

INTRODUCTION TO RESEARCH

Digital changes implemented by the firm "British Petroleum".



STUDENT NAME: CHIS ILEANA IOANA
STUDENT NUMBER: 1818454
LECTURE NAME: LAILA SURANI
MODULE NAME: INTRODUCTION TO
RESEARCH
MODULE CODE: BMHP5005

TABLE OF CONTENT



- Introduction
- Literature review
- Aims
- Objective
- Methodology
- Key findings
- Key themes
- References

INTORDUCTION



- Represent the importance of the digital changes
- Focus on evaluating the key challenges
- Utilizing digitalization in the workplace
- Effective consumer service experience
- Needed experience and the adaptation of the needed technology

Introduction

The following viva is done to represent the importance of the digital changes that have been implemented by the firm "British Petroleum". This study will focus on evaluating the key challenges faced by "British Petroleum" for incorporating workplace digitization. The digitalization in the workplace is a key change that can enhance the productivity and the effectiveness of the "British Petroleum". By utilizing digitalization in the workplace, the company can develop their operations based on the present day needs as well as will be able to provide the effective consumer service experience. The digitalization of the workplace is the necessary concept for the company, as it will provide the needed experience and the adaptation of the needed technology by the individual of the company.

Literature review



- Key factors in digital transformation according to Attaran et al., (2019).
- Acceptance of the technology and perception on the change in technology based on the observation of Hamburg, (2019).
- Impact of the digital transformation and their outcomes as per Yalina and Rozas, (2020).
- Organizational factor in digital transformation according to Woodbridge, (2019).

Literature review

Key factors in the digital transformation

According to Attaran *et al.*, (2019), the digital transformation is based on the implementation of innovative technology in the workplace by the companies. This is mainly done to provide the company with the effectiveness and increase the overall productivity of the company. These new digitalization capabilities can provide the company to compete in the market as well as provide the required advantage based on today's technology. The key factors in the digital transformation include the development of the teamwork and culture of the workplace, increase in the transfer of the knowledge to enhance the capability of the employees. The digital transformation also enhances the capability of the decision making capability of the employees as well as provide the effective data management capability of the employees.

Acceptance of the technology and the perception on the change in technology

Based on the observation of Hamburg, (2019), he stated that whenever the organization undergoes changes, the people or the employees of the company need to adapt to the changes to effectively work with the new implementation and the changes that have been made in the company. Depending on the changes the new learning and teaching programs need to be provided by the company to enhance the skills of the employees on the new tech that has been implemented in the workplace. In several cases the company faces many challenges as the employees face issues in adapting to the new changes that have been implemented by the company. This required the company to provide the needed guidance to the employees to effectively adapt to the new implemented technology and work effectively. The successful adaptation of the employees on the new technology is necessary for the company to achieve the goals that have been set by the company through digital transformation.

Impact of the digital transformation and their outcomes

As per Yalina and Rozas, (2020), technological advancement has a significant advantage in the processing of the company, despite all of the advantages, many of the employees in the company still find it difficult to adapt to the new changes that have been implemented by the company. The digital transformation provides the needed system to the company with the capability to collect the right data and implement the required strategy to the business intelligence to higher levels. With the digital transformation of the workplace the company can significantly improve their connectivity ability and financial inclusion in the workplace. This transformation also provides them with access to trade and public services. With the new innovation and the digital transformation can be an equalizer in the performance of the company in the market.

Organizational factor in digital transformation

According to Woodbridge, (2019), the development of the organizational transformation includes the integration of the internal and the external resources. By the analysis of the information, computing and the communication to establish and develop the vision of the organization. The digital transformation of the workplace includes the orientation of the changes that have been made in the workplace and the developing the process and the objective based on the digitization of the workplace. The digital transformation includes the development of the work curriculum and the structure based on the changes that have been made in the company.

Articles	Author	Key findings
The need for a digital workplace: increasing workforce productivity in the information age.	Attaran, M., Attaran, S. and Kirkland, D.,	Points to consider in the digital workplace. Management of the employees in workplace digitalization.
Implementation of a digital workplace strategy to drive behavior change and improve competencies	Hamburg, I.,	Needed strategy on the digitization of the workplace. Improvement of the workplace through digitalization.
Digital workplace: digital transformation for workplace sustainability	Yalina, N. and Rozas, I.S.,	Sustainability in the workplace. Increasing effectiveness in the workplace, through digitalization.
Strengthen Digital Workplace Program to Sustain Digital Transformation	Woodbridge, M.,	Process to successful implementation of the digitization in the workplace. Developing the strategies for the implementation of workplace digitalization.

Table 1: literature review table
(Source: Created by Learned)

Aim and Objective



- The aim of the project is to effectively analyze the importance and the challenges of digitalization
- The first objective includes the overview of the digitalization of the workplace
- Second is describing the factors that impact digital transformation
- Third includes the analysis of the changes that come with the digital transformation

Aims

To effectively analyze the importance of and the challenges that has been encountered by "British Petroleum" in workplace digitalization.

Objective

*To provide an overview of the digital transformation of the workplace.

*To analyze the factors that impacts the digital transformation

*To enlightened views on the changes comes with the digital transformation of the workplace.

Methodology



- Secondary methodology of research
- Analysis on the technological advancement
- Observation and reviewing of the various articles
- Key analysis of the advantages and the impacts of the digitization
- Analysis of the challenges

Methodology used

For the following research, the secondary methodology of research has been used to provide the needed analysis on the technological advancement in the workplace by the "British Petroleum". The research is based on the observation and reviewing of the various articles and journals published by the eminent writers on the factors of workplace digitalization. With the review of the articles and the journals, the key analysis of the advantages and the impacts of the digitization of the workplace has been discovered and the analysis of the challenges that the company will face in the digital transformation of the workplace.

Key findings



- Digital transformation of the workplace is advantageous
- Provide the company with the needed advantage in the market competition
- Company needs to provide the training to adapt the employees to the new changes
- Develop their work structure

Key findings of the literature review

With the study in the literature review, it has been analyzed that the digital transformation of the workplace is advantageous for the process that has been conducted by the organization. With the new implementation of the technology, it will provide the company with the needed advantage in the market competition. Although there are various challenge that need to be catered by the company for the successful implementation of the change in the workplace. Based on the observation of the literature review, the company needs to provide the training to adapt the employees to the new changes and need to develop their work structure based on the changes that have been made by the company in the workplace.

Key Themes



- Key factors of the digitization
- Overview on the challenges
- Adapting to the new technological changes
- Organizational factors that impact the changes of the digitalization of the workplace

Key themes identified

With the analysis of the literature review, the key themes that have been indeed included are the analysis of the key factors of the digitization of the workplace. It also provides a brief overview on the challenges that has been faced by the company in adapting to the new technological changes and analysis of the impact of the digital transformation in the company. It also includes the analysis of the organizational factors that impact the changes of the digitalization of the workplace.

References



- Attaran, M., Attaran, S. and Kirkland, D., 2019. The need for a digital workplace: increasing workforce productivity in the information age. *International Journal of Enterprise Information Systems (IJEIS)*, 15(1), pp.1-23.
- Hamburg, I., 2019. Implementation of a digital workplace strategy to drive behavior change and improve competencies. *Strategy and Behaviors in the Digital Economy*.
- Oeij, P.R., Dhondt, S., Rus, D. and Van Hootegeem, G., 2019. The digital transformation requires workplace innovation: an introduction. *International Journal of Technology Transfer and Commercialisation*, 16(3), pp.199-207.
- Thevannoor, R., 2020. Workplace Transformation. *SCMS Journal of UK Management*, 17(4), pp.4-4.
- Woodbridge, M., 2019. How to Strengthen Digital Workplace Program to Sustain Digital Transformation. <https://emtemp.gcom.cloud/ngw/globalassets/en/doc/documents/441490-how-to-strengthen-your-digital-workplace-program-to-sustain-digital-transformation.pdf>.
- Yalina, N. and Rozas, I.S., 2020, February. Digital workplace: digital transformation for environmental sustainability. In *IOP Conference Series: Earth and Environmental Science* (Vol. 456, No. 1, p. 012022). IOP Publishing.

References

1. Attaran, M., Attaran, S. and Kirkland, D., 2019. The need for a digital workplace: increasing workforce productivity in the information age. *International Journal of Enterprise Information Systems (IJEIS)*, 15(1), pp.1-23.
2. Hamburg, I., 2019. Implementation of a digital workplace strategy to drive behavior change and improve competencies. *Strategy and Behaviors in the Digital Economy*.
3. Oeij, P.R., Dhondt, S., Rus, D. and Van Hootegeem, G., 2019. The digital transformation requires workplace innovation: an introduction. *International Journal of Technology Transfer and Commercialisation*, 16(3), pp.199-207.
4. Thevannoor, R., 2020. Workplace Transformation. *SCMS Journal of UK Management*, 17(4), pp.4-4.
5. Woodbridge, M., 2019. How to Strengthen Digital Workplace Program to Sustain Digital Transformation. <https://emtemp.gcom.cloud/ngw/globalassets/en/doc/documents/441490-how-to-strengthen-your-digital-workplace-program-to-sustain-digital-transformation.pdf>.
6. Yalina, N. and Rozas, I.S., 2020, February. Digital workplace: digital transformation for environmental sustainability. In *IOP Conference Series: Earth and Environmental Science* (Vol. 456, No. 1, p. 012022). IOP Publishing.