

University of Wales Trinity Saint David

Title : Digital Skills in workplace

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Introduction

The present era is known to all as the era of information technology because with the help of information technology people can do a lot of works much easily now. Peoples are using information technology in every sphere of life. They using technologies for day to day life activities to business and their purposes are fulfilled effectively than before. It proves that the use of information technology made peoples life easier by making all the works easier and effective. This report is solely based of the skills a person should have to operate information technology smartly and efficiently so that the benefits can be capitalized. The ability of using information technology smartly is recognized by the society as digital skills. The further discussion of the report will be on digital skills and on some identified issues that are mentioned in the module.

1. Effectiveness of using modern technologies within workplace

In the business environment, thousands of business organizations are available and most of them are different from each other. It is obvious that all these organizations are using modern technologies to operate their business activities effectively and efficiently. According to Information technology and new emergent forms of organizations (2003) that's why everyone believes that with the help of modern technologies the world can be a much more loving place to live. Here the effectiveness of modern technologies will be evaluated from considering the example of three companies. Firstly a garments factory named Square Textiles of Bangladesh that manufactures clothes, a toy manufacturing company of UK named Plush Toys and a digital marketing company of UK named Panacentric Digital.

In the beginning discussion the effectiveness of using technological assistances in garments factory will be discussed using the operations of Square Textiles. This is a prominent clothing brand in Bangladesh and the company is also known for high export rate in the clothing industry. The matter of discussion is what revolution was made by modern technologies in the manufacturing plants of Square. Well that is not a tough question at all. Everybody knows that in a garments factory modern technologies are used almost in every operation but mostly used in cutting clothes, preparing designs, communicate with clients etc. Williams and Wise (2000) said that when the company started using modern technologies the cutting of clothes has been accurate and the designs are applied on the clothes more efficiently than the past when cutting was dependent on hand rather than machines. At the same time manufacturing clothes is not enough the company needs to communicate to local and international buyers for selling the clothes and internet is a revolution in the communication sector. Using internet communication can be established in any part of the world within a minute. The company also used modern technologies in packaging, shifting and managing personnel so that the operations become smooth. Most importantly the usage of modern technology in the workplace enabled the factory to reduce the wastage of resources and increase the production as well as profit. That's why it can be said effectiveness of modern technologies in clothing industry is very significant.

Now, it's time to analyse the effectiveness of modern technologies in organizations like Plush Toys. The company is very popular in the UK for their quality toys in the market. We all know how important toys are for the children. In order to make toys the company needs to use several

modern technology based machines that melts plastic, give it a shape of a particular toy and color it attractively. The packaging and marketing of these toys are also dependent of modern technologies because machines are used in packing and internet for marketing and communicating the customers. Bikson (2006) argued that usage of modern technologies increased the accurate shaping, coloring and packaging for the company. Most importantly it increased the productivity of the company and reduced wastages. So it can be said that the usage of modern technologies have significant effectiveness in the workplace of Plush Toys.

As every business is now based on information technology all the business organization needs to develop websites for them and operate marketing campaign for the products. Panacentric Digital is an organization that helps to open professional and attractive websites for different companies. The company also works as the marketing agent of different companies and execute the marketing of that particular company online. Levitt (2002) argued that all the operations of Panacentric Digital is totally a company based on modern technologies and in every single service it provides has the significant use of modern technologies. In fact without modern technologies the company will be bankrupt within a few days.

Although the effectiveness of modern technology in the workplace is described from three major viewpoints in every single business organization's operations modern technologies have significant role because there is no organization that is not using modern technologies for operating the business.

2. Social media as a tool for marketing

Marketing has always been must for every business organization whether it is a service oriented or product oriented organization. In the past marketing was totally based on offline media like newspaper, magazines, bill boards etc. But the current business world is so fast and the companies need to react very fast to cope up with the competitors.

In the current business world online marketing is a hot cake for every business organization due to its low cost and maximum audience coverage. But recently the social media has been playing a revolutionary role in marketing the products of the companies. At the current time almost all the peoples have social media accounts so that they can be connected to their friends and families easily with a click. Rocha (2013) said that the most popular social media networks are

Facebook, Instagram, pinterest, Google + etc. The peoples have become very fast to adapt with the pace of technology and globalization. As most of the peoples have social networks accounts and they are active in these sites than anywhere else marketing products and service through social media has become the most effective marketing now.

In order to advertise the products and services every company opened their own pages in social media and there are several groups where lots of users of social media joined virtually and giving their reviews of different products that they used. Alves, Fernandes and Raposo (2016) argued that with the help of these reviews the companies are getting the benefits of marketing of their products and services and the probable customers know the pros and cons of the products and services. This is the most effective marketing now because within a minute the number of customers can increase drastically for the companies that provide quality products and services. That's why social media is playing the most important role in marketing the products and services now.

3. Social media for information gathering and communication within workplace

Information is the most important asset for taking any decisions and it does not matter the decision is to be taken by an organization or an individual. But gathering information was not an easy task in the past when there was no support of social networking sites. After the introduction of social media collection of authentic information has become easy and lots of relevant information can be collected within a short. Bikson (2006) suggested that there are several groups where lots of users of social media joined virtually and giving their reviews of different products that they used. With the help of these reviews the companies can collect a lot of information because whenever a person wants to know any information about anything other member who knows the information help others to know. Most importantly the person who needs information need not to be presented physically as all information is collected through virtual existence. There are several groups in social media from where a lot of information can be collected about a company. At the same time organizations have their own pages and groups that only include the staffs and from those groups a lot of information can be collected. So, it does not matter the information of within organization or outside of the organization is required can be collected using the social media like Facebook, Instagram, pinterest etc.

Social media is the most effective medium for communication now because using the social media communication can be established to anywhere of the world within a minute. In case of communication within the organization social media can also be effective because while using internet an individual can pass a comment toward numerous recipients. At the same time social media also helps to understand whether the person is in the state to communicate as social media signals activity and inactivity of the user. Williams and Wise (2000) argued that most importantly the communication through social media requires a very low cost and the person can share a lot of issues over social media. Using the social media a lot of new people can be friends and share their cultures and values to each other. That's why social media has become one of the ideal ways of establishing communication and at the current time most of the peoples and organizations are using social media as their active communication platform.

4. Creating own online presence to illustrate the evidence of this research

According to the assignment criteria the students need to create their online presence and justify whether the comments written in this assignment are true or not. As I have my own Facebook and instagram account I would like to describe from the viewpoint of these social media. In my social media presence I am part of several groups where lots of peoples share their opinions about something. In fact I am the member of a group where around 1.2 million peoples are active virtually. According to the suggestion of Levitt (2002) I posted on that group to know about the price of a product and its performance on a public group. After that I got the information of that products and I also got the review of some users who used that already. I also got some suggestions from the peoples who are using that product now. Another time I posted to know about a place I wanted to visit and I got a very good response and information this time also. That means the collection of information is really effective because in social media the peoples will give information only about what they experienced in their life.

The information about communication and marketing effectiveness of different business organizations products and services are also authentic in this writing. While using the social media I have found a lot of advertisements of different products like foods, smartphones, laptops, bags, clothes, academic issues, airlines, taxi services, online media solutions, home delivery services etc. Along with these I am able to successfully communicate with my friends through

social media. That's why I believe all the discussion is written in this research is authentic and based on real life experiences.

Conclusion

With the help of the discussion of three business organization it is presented that in every single business organization's operations modern technologies have significant role because there is no organization that is not using modern technologies for operating the business. As most of the peoples have social networks accounts and they are active in these sites than anywhere else marketing products and service through social media has become the most effective marketing now. Communication through social media requires a very low cost and the person can share a lot of issues over social media. Using the social media a lot of new people can be friends and share their cultures and values to each other. That's why social media has become one of the ideal ways of establishing communication and at the current time most of the peoples and organizations are using social media as their active communication platform. Using social media a lot of information can be collected also that can help both organizations and individuals.

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