

# IF OUR FUTURE IS DIGITALIZED

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**Abstract-** Technologies can make our world more equitable, more peaceful, and more just. Digital advances can support and accelerate the achievement of each of the 17 sustainable development goals, from ending extreme poverty to reducing maternal and infant mortality, supporting sustainable farming and decent work, and achieving universal literacy. However, technologies can also jeopardize privacy, erode security, and perpetuate injustice. They have ramifications for human rights and human agency. We, as generations before, have a choice to make in how we use and manage new technologies at a pace that is too slow for the women and girls whose lives depend on it. The global community must act with urgency and determination over the next ten years to accelerate progress and achieve gender equality for all women and girls around the world. It helps businesses to adapt to rapidly evolving market conditions, satisfy customer needs, and improve their processes for greater efficiency and productivity. Digitalization is the art of making workflows and operations faster and more efficient by using digitized information. In today's tech-driven world, it is vital to embrace a digital age in order to thrive and prosper.

**Keyword:** Digital, Sustainable Development, Technologies

## MEANING OF DIGITALIZATION:

Digitalization is the art of leveraging digital technologies to improve a business model, generating new revenue streams and value-producing opportunities. This involves integrating digital technologies and systems into various aspects of a company's operation, from planning and communication to production and customer service.

In today's competitive landscape, digitalization has become critical for businesses to remain competitive and prosper. It helps businesses to adapt to rapidly evolving market conditions, satisfy customer needs, and improve their processes for greater efficiency and productivity. Digitalization is the art of making workflows and operations faster and more efficient by using digitized information. In today's tech-driven world, it is vital to embrace a digital age in order to thrive and prosper.

According to the results of a poll conducted among commercial real estate c-suite executives around the world, a significant number of commercial real estate firms worldwide still have a long way to go with digitalization. About one in every three respondents to the survey in 2020 said that their organization does not have the resources and expertise required to run a digitally transformed company. Nevertheless, almost 43 percent of respondents said that digital experience is a core competency of their organization.

The work world has the ability to be fundamentally reshaped thanks to digital technologies. Our ability to perform tasks is becoming more fluid and flexible thanks to new technologies. The workplace, it seems, is no longer associated with the office or factory floor. In the future, the workforce will be able to work in coffee shops, trains, and planes by using advanced technologies. Technology has a somewhat liberating effect in this vision of the future, allowing for more autonomy for an increasingly knowledge-rich and creative workforce.

Other visions point to a much bleaker future. The robots are coming and they are going to take our jobs. And no occupations are safe from automation and machines that can learn. Automation has the ability to replace human labour with machines in everything from the finance industry to retail, to education, to health. Why would a corporation pay for an auditor to spend weeks poring over financial reports, when an automated system could review large amounts of data in a matter of minutes and with potentially higher precision? Oxford university researchers Frey and Osborne put a figure on this highly cited technological scenario in a widely quoted paper. Looking at nearly 800 occupations across the American labour market, they find that almost half of all jobs (47%) are in jeopardy in the coming decades.

It is unnecessary to say that such forecasts have ignited a 'future of work' panic among policy makers in the advanced economies. Nevertheless, this prediction is controversial. We can first look back on history, which shows us that technological advances often result in as many jobs as they remove, implying that technological panic is often misplaced. Second, occupations are organized into categories, and although some tasks can be easily performed (and replaced) by machines, other tasks cannot be. Thirdly, and in conjunction with it, the effect that technology has on the workplace is dependent on its application, and employers have choices in how they use it: technology can be used to make workers redundant or as a way to improve work quality.

The effect of digitalisation on the future of work isn't about whether or not there will be jobs for human labor. Digitalisation is also changing the way we work: from where we work, to the content of work, to the workday routines, to the way we are treated at work. The way in which employers are able to organize their manufacturing processes and the ways in which employers and potential employees are able to connect and contract over jobs is also changing thanks to technology. This is also happening across digital platforms.

The use of computers, advanced technologies, and electronic communications, whether it's email, chat groups, or social media applications has a clear effect on the way we work. This has sparked fears of a 'always on' work environment, with 'connected workers' being compelled to check and respond to emails outside of work hours. In more extreme cases, technology is used as a means to carry out more detailed monitoring of workers' performance. Amazon is a good example. It monitors the

movements of its warehouse workers using advanced equipment of safety and data collection, and it has even developed prototypes for a wristband that will be able to track workers' direct movements and will vibrate if they are not using their hands in the most effective way. Computer applications are expected to play a more prominent role in the labour market in the future. Many businesses are now allocating jobs and reorganizing jobs using computer programs. The rise of the so-called "platform economy" has also spawned a new form of employment market based on what commentators refer to as "crowd work" or "gig work." Amazon mechanical turk (amt), a type of online recruitment service, is one example. Companies list jobs via amt, and employees then apply for these positions. The firms that provide services are usually based in the developed economies, with the majority of workers coming from all around the world. However, the jobs offered by amt, also referred to as human intelligence tasks (hits), are often very short (often seconds) at very low pay rates (often cents).

Uber, the ride-hailing company, is the most famous example of the platform economy. Uber has become a global company in less than ten years, and it has become a leading example of how technology can stifle a traditional business model. Uber drivers can get work directly from the uber app, which connects them to customers who need a ride and arranges a correct payment. Uber claims to have created a new avenue for high-paid work for the entrepreneurial self-employed. However, this is a controversial notion considering the company's future. Uber and other platform-based businesses such as deliveroo have been subjected to court trials in the United Kingdom about their employment practices. Given the fact that uber algorithmically manages work through its app in a similar way to a traditional employer employee, the subject of contention is whether uber drivers are actually self-employed. Uber, for example, controls the work order, pay scales, which are often arbitrarily adjusted downwards, and a customer satisfaction system that punishes poor performance. Uber's legal argument was that uber drivers were actually workers rather than self-employed, a finding that uber is still appealing.

The important thing to note is that the way digital technologies will shape the work world in the coming years is yet to be determined. Employers' choices in terms of how they introduce and use new technologies can place them in conflict with employees, who are governed by new collective groups, and government attempts to implement new legislation. The script is best crafted in close collaboration between employers, the government, and labor unions to create a new social contract for the future of work.

#### **BENEFITS OF DIGITALIZATION:**

- Reduce costs/ lower Risk
- Improved customer satisfaction
- Consolidated operation
- More customer-centric focus
- New product/ services
- Acute market segmentation
- Universal customer experience
- Right information at right time

#### **DIGITALIZATION VS. DIGITIZATION:**

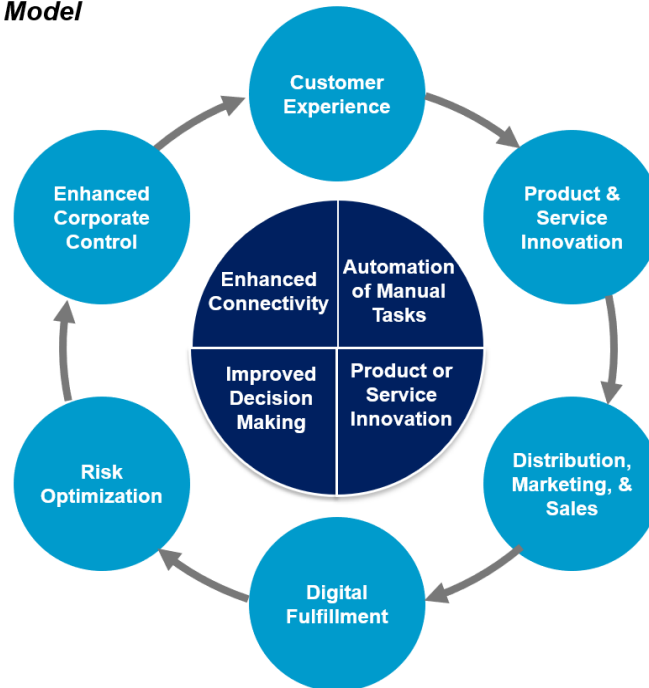
Digitization is simply the converting of hard/paper files and documents into digital files and documents. Consider scanning a photograph, uploading paper documents, or converting a report into pdf format and storing it on a computer. This is digitization. The data and information remain the same, except that accessibility and storage changes. It is beneficial to businesses because the most important information can be found quickly and easily.

Digitalization is the use of digital technologies that results in deeper changes that can alter the core of business models. These advancements, in the end, lead to increased efficiency and revenue.

**ROLE OF DIGITALIZATION:**

**Digital Transformation allows improvements and assets created in one of area part of the organization to be leveraged by other parts.**

*Digital Value Chain Model*



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The four main sources of value from digital transformation are at the heart of this scheme (in the navy blue). This brings us to our first concern. Value is generated from four primary areas through digital transformation: a physical transformation; a digital transformation; and a digital transformation.

1. **Enhanced Connectivity** (often driven by Social Media, Mobile, IoT technologies)
2. **Automation of Manual Tasks** (often driven by RPA, AI/ML technologies)
3. **Improved Decision Making** (often driven by Big Data, Analytics technologies)
4. **Product or Service Innovation** (essentially all emerging tech can drive this)

We have the 6 core functions that can be created by digital transformation, illustrated in the light blue. This answer to our second question about where value comes from. These 6 functions are:

1. Customer Experience
2. Product and Service Innovation
3. Distribution, Marketing, and Sales
4. Digital Fulfillment
5. Risk Optimization
6. Enhanced Corporate Control

**1. CUSTOMER EXPERIENCE**

The customer experience should be a seamless, multi-channel experience. There are a slew of frameworks and programs that support this approach, called customer-centric design (ccd) or customer-centricity. More organizations are rethinking their processes to be more customer-focused. As customer needs increase, the cx strategy aims to create a service proposition of "whenever, wherever."

**2. PRODUCT AND SERVICE INNOVATION**

Introduce new digital services and services that are facilitated by emerging technologies, e.g., e-commerce. Tagged with: social, mobile, cloud, big data, analytics, rpa, etc. Digital transformation also facilitates greater collaboration and co-creation of new products among different organizations.

**3. DISTRIBUTION, MARKETING, AND SALES**

Invest in digital marketing campaigns where results can be clearly tracked, attributed, and finetuned to increase the return on investment. Detailed attribution is a significant advantage over traditional channels of distribution, promotion, and sales.

#### 4. DIGITAL FULFILLMENT

Digital fulfilment allows for the complete payment to provisioning process to be completely and seamlessly automated on e-commerce sites. Virtual support and administration functions are also enabled depending on the product.

#### 5. RISK OPTIMIZATION

We can improve customer targeting by using customer insights and other data and analytics. Enable embedded/automated controls and risk profiling.

#### 6. ENHANCED CORPORATE CONTROL

Improved corporate governance enhanced corporate governance is possible thanks to digital technologies. real-time management information systems and decision making are enabled by improved business intelligence. We can also seamlessly partner with third parties. To answer the last question about whether our digital transformation efforts are properly executed, this answer is a bit more complicated. This is influenced by a variety of factors, such as competition, industry, timing, organizational structure, culture, etc.

### THE IMPACT OF DIGITAL TECHNOLOGIES:

The digital computer revolution continues to open up new ideas, many of which are just recently being understood or accepted. These terms are vital to librarianship in general and preservation in particular. In a world traditionally dominated by paper, the same media is used for document capture (creation, recording, storage, access, distribution, and use), and there has been no compelling reason to separate them. Since there is only one dominant medium, there hasn't been a compelling reason to distinguish between the form of a document and the medium in which it is expressed.

Digital technologies have advanced faster than any other technology has in our history, covering around 50% of the population of the developing world in just two decades and transforming societies. Technology can be a great equalizer by improving connectivity, financial security, and access to trade and public facilities. For example, ai-enabled frontier technologies are enabling people to save lives, diagnose illnesses, and extend life expectancy in the healthcare industry. Virtual learning environments and distance learning have opened up opportunities for students who otherwise would be marginalized in education. As a result of ai assistance, public services are becoming more accessible and accountable, and administratively less burdensome. big data can also help develop more effective and timely policies and programs.

However, those who are yet to be connected are left behind in this new age and are even more distant. Many of the people left behind are women, the elderly, people with disabilities, people from ethnic or linguistic minorities, indigenous groups, and residents of poor or remote areas. In some groups, the rate of connectivity is slowing, even reversing. For example, the percentage of women using the internet is 12 percent lower than that of men globally. Although this gap narrowed in most regions between 2013 and 2017, it increased in the least developed countries from 30% to 33 percent. When algorithms operate on the basis of data that is not sufficiently diverse, they can reproduce and even amplify human and systemic bias. This challenge can be tackled poorly if there is no diversity in the technology sector.

### DIGITALIZATION AND ENTERPRISES:

Businesses of all sizes are affected by digitalization. Businesses must, on the one hand, modernize their internal systems and workflows, on the other hand, they must create new services and digital business models. This is fuelled in part by digital transformation in companies that have developed a digital roadmap, and in part by start-ups. Companies must identify new customer needs as a result of the increasing use of digital services and apps, as a result of this. For companies that employ the so-called "digital natives," new target groups have also emerged. To achieve this, a different marketing and sales strategy is often required.

In order to thrive in digital transformation, businesses must concentrate their efforts on the development of digital innovations. Typical areas of action include: create a culture of experimentation that encourages the development of novel technologies and systems, making it possible to create digital services and digital business models. i.e., a set of digital innovation frameworks, such as i.e. A strategy for the company's digitalization strategy. Employee development is essential to prepare them for the challenges of the digital age and enable them to participate in digital transformation. The alignment of a company's marketing and sales activities with digitalization. Companies must answer this question: how can we reach our customers tomorrow? What role do trends such as content marketing and sales automation play? How can we cope with our customers' increasingly individual needs?

### DIGITAL TRANSFORMATION DURING A GLOBAL PANDEMIC

During a global pandemic, it's obvious that the covid-19 epidemic has accelerated the entire process of digital transformation for most businesses. Prior to the pandemic, the trend was picking up steam, but the change has resulted in faster digital adoption by businesses. According to a gartner poll, 82% of company leaders expect to allow remote work at least some of the time as employees return to the workplace. Almost half of employers say they intend to allow employees to work remotely full-time going forward.

The pandemic has indeed stifled the normal course of digital transformation. Companies have been compelled to deal with all that comes with an unprecedented number of employees working from home: virtual meetings, remotely accessing files and documents, cross-department collaboration, reimagining and maintaining corporate culture...the list goes on. Businesses have been compelled to adapt and change their strategies to meet today's needs and circumstances.

Companies are being asked to re-evaluate their it infrastructure as a result of remote work. Ranjit atwal, the senior research director at Partner, says, "organizations will be required to bring forward digital business transformation plans by at least five years by 2024." These plans will have to adapt to a world post-covid-19 that sees a permanent increase in the adoption of

remote work and digital touchpoints.” the best transformation strategies will take full advantage of remote-first technologies as well as emerging technologies such as hyper-automation, AI, and collaboration technologies. To accomplish this ambitious technological endeavor, businesses will most likely turn to digital transformation platforms.

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