

Digital Skills and Research Method

Name: Minodora Alexandra Tuvene

Student ID: 2030628

Abstract

Digital skills, knowledge and practices are needed in the workplace to improve productivity of the organisation and to interact with digital world through using digitalisation process in the workplace. The objective of this research study is to find out the effectiveness of digitalisation in the organisation and effectiveness of digital skills and knowledge among employees. Topic of the research is ***“Determining the way to enhance the capability of digital skills in the workplace.”*** A research questionnaire is prepared based on the research topic and the questions are asked to 30 respondents to get the actual information which are counted as primary data. Considering the sample size for this has a motive is to prepare the report so early and out of complexities. Counting all the data is quite complex and time-consuming that sometimes hinders while conducting the report. Some secondary data are also collected for conducting the data which are available on internet, social media etc. and less time consuming than primary data. Findings from the data are added throughout the report. The research project will help to identify the way of enhancing capability of digital skills in the workplace and some recommendations and limitations are also added here.

Introduction

Organisations are now practicing digitalisation method within the workplace to compete with the modern world and employees of these organisation should have the knowledge of digital literacy to improve organisation's efficiency (Hoffman, 2020). The main purpose of this research study is to identify the usefulness of digital skills and the way of enhancing capabilities of digitalisation among employees. Primary data will be collected based on respondent's feedback based on a small questionnaire about digitalisation in the workplace and how they practice digitalisation in the workplace. After finding the answer of research questions, some recommendations will be added to identify the way to enhance capabilities of organisation to improve digitalisation practices.

Literature Review

Impact of the digital skills on the business is concerning because it's the key to become stable in the market in today's business world. The employee's capabilities are interrelated with the digital skills that mainly influence the efficiency in a highly manner. According to the A K Pratheepa and Dr. S Jayaraman (2011), economies would be developed enormously through focusing on the digital skills because it pays attention to the performance of the employees at the workplace that gives huge energy to the graduates while investing on the IT sectors. As the digital skills work on making the employees efficient for their work, so the businesses are being able to grab the market opportunities that turns the economy healthy for the country.

Keeping the individual tech friendly through focusing on the digital skills that enhances the quality of the employees at their workplace because the machine can produce more than any person (O'Neill and Hastings, 2011). In the meantime, efficiency rate for the people increases because the organisation would count the employability of the employees instead of the machine. Capturing the market would be effective for the organisation whose credit would go to the employees. Moreover, keeping the quality high has another reason which is the utilisation of the resources that would be effective and effective through ensuring the digital skills that would also maximise the output and reduce the cost.

According to the Marsh (2018), digital literacy makes sure of diverse knowledge for the employees that enhances their capability for the work. If the employees have diverse range of knowledge, their uniqueness will be presented in the market that helps to achieve the organisational goal. The business environment has been changed due to the digital literacy that makes the employees enthusiastic for their work. The organisational excellency has been achieved at the market because of the influence of the employees with their accumulation of knowledge.

According to the Piranfar and Segbert (2006), flexible business environment is followed in the digital literacy because employees are key to get succeeded in the market. If the employees are getting enough time for getting relax, their workability will be significantly

increased. Mental pressure is removed that enhances the capability because digital skills can meet a huge demand at a time. The employees have the facility to take rest after doing their best with maintaining the time limit. This business environment improves the working environment as well as workability of the employees.

According to the Woods and Murphy (2013), implementation of various technology and digitalisation makes the employees motivated for their work which is a driving force the management and the employees. Pressure for the work reduces tremendously that brings mental peace for the employees which makes them motivated to do their work. In the meantime, increasing efficiency also enhances their motivation for the work which improves the performance for the work. Furthermore, workplace is considered as a digital workplace that changes the services for the business. Service quality for the employees changes a lot because of the technical stuff. All the services become responsive that makes the business sustainable and informative. The business will be profitable in the long run through their efficiency.

Research Methodology

Digital skills and knowledge of individual within the workplace increase effectiveness and adaptability of organisation to interact with the digital word (Mack, Ravin and Byrd, 2001). Measuring usefulness and efficiency of digitalisation, digital skills and practices within the workplace is the purpose of this research. We will conduct a quantitative research among 30 participants with a questionnaire about the effectiveness and efficiency of digital skills in the workplace.

Data Structure

This research has been conducted based on the primary data and there also have the impact of the secondary data. The primary data have been collected from the respondents and secondary data from government statistics, journal etc. to do a quantitative data analysis for getting the outcome of this research.

Sample Size

Sample size is the number of observations from a target population from which data are collected because collecting data from entire population is difficult. For our research, we will collect data from 30 respondents. So, here the sample size is 30. A good sample size is 100 for any quantitative research, but for time and cost limitation we can't reach to the target sample size. Likert-scale analysis will be used in this research which is given below:

Data collection

Data collection is an essential part of research project which is collected and analysed to find out the appropriate information relevant with research topic and enhance effectiveness of the research project. While conducting the research, primary and secondary data have been used that are demonstrated below-

Primary data

Primary data are gathered by the researcher directly from the main sources which are new, unique, more reliable and authentic (Halcomb, 2016). This research will mostly depend on the sample size and primary data which will be collected through a questionnaire and helped us to do a quantitative analysis. This data collection procedure is time-consuming as it isn't available in internet or social media. Conversely, the availability of the data is not good which creates problem for the researcher.

Secondary data

Secondary data are already collected by someone else which are easily accessible for others use (Germain, Schulz and Hannedouche, 2014). As collecting secondary data is less time consuming and inexpensive, will collect such data from internet, government's publication and published journal based on our research topic and questionnaire. Here, also have some difficulties one of is the authenticity which is not followed properly that sometimes creates problem while conducting the research. In contrast, it is less time-consuming as it can be got any time from the third party.

Research Questions

- Does the digitalisation enhance the efficiency of the employees at the workplace?
- Are the training facilities able to improve the capability of the digital skills of the employees?
- Does the implementation of the technology and digitalisation have the ability to increase the motivation for the work?

- Is it workable for developing the career for the employees in the market as a professional?

Demographic Chart

Illustration: We have conducted a survey about digitalisation in which both male and female participate by answering the research questions. From the above demographic chart, it is seen that 40% respondents are female and 60% are male.

Limitation of the study

This research has been conducted based on the sample size which has some limitations because the authenticity is vague. The result is not accurate for all the time which sometimes leads the organisation to face difficulties while adapting in the market according to its best opinion.

Findings

- ***Does the digitalisation enhance the efficiency of the employees at the workplace?***

Explanation: The above statement is the first question from the four which demonstrates impact of the digitalisation on enhancing the efficiency of the employees at the workplace. Considering the respondents, around 20% and 40% people are strongly agreed and agreed respectively that the digitalisation enhances the efficiency of the employees at the workplace that brings a positive result for the students because they would work for enhancing the digitalisation. While digitalisation is bringing a positive outcome, some have still confusion regarding the effectiveness of the digitalisation at the workplace which leads them to be stable in between the negative and positive.

- ***Are the training facilities able to improve the capability of the digital skills of the employees?***

Explanation: The respondents show that the capability of the employees for their digital skills improves through the training. Here, around 45% people are agreed that the training would improve the digital skills at the workplace. The percentage for the neutral and disagreed people are also there because they think that the training is not only being able to improve the capability of the digital skills if the employees have zero knowledge regarding the digital skills. Though the negative impression on the training for the digital skills are there, employees would be benefited while getting training for improving the digital skills because they would know the current strategies and how to deal with these at the workplace. That's why the positive impression is there for training of digital skills.

- ***Does the implementation of the technology and digitalisation have the ability to increase the motivation for the work?***

Explanation: The above respondents reflect the implementation of the technology and digitalisation on the workplace which mainly uses as a motivational tool. From the respondents, the result shows that half of the people are agreed regarding the technological usage and digitalisation at the workplace as a motivational tool. Some of are strongly agreed, which are 33%, that the technology and digitalisation motivate the people highly because people are being able to take various advantages like time-saving and high-efficiency that make them satisfied at the workplace. Conversely, there have some people who have some confusion regarding its advantages because people are facing difficulties while using these techs.

- ***Is it workable for developing the career for the employees in the market as a professional?***

Explanation: From the respondents, students would be able to get idea regarding the career development of an employee through ensuring the digital skills. While conducting survey, it has been seen that around 40% people are agreed regarding the development of the career through the digital skills. There also have some people, whose number are 20%, think that the development would not be good through considering the digital skills because of having some issues. In the meantime, opinions regarding this issue also have nothing to some people that makes them to respond neutral. Considering this respondents, it can be said that the professional career would be developed tremendously through ensuring the digital skills because it would help in doing the task so early and efficiently.

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Recommendations

Considering the respondents, it has been seen that the large portion is for the agreed people where the strongly disagree has captured nothing from the people. Some have high dependant on the digital skills that makes them to vote on the strongly agree option. Though the number of the agreed people are captured the large portion, there have some people who still believe that the digital skills have negative influence on improving the employability at the workplace. Considering all the issues, some suggestions are for those, are demonstrated below-

- The basic needs of the digital skills should be known to all and their benefits on the workplace which will make people enthusiastic for paying special attention to the digital skills.
- Utilising the best resources for the digital skills should be there so that the employees could be trained as per their needs which would help to utilise the digital skills at the workplace (Pitan, 2017).
- Motivating the people at the workplace for technology and digitalisation are the key to success in this tech world because of high competition (Stam and Stanton, 2010). Backdated people would need some motivation regarding the digitalisation because they are not used to use these at the workplace. Informing them regarding its helpful activities and their benefits would make them motivated to get used to the digitalisation.
- They should be aware of its future career through introducing various campaign which would make enthusiastic for their work and make them skilled magnificently.

Conclusion

As the modern world is based on digital technology, employees should have knowledge of digital literacy that will help to improve their digital skills and organisations can achieve their goal perfectly through practicing digital method (O'Hanlon, 2015). This research will help to identify some internal factors through collecting data from employees and some external factors through collecting data from external sources like government news, published journals etc.

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Appendix

Questionnaires

“Determining the way to enhance the capability of digital skills in the workplace”.

Name:

Select the

following one:

No.	Questionnaires					
1	Does the digitalisation enhance the efficiency of the employees at the workplace?	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
2	Are the training facilities able to improve the capability of the digital skills of the employees?	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
3	Does the implementation of the technology and digitalisation have the ability to increase the motivation for the work?	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed

4	Is it workable for developing the career for the employees in the market as a professional?	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
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