

Digital Skills and Research Methods

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Introduction:

The purpose of this assignment is to make a clear understanding of appropriate use of contemporary techniques in order to improve efficiency and employability within an organization. This report helps to identify the effective evaluation of a information management in terms of network base marketing. The technological advancement in data handling and processing methods are explained with relevant risk and opportunities. . In order to achieve the desired objectives of making any work field efficient an organization can use various tools and technologies, like: networking, cloud computing, online marketing, intranet, Artificial intelligence etc. Online Database also minimises the probability of data loss during transmission and also reduce the data transmission time by avoiding package traffic. Social media could be a secured network in which the company can communicate both employees and customers when needed. Cloud based data handling or big data helps to maintain data storage and execution method that reduces the chance of missing data and storage crash

Evaluating the effectiveness of the use of modern technologies within the workplace and explore social media as a tool for marketing, information gathering and communication within the workplace, creating their own professional online presence to illustrate and evidence this research

Effectiveness of the use of modern technologies within the workplace:

Over the last decades there is a significant amount of changes in work process and culture in every industries achieved by effective use of modern technology. Use of various technologies such as messenger, radio broadcast, and television are becoming very common within work places and multinational companies. There are few departments in every workplace that regulate the work structure of the institution and improve the efficiency, like: Accounts, Data handling, Information handling, management, customer relationship, employee relationship etc (Tams *et al.*, 2014). In order to achieve the desired objectives of making any work field efficient an organization can use various tools and technologies, like: networking, cloud computing, online marketing, intranet, Artificial intelligence etc. Here are few usage of technologies are explored in order to determine the potential field of development.

Social media: Social media could be a website or a particular secured network in which the company can communicate both employees and customers when needed. It also allows employee to involve in decision-making and working management system development (Hacker, 2017). The administration of any company will have more quick and efficient way to introduce any new project or objective to the **employee** or to monitor the effectiveness of current employee relation scheme. On other hand, customer can connect with the company any time they want without any lengthy process of appointment. **Customer** can expose their opinions and complain through this network space that will help the organization to enhance their performance quality. Therefore, for maintaining customer relation social media has big advantage.



Fig: Big Data

Source: Stein *et al.*, 2013

Cloud computing: Cloud computing is a file handling process where multiple user can access a file and edit it as needed simultaneously without interfering other user (Stein *et al.*, 2013). **Cloud computing** also allows storing data and information in an online virtual drive that could be accessed by any authorised network user of the organization from anywhere. It makes multiple access points that help the company when company decides to change their brunch location. They don't need to worry about physical storage re assembling or physical file handling. It gives the opportunity to check company status or achievement to a potential customer. It also prevent many data base related anomaly; such as data loss, data inconsistency, data redundancy etc.

Storage Distribution: Networking Storage distribution refers a technological facility where all the system of one or more than one branch of the organization are connected to a secured server (Hughes, 2012). This method is also called “**Intranet**”. To implement this organization has to make a **private secure server** and an **interacting user interface** by which the users can interact with the data and information through internet. It also minimise the probability of data loss during transmission and also reduce the data transmission time by avoiding package traffic. This process will help any company to perform a task very quickly by distributing the tusk among more employees. The administration of the Organization could monitor the real time work process of the company.

Artificial Intelligence: Artificial Intelligence is a group of interconnected software that can solve complex problems and can analyse a system or procedure easily in less time. Many companies are using this to reduce required time for any process or model analysis and to have efficient complex calculation solver (George *et al.*, 2014). Any well designed company

can use this to assist designers that decrease required time for any monumental and database designing. This **AI system** also supports the management to diagnose the expected outcomes of a conceptual work model. Artificial Intelligence could be helpful in terms of customer assessment and employee replacement factors.

Movement sensors: Movement sensors and its associate **programming algorithm** help to capture information about stuffs movement, department interaction, monitoring misconducts etc. It also involves with **Surveillance Camera facility** and department security by restrict a particular area for particular group of staffs. The movement sensor is also very useful in coffee-machine, special desks and other material based security purpose. By providing these types of facilities, this technology can improve the productivity of any company directly or indirectly (Gupta *et al.*, 2013). For industrial or manufacturing field this technology helps to increase the efficiency of machineries that leads to higher productivity. It can also be used as attendance counting to eliminate the extended management processes. This technology also helps to maintain lows and regulation within organizational premises.

Social Media as a tool for marketing, information gathering and communication within the workplace:

There are many types of marketing strategies where a company can promote their product or service to attract potential customers. Before the invention of online networking or internet the main field of marketing and advertisement ware Television, Radio, News papers, **Magazines, Poster, Leaflet** etc physical and non physical media. The introduction of web 2.0 is a historic event in the marketing practice throughout the globe. Social media is further evaluated product of web 2.0 which has huge impact on lifestyle, culture and social environment (Sultan, 2013). The traditional marketing and advertising process comes to extinction due to significant amount of change in marketing and internal communication methods by social media.

Use of Networking and Social Media:-

Employee relationship: The organization having its own websites or social networking page have the opportunity to make the employee relation better by providing them desired level satisfaction. Using the networking system the company can develop an **online forum** where an employee can convey about his/her experience about work process handling that may be valuable for finding analysing structural holes. This type of activity makes improvement in company's productivity in significant range.

Management and supervising: Many consequences can make a working team to move or to relocate their position, which is out of reach for physical interaction or communicational activities (Lin and Lu, 2011). In these cases, the internal networking of a company can help to execute the supervising and advisory operations that can eliminate the redundancy of working principles.

Marketing and customer attraction: In traditional marketing approach, the purchasing method took long time and effort to complete. In case of comparing two product of same type a customer had to go the marketplace and even had to wait for availability caused by high demand and low supply. However, in online market the customer can search their required product from large pool of verities product with multiple combinational purchasing opportunities. They can search through market without wasting too much time and energy.

Customer service: Use of social media also helps the company to maintain customer relationship along with pre and post purchasing helpline (Moqbel *et al.*, 2013). Customers can communicate with customer service and helpline of the organization through social network and online communication. These processes help to increase companies brand value and reputation within customers and market segment.

Social Marketing Statistics: As per a recent survey, more than 75% of the global population are dedicated and active on social media platforms. In Europe 42% of people being more than 12 years old use social media once in a weak. In Britain, around 87% of the individuals are active net users while the percentage of active net users is 76% globally. . It is noticed that most of the social network users are younger, hence the trends of online marketing is heavily expanding over youth people. Therefore, it is clear that the youth generation are more influenced by online marketing or social network marketing that affects the e-commerce and other online sales factors (Cottini *et al.*, 2011).

Competence in workplace data handling:

In early days of computer based data handling the data management system used to face various errors and data loss that caused serious data handling failure within an organization. Therefore, to maintain the focus on data storing and managing the company had to invest much time and energy. This leads to wastage of funds and manpower and slow growth rate in overall organizational model (Turban *et al.*, 2011). These problems have been resolved due to introduction of cloud computing and recently big data technology. It helps to eliminate data

inconsistency, anomaly, data loss and other data base problem with minimum amount of effort and time.

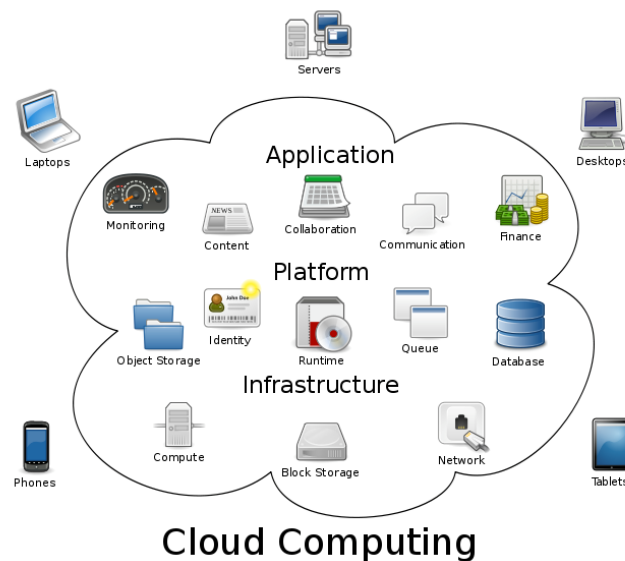


Fig: Cloud Computing

Source: Jothi *et al.*, 2011

Cloud based data handling:

Cloud based data handling is a online data storage and execution method that reduces the chance of missing data and storage crash. This technology has evolved into more effectiveness with Big Data technology. In this technology a virtual storage device with huge storing capacity is connected with inter organizational networking system. Each addition, alteration and deletion in data are updated in that virtual network base data drive by continuous re-uploading method. The users of this storage unit have to pass certain credentials to get access in those data (Jothi *et al.*, 2011). The governing body and the data base administrator of the organization make the operational hierarchy of accessibility structure for security purposes. Each and every organization has their own accessibility structures and constrains depending on their data strength and value.

Data security:

Data security refers a security process that helps to secure the data base and the entity relationship in data base management system. There are various data security method associated with **anti-malware**, **anti-spyware** etc. Recently hacking and spamming has become strongest cause vulnerability issue regarding to data and information storing and processing. In case of website security along with multiple networking based communication

and administrative purpose the data security should be most essential criteria for building a network based data handling. Any kind of miscommunication or mishandling can lead to severe market breakdown of a company, which is seeking for customer attraction. On the other hand, leakage of confidential data or information breaks the work flow diagram of any type of company.

Conclusion:

There are few departments in every workplace that regulate the work structure of the institution and improve the efficiency. Over the last decades there is a significant amount of changes in work process and culture in every industries achieved by effective use of modern technology. In order to achieve the desired objectives of making any work field efficient an organization can use various tools and technologies, like: networking, cloud computing, online marketing, intranet, Artificial intelligence etc. Online Database also minimises the probability of data loss during transmission and also reduce the data transmission time by avoiding package traffic. Social media could be a secured network in which the company can communicate both employees and customers when needed. Cloud based data handling or big data helps to maintain data storage and execution method that reduces the chance of missing data and storage crash. There are various data security methods associated with anti-spamware, anti-malware, anti-trojan etc. In case of website security along with multiple networking based communication and administrative purpose the data security should be most essential criteria for building a network based data handling.

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