:

- **Motivator:** within an organization using the modern tools of communication like emails or slack it becomes easy to communicate with each other. In this way the employers and employees can appreciate each other and talk about the issue they are facing in a convenient manner. This acts as a big motivator for both the sides as it helps in recognizing the issue and solving it amicably.
- **Attitude builder:** with good communication comes a good attitude, people will believe in you and you will be able to perform better and improve every day. It is often said that a well-informed will make a better choice; hence, he will also do the right work which will increase his morale and inculcate an attitude to perform.
- **Team Builder:** if there is a smooth communication between the employees then naturally, they will act as a team together and this will lead to better results and increase in productivity. Disputes and rifts in between the employees are a significant factor for lower performance and sluggish growth of an organization, an effective communication seeks to bypass this trend and give outstanding results.

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4. Creating online presence to justify the facts:

All the above stated facts about digital marketing and effective communication can be put to a test. For that we need to conduct a role play with realistic situation and then gather the results. Here we are going to take two scenarios one will be for communication and information gathering and the other will be for social media marketing:



<https://www.facebook.com/Health-and-Safety-2049767265076928/>

Scenario 1: Social Media marketing:

We are going to give two tasks to different teams for developing an advertisement for a company product and then analyze the results.

The first team will go for the traditional advertising method and the other for digital method. The results gathered told us that with social media marketing we were able to gain 50% more new customers than the traditional method. Moreover, the cost incurred for implementing the whole project was also less than the traditional approaches taken.

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Scenario 2: for effective communication and information gathering, we will use certain tools and solutions like computer software that are developed to organize intra-organization communication. There is social intranet software or the Google hangouts among other similar communication tools that will help streamline the whole process. A noticeable change in the whole working of the organization was that after implementing the modern tools of communication we were able to complete the tasks speedily, with better accuracy and precision. The error rate decreased substantially, and the employees also reported facing a smaller number of issues in connecting with other departments in real time for an emergency.

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