



DIGITAL SKILLS AND RESEARCH METHODS

BMSK4003

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Table of Contents

Introduction.....	2
Background.....	2
Literature review	2
Methodology	3
Analysis.....	4
Discussion	9
Conclusion	10
Recommendation	10
References.....	12
Appendix.....	13

Introduction

In an organisation, technology always brings new changes that improve overall business functions. With the help of using advanced technology, a business organisation can be able to solve several challenges regarding organisational performance. In addition, the use of modern technologies can help a company to achieve the business goals and objectives in a significant manner. In this context, the primary motive of the study is to provide brief details and concept of modern technologies and its application within a workplace. Moreover, the study also analyses the effectiveness of modern technologies in the case of improving the performance level. In addition, the professional skills will be identified in this study for introducing the new technologies within the organisations.

Background

In modern days, every organisation tries to invent new things in a new way so that it can implement that in every sector. Technology has been improved a lot, and for this reason, everything can be easily achievable for the consumers. For instance, people can get anything that they want staying at home through digital technology. In order to do this, the firm needs to appoint efficient and skilled employees who can handle all the things with their efficiency and knowledge (Leclercq-Vandelannoitte, 2015). Nowadays every company has applied technology in diverse ways to protect the company and increase the profit margin in the industry. These include data protection, online technology, knowledge management, data sharing, communication within the firm, innovation, improved collaboration and so on.

Literature review

In a larger team setting, running ideas and knowledge sharing are known as collaboration culture. This requires significant brainstorming while working in a group project in an effective way. Different technologies and tools are required to maintain the culture collaboration. Some significant and mentionable technologies are Google Hangouts, SharePoint and Slack. In a new level the collaboration can be done. Between two or more people information sharing and transferring ideas and knowledge can be conducted in an effective way by the help of these tools (Gorm and Shklovski, 2016).

Mobile tools are the key success criteria for a digital workplace. Creating or growing real business via mobile tool is very common thing such as via Bossygrl, young female entrepreneurs can develop their business. Connection, collaboration and communication can

be effectively done with the remote team in a workplace by mobile tools. Slack, Trello and Skype can be used as these mobile tools in workplace.

It has been noticed that in many times, different operations of a company like e-commerce selling, manufacturing, graphic designing, general assistance and others are conducted remotely from different locations, and sometimes from different countries. Therefore, maintaining an integrated controlling system is necessary to deliver effective communication. With the enterprise collaboration, different applications are associated which are conducting significant role in the digital workplace. Among these tools one of the most important tool and technology is Digital Asset Management (DAM). In order to manage the permission and digital rights or to retrieve and store rich media, this software is effectively used (Yinet *al.* 2018). It has been noticed that, increasingly different companies of different industries have invested and incorporated this DAM technology within the workplace. The main aim of incorporating such technology is to create digital management strategy within the workplace. Among them, the significant rich media assets are multimedia contents, podcasts, animations, videos, music and photos. It helps to conduct functional collaboration, sharing and engagement of core content in an application.

It has been commonly said as collaboration application. However, this is more like a public relationship (PR) tool, which is popularly creating connection between clients with the company (Nikolićet *al.* 2017). Providing customer support, resolving issues and conducting other essentials are conducted with effective CMR tools such as Wrike or Trello or Slack. This system helps to repackage the enterprise resource planning system in a manner can create proper condition between parties and helps to build effective team collaboration.

Delegating the right information to right people is another significant concern of a company. For this reason, they need to create efficient security system in order to create context-sensitive learning environment in a personalised and immersive way. With the help of this tool, unobstructed communication can be conducted with the help of the concerned technology. In this way, full functioning of a digital workplace can be conducted.

Methodology

In the case, the researcher needs to present a proper understanding about the impact of digital technology within a workplace. In addition, the perspectives of employees are required to be analysed in order to understand effectiveness of using of modern technology within a workplace. The researcher has used primary quantitative method for accomplishing this study. In this context, the researcher has conducted a survey on employees of different sectors

to understand the potential impact of digital technology towards improving the efficiency level of an organisation. About 45 employees have been selected for survey program. Moreover, six closed-ended questionnaires have been developed for conducting the survey successfully.

Analysis

Question 1: Do you think that use of digital technology improves the marketing process of an organisation?

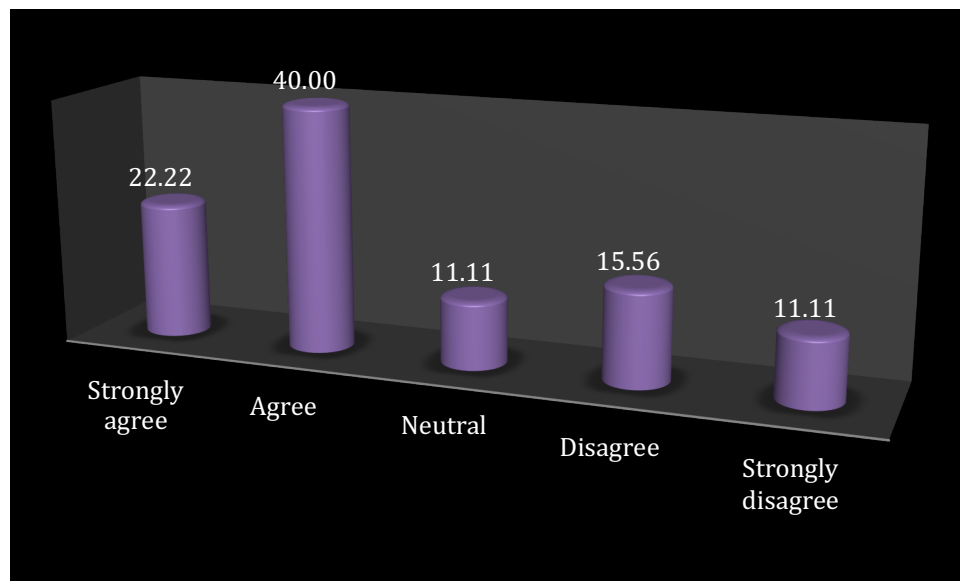


Figure 1: Responses of Question 1

(Source: Created by Researcher)

Maximum: 18	Minimum: 5	Mean: 9	Median: 23
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It has been observed that about 62% of total selected employees have believed that implementation of modern technology can improve the marketing activities of an organisation. However, 26% of total employees do not agree with this statement. Therefore, it can be suggested that an organisation should have proper knowledge in the case of implementing the digital technology.

Question 2: How far do you agree that digital technology can play a major role in data protection process within a company?

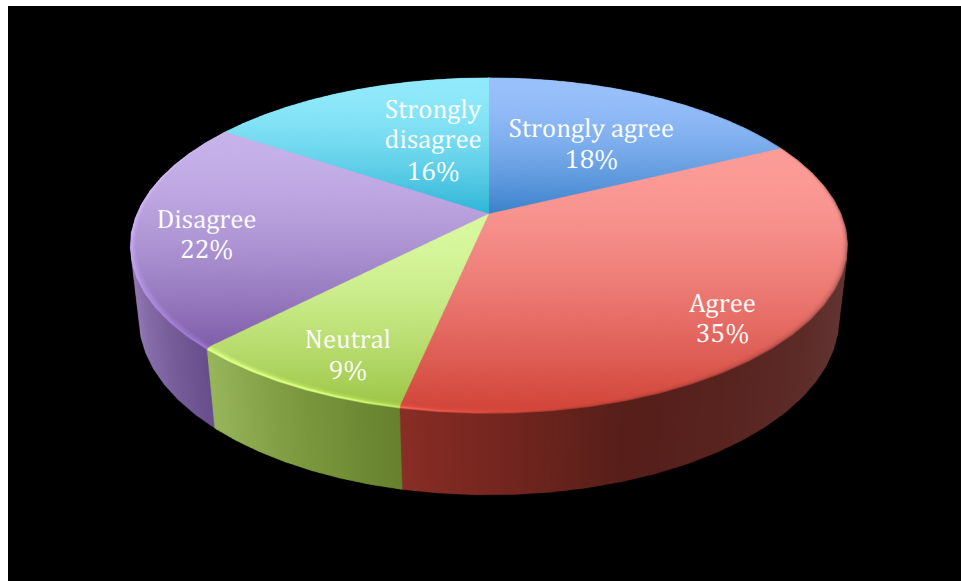


Figure 2: Responses of Question 2
(Source: Created by Researcher)

Maximum: 16	Minimum: 4	Mean: 9	Median: 23
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The above data presents that over 50% of total employees have agreed that the digital technology can be beneficial for maintaining and protecting the information related to a company. In addition, a company should protect its data thoroughly so that it can implement that and make it authentic. Therefore, a team is working to protect all the data that are used to make the products or service. However, about 38% of total selected participants do not accept this statement.

Question 3: Is modern technology beneficial for an organisation to share data in a secure way?

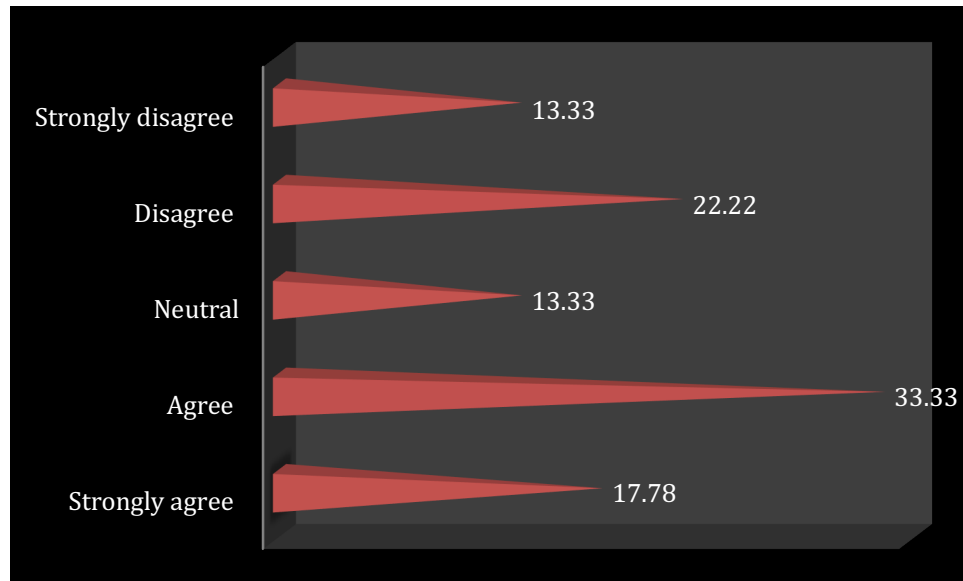


Figure 3: Responses of Question 3

(Source: Created by Researcher)

Maximum: 15	Minimum: 6	Mean: 9	Median: 23
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As per the above presentation, it has been analysed that about 50% of employees have stated that digital technology can secure the way of data sharing. In an organisation, it is important to store the relevant information in a secure manner. Therefore, technology has also made it simple by sharing all the details about the services so that the consumers can get known with the products. On the other side, 35% of selected employees have been not agreed with the statement.

Question 4: Do you agree that promotional activities can be improved by introducing digital technology?

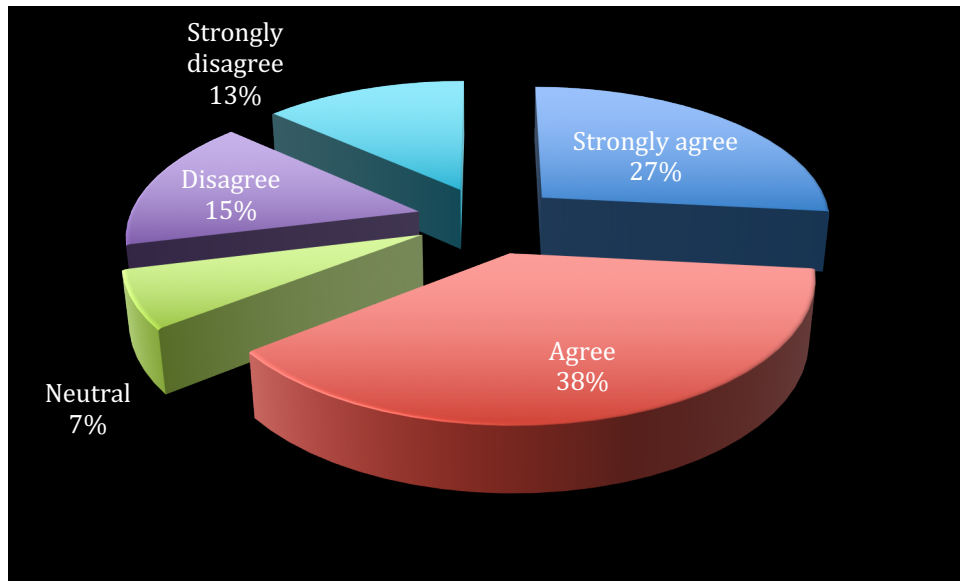


Figure 4: Responses of Question 4

(Source: Created by Researcher)

Maximum: 17	Minimum: 3	Mean: 9	Median: 23
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It has been interpreted from the above presentation that most of the employees think that effective use of digital technology can help in finding online promotional channel for specific products or services. Moreover, 65% of total participants have agreed that the modern technology can improve the promotional activities of an organisation. On the other side, 28% of total participants have denied the statement. In addition, 7% of total selected employees have been remained neutral towards the question.

Question 5: How far do you believe that using of modern technology can bring innovation within the business functions of an organisation?

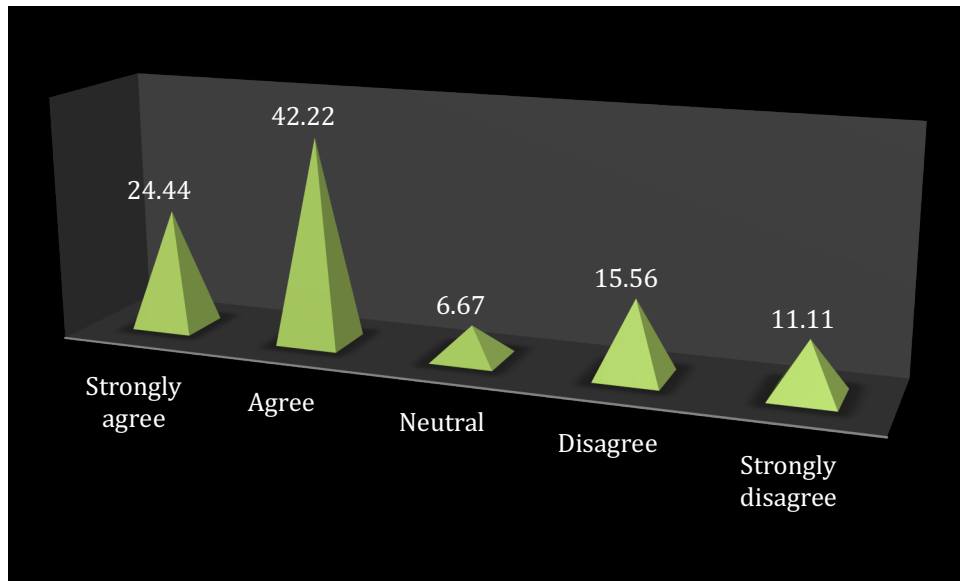


Figure 5: Responses of Question 5

(Source: Created by Researcher)

Maximum: 19	Minimum: 3	Mean: 9	Median: 23
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Based on the survey question, it has been found that about 66% of total employees have agreed that implementation of new technology can help an organisation to offer innovative services or products. It can be stated simply that innovation within the workplace can be created easier by using technology. Innovation can be brought in various ways such as discovering new products, improving team management and developing the management system. However, 26% of total respondent are not agreed with this statement.

Question 6: Is modern technology helpful for the employees to enhance their abilities and skills?

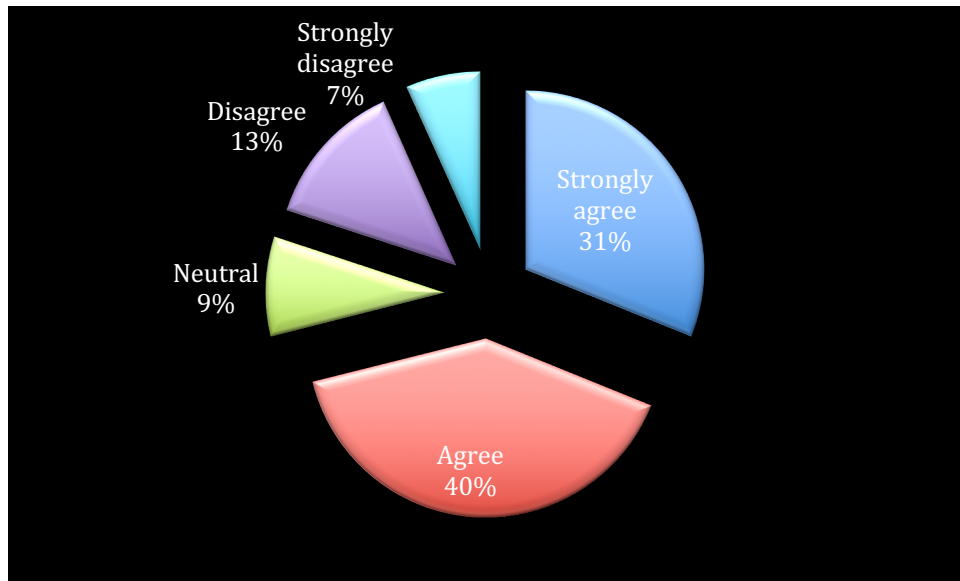


Figure 6: Responses of Question 6
(Source: Created by Researcher)

Maximum: 18	Minimum: 3	Mean: 9	Median: 23
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It has been analysed that about 71% of total respondents have agreed that using of digital technology within the workplace can improve employees' abilities as well as skills. In addition, technology helps in exploring new ideas and opportunities for employees so that the consumers can be fascinated with the services of employees. However, it has been found that about 20% of total respondents are not agreed with this statement.

Discussion

While working in an official setting, technology plays key role in delivering work, supporting the employees and running the operation in a smooth manner. Overload of the workplace is not a new issue as per the payment of employees (Chen, 2018). Along with this, in the recent few years due to the technological upgradation, employees have become tech-savvy and can conduct the execution of various operations with the help of technological freedom. On the other hand, in order to make the business full organise, technologies are incorporated. Apart from software such as Project Management software and others can be effectively incorporated for assessing, reviewing, delegating and building a task. On the other hand, supervision of the workplace can be effectively done with the help of these workplace management software and technologies. Supervision of workplace activities and monitoring continuously have become easier after inclusion of effective technology management. This

requires noteworthy conceptualizing while at the same time working in a gathering venture in a compelling way. Various advances and devices are required to keep up the way of life joint effort (Levy, 2016). Versatile instruments are the key achievement criteria for a computerized work environment.

Making or developing genuine business through portable device is regular thing. it has been seen that in commonly, various activities of an organization like internet business selling, producing, realistic structuring, general help and others are directed remotely from various areas, and in some cases from various nations. With the endeavour cooperation, various applications are related which are leading noteworthy job in the advanced working environment. The principle point of consolidating such innovation is to make advanced administration procedure inside the working environment. It conducts utilitarian joint effort, sharing and commitment of centre substance in an application (Gorm and Shklovski, 2016). This framework serves to repackage the venture asset arranging framework in a way can make legitimate condition among gatherings and manufactures viable group coordinated effort. Inclusion of automation in different operation as well as in the employee support not only increases productivity also increases the employee satisfaction in greater way.

Conclusion

The study has concluded that technology should be utilised in a significant way so that the whole system of the company can accomplish its goal without any disruptions. However, several things should be developed in a workplace for increasing productivity as well as profitability. People can get attracted to that company which is more feasible in the entire market. Therefore, the company needs to improve its technical skills in an efficient way. Therefore, inclusion of technologies can enhance team collaboration and team management in easier way.

Recommendation

Management perspective

Managers are playing a dual role in improving the technical outlook as well as conducting the staffs who are being engaged to develop the technology in various ways. Managers should notice the whole process that is done to evolve the company's profitability. It can be stated that managers should have the capability of assuming the result after implementing new things.

Leadership capabilities

Leaders are responsible to make a team that can be able to create something new by applying technology. The leaders assist the employees by encouraging them towards their tasks so that they can properly do their own works with full of efforts. The first and foremost thing that a leader should do is to make a team with some efficient members who have the zeal to perform the task.

Cost management

In order to implement new technological skills in various sectors, cost management is necessary that should be controlled. Therefore, the managers supervise this area and keep a record of whole expanses that are used for technological improvement.

Decision-making

Decision making should be the initial part of nay process because it helps to serve more ideas that can be utilised for the betterment of the company. Therefore the leaders should look into those parts that need the users to build new effective decisions about which resources to use, which steps to maintain technological development and many more.

Risk assessment

Risks can be observed in making something new. Therefore, there should be a way in which the agent can assess the risks that can harm the process of technological development. For this reason, the management must be aware of the threats that can hold out against the action.

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Appendix

Question 1: Do you think that use of digital technology improves the marketing process of an organisation?

Basis	Total number of participants	Number of participants given responses	Percentage
Strongly agree	45	10	22.22
Agree	45	18	40.00
Neutral	45	5	11.11
Disagree	45	7	15.56
Strongly disagree	45	5	11.11

Table 1: Responses of Question 1

(Source: Created by Researcher)

Question 2: How far do you agree that digital technology can play a major role in data protection process within a company?

Basis	Total number of participants	Number of participants given responses	Percentage
Strongly agree	45	8	17.78
Agree	45	16	35.56
Neutral	45	4	8.89
Disagree	45	10	22.22
Strongly disagree	45	7	15.56

Table 2: Responses of Question 2

(Source: Created by Researcher)

Question 3: Is modern technology beneficial for an organisation to share data in a secure way?

Basis	Total number of participants	Number of participants given responses	Percentage
Strongly agree	45	8	17.78
Agree	45	15	33.33
Neutral	45	6	13.33

Disagree	45	10	22.22
Strongly disagree	45	6	13.33

Table 3: Responses of Question 3

(Source: Created by Researcher)

Question 4: Do you agree that promotional activities can be improved by introducing digital technology?

Basis	Total number of participants	Number of participants given responses	Percentage
Strongly agree	45	12	26.67
Agree	45	17	37.78
Neutral	45	3	6.67
Disagree	45	7	15.56
Strongly disagree	45	6	13.33

Table 4: Responses of Question 4

(Source: Created by Researcher)

Question 5: How far do you believe that using of modern technology can bring innovation within the business functions of an organisation?

Basis	Total number of participants	Number of participants given responses	Percentage
Strongly agree	45	11	24.44
Agree	45	19	42.22
Neutral	45	3	6.67
Disagree	45	7	15.56
Strongly disagree	45	5	11.11

Table 5: Responses of Question 5

(Source: Created by Researcher)

Question 6: Is modern technology helpful for the employees to enhance their abilities and skills?

Basis	Total number of participants	Number of participants given responses	Percentage

Strongly agree	45	14	31.11
Agree	45	18	40.00
Neutral	45	4	8.89
Disagree	45	6	13.33
Strongly disagree	45	3	6.67

Table 6: Responses of Question 6

(Source: Created by Researcher)