

**DIGITAL SKILLS AND
RESEARCH METHODS
(BMSW4003)
TASK 1
GROUP B**

WAYS GOOGLE'S USE TECHNOLOGY
TO IMPROVE WORKPLACE
PRODUCTIVITY



PROJECT MEMBERS

Radu-Marian Cojocaru (2029746)

Ionela-Maria Papaghiuc (2029856)

Ionela Simona Oaie (2030690)

Greta Coka (2030965)

Vladislav Postica (2030692)



Google is an American multinational technology company that specializes in Internet-related services and products. It is considered one of the Big Five companies in the information technology industry, along with Amazon, Facebook, Apple, and Microsoft.

Google development products

- An Internet search engine.
- Web email.
- A news aggregator.
- Calendar software.
- A suite of productivity applications, including spreadsheet, word-processing, and photo-editing software.
- Cloud storage for consumers.
- Cloud storage for businesses.



GOOGLE'S CORPORATE STRUCTURE

Google has a cross-functional organizational structure with a considerable degree of flatness. This flatness is a defining structural feature that supports the company's growth and competitiveness.

- Function-based definition
- Product-based definition
- Flatness

GOOGLE'S CORPORATE CULTURE

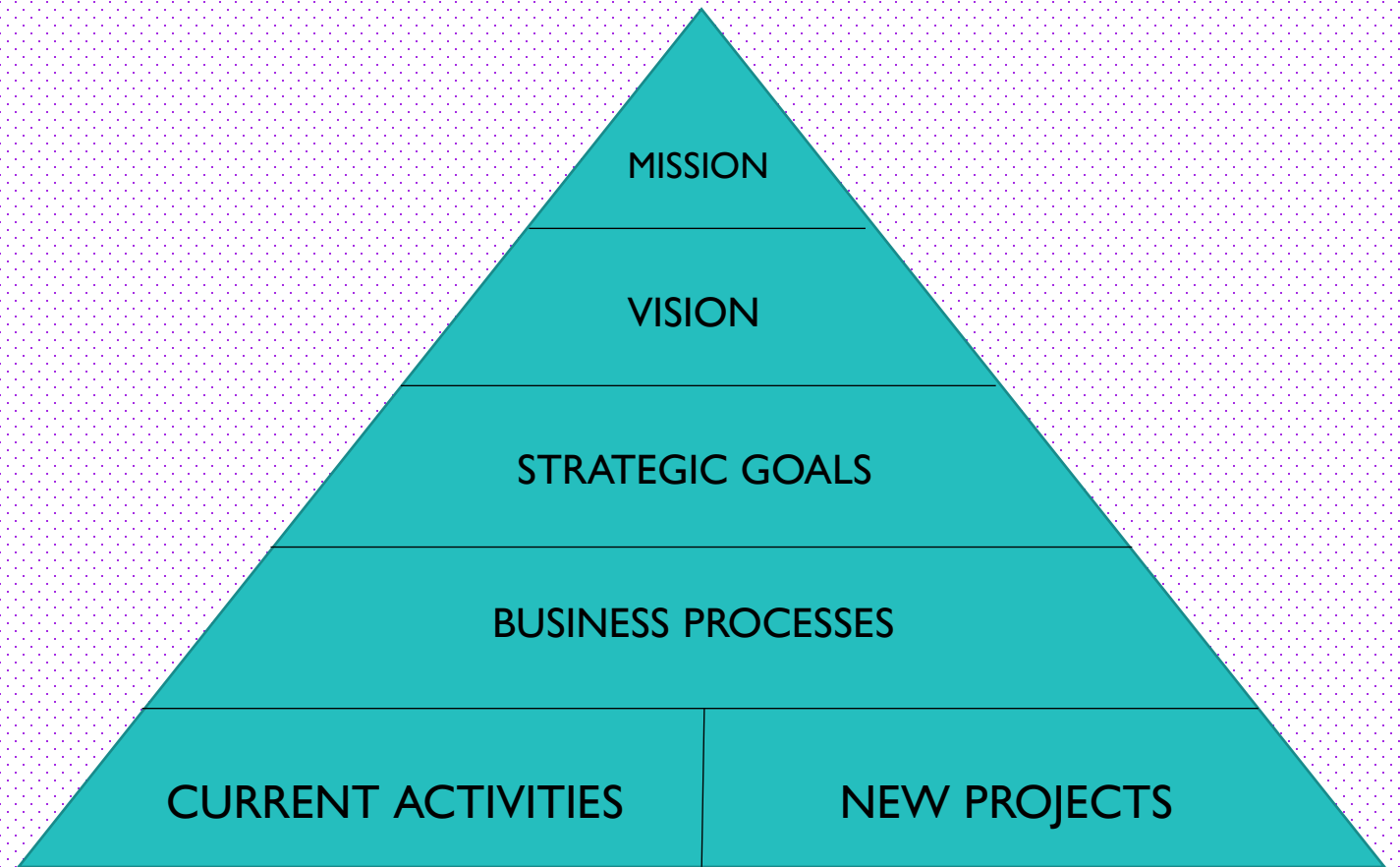
Google's organizational culture is not typical, partly because of the effects of the company's organizational structure. Google's corporate culture has the following primary characteristics.

- Open
- Innovative
- Smart with emphasis on excellence
- Hands-on
- Supports small-company-family rapport



ORGANIZATIONAL BACKGROUND OF THE COMPANY

Project Portfolio Management (PPM) is considered in the decision process's companies and organizations as a way of managing endogenous hazards (poor management, technical problems, human problems, etc. etc.) to avoid future risks.



ADOPTING NEW TECHNOLOGY JUST BECAUSE IS NEW

- While a lot of new technology is useful, some of it is just designed to sell
- Not all new technology is designed for all type of businesses
- At Google there is a thorough research process taken place prior ensuring new tech suits there needs prior launching;



NOT IMPLEMENTING THE RIGHT SYSTEMS AND PROCEDURES

At Google, new tech is integrated into current business processes making sure utilisez its full potential

Implementing new tech into the system is not enough

There is a need of making sure that existing systems and procedures already in place are able to or needs to be adjusted to incorporate new tasks

Business needs to make sure that limits disruptions and costs as much as possible

Also, there might be a need for new training to be provided, while still taking advantage of what

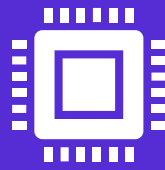
FAILING TO WIN STAFF OR NEW CLIENTS, OVER NEW TECHNOLOGY

- Ideally for new technology to be successful, companies will have to win existing staff to its use, a practice to which Google is used to.
- Some people love learning how to use new tech while others will disagree to changes, as this will take them out of their comfort zone
- Extra motivation and clear explanation to benefits of implementing new tech will bring, help the cause in this instances, as best making sure everyone works to same common goals.

APROPIATE TRAINING

- There is a need of being aware that implementing new technology will potentially come with training requirements and additional cost
- According to Google, 80% of their training is done through an employee to employee network called G2G “Googler to Googler” to boost employee knowledge.
- Simple process, consisting in a programme where employees at Google volunteer to teach and train their fellow employees.
- Google considers this as a successful process because it improves knowledge sharing amongst employees and it encourages their staff to act more like owners of their development needs.

MONITORING OF DATA



New tech allows you to control numerous data points and gives a clear picture about its usage and effectiveness



This is considered as the most efficient way to measure progress towards achieving set goals



At Google this is done through Google cloud systems.

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED



Introduction – Speed and efficiency are the key aspects of modern technology. In the current global world, technology is used for almost everything and as is always described with everything, it has its own advantages and disadvantages. Technology today has slowly taken over our day to day lives and so it is also for organisations. Technology is being used in organisations for efficiency and speed.

THERE ARE
VARIOUS
MODERN
TECHNOLOGIES
INTRODUCED IN
ORGANISATIONS
IN TODAY'S DAY.
FOR EXAMPLE:



Cloud technology



Automation technology



Analytic

- ❑ Cloud Technology: Cloud technology delivers various services with the help of the internet that includes data storage, servers, databases, software and networking. This technology helps organisations to share applications and information with the use of internet without its physical presence at the location.
- ❑ Automation: Automation technology is basically any technology that helps minimize human input. Business Process Automation (BPA), IT Automation, software defined infrastructure, marketing automation, computer vision and physical robotics are also included in this.
- ❑ Analytic: Analytic can be described in four methods, descriptive, diagnostic, predictive and prescriptive. Analytics are used to analyse data and use it to draw conclusions about the information the data holds. This helps organisations to prepare as well as adapt to various customer requirements and needs.

ADVANTAGES OF MODERN TECHNOLOGY:



Increase in productivity.



Mobility.



Increased effectivity in communications.



Business cost reduction.



Significant reduction in work time.



Helps expanding the business.

DISADVANTAGES OF MODERN TECHNOLOGY:

Significant dependency on technology.

There is always a risk of job losses.

The significant number of closures of high street stores due to the increase of online stores.

There is also a risk to data and security.

Latest technology can cost a huge sum to the business.

WHAT IS INTRODUCTION OF IMPACT OF TECHNOLOGY?

- Technology affects the way individuals communicate, think and learn. It helps society and determines how people interact with each other. Technology plays an important role in society today. It has positive and negative effects on the world.



WHAT ARE THE POSITIVES IMPACT OF TECHNOLOGY?



Online education and ease of research



Virtual doctor visits



Online medical record



Ease of mobility



Cots efficiency



Enhanced communication with others which can improve the feeling of connection

WHAT ARE THE NEGATIVES IMPACT OF TECHNOLOGY ?

Sleep
problems

Obesity

Headaches

Neck and
shoulder pain

Dry eyes

Blurred
vision

HOW CAN WE STOP USING TOO MUCH TECHNOLOGY?



Create projects for
yourself



Choose outdoor
activities over technology



Limit social media use



Go outside

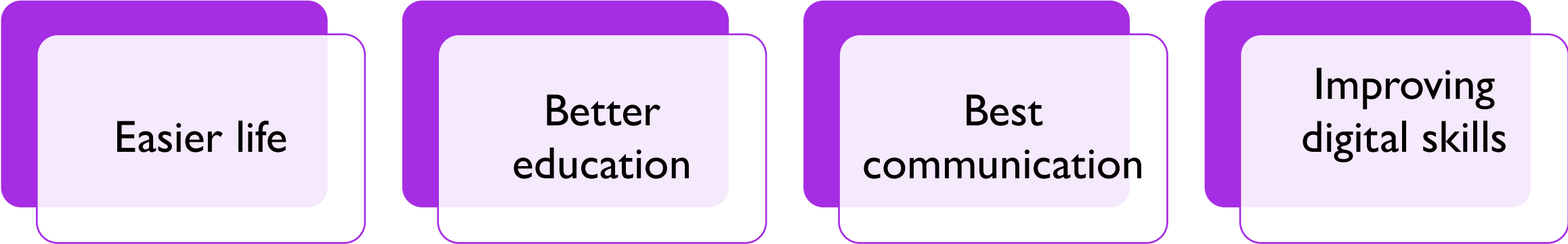
WHAT IS
MODERN
TECHNOLOGY
AND HOW IS
IT
CHANGING?

Modern technology is all about efficiency and speed

It helps giving more access and control to the kind of care you get as well as service you receive.

Connecting you to new relationships.

ADVANTAGES OF TECHNOLOGY



Easier life

Better
education

Best
communication

Improving
digital skills

DISADVANTAGES OF TECHNOLOGY

- ❖ Lack of proper training
- ❖ Limited access to sufficient qualities of technology
- ❖ Extra time required for many activities in digital world

HOW TO IMPROVE PERSONAL DIGITAL SKILLS:



READ BOOKS



READ BLOGS



GET ANALYTICAL



USE YOUR HOBBY



TEACH OTHERS
WHAT YOU'VE
LEARNT



BE SOCIAL

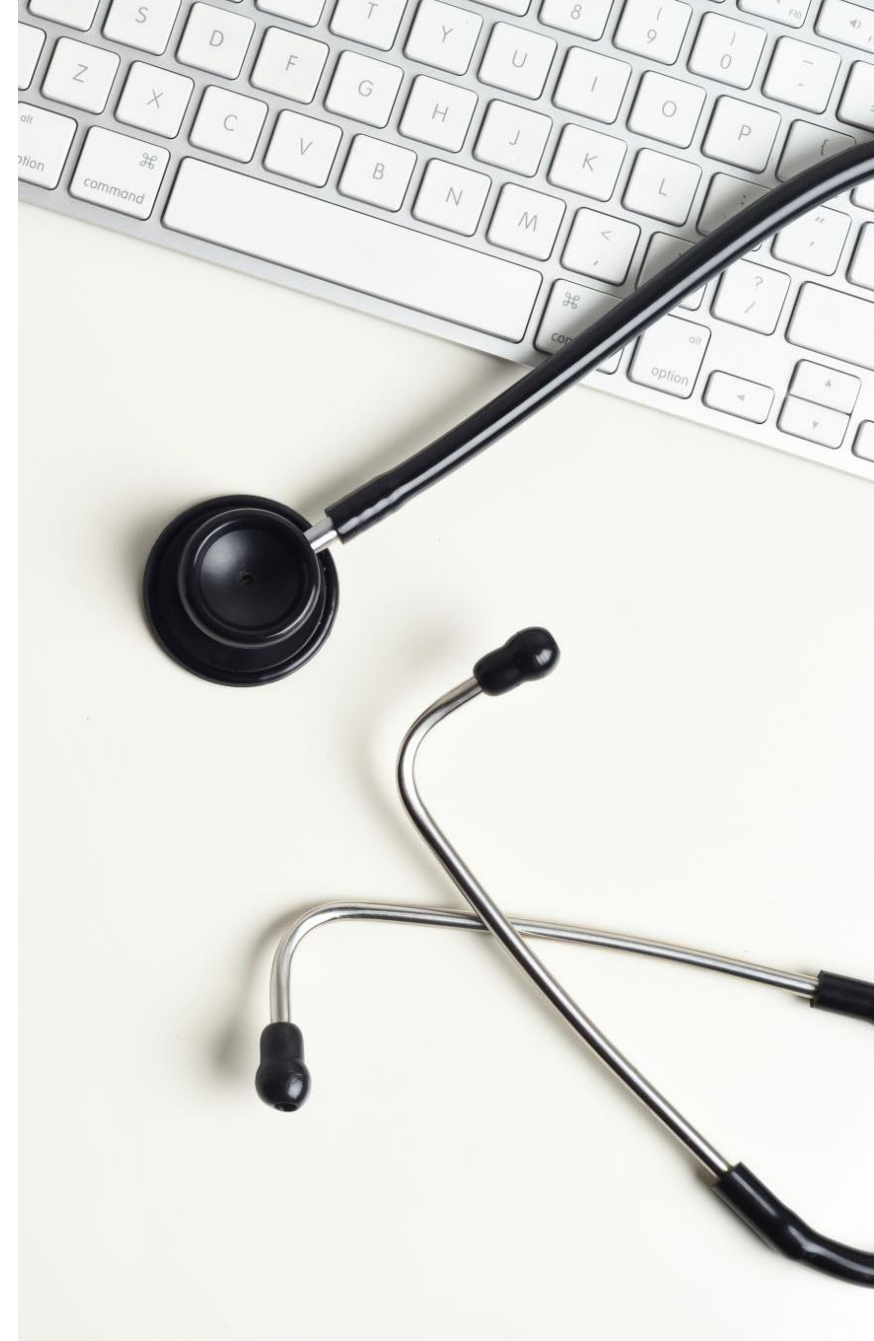


HOW IS MODERN TECHNOLOGY AFFECTING HUMAN DEVELOPMENT?

- In the last few decades, technology has progressed at a staggering rate. Smartphones, the internet, cloud computing, and hundreds of other inventions are changing every facet of our lives. Communication, business, government, travel, fundraising, and even agriculture have been affected.

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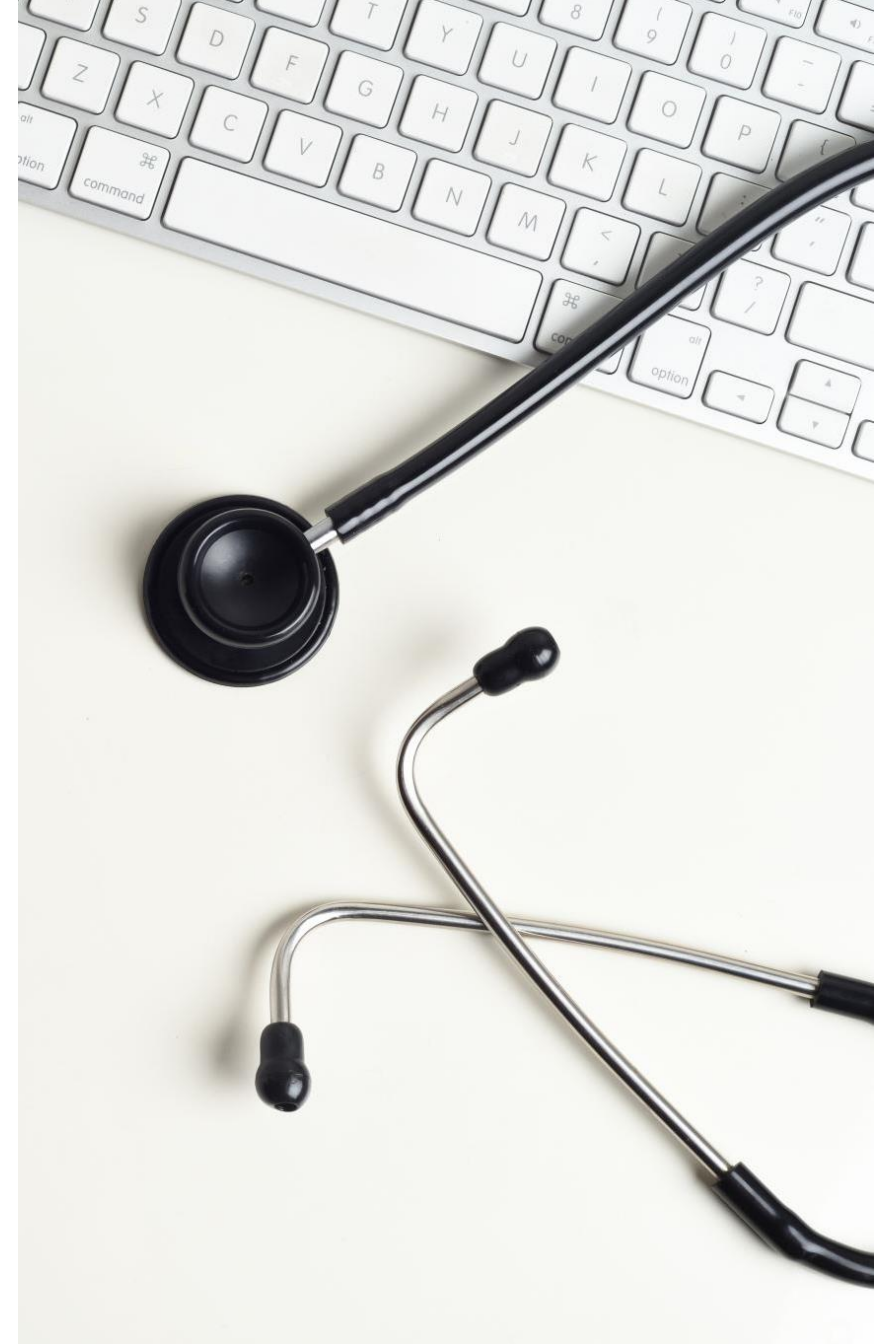
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THANK YOU!