



WEALTH OF TECHNOLOGY –A PLATFORM FOR BUSINESS AND COUNTRY

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Abstract

Digital revolution is a blooming terminology which always makes people connected in. Technology has altered the traditional human recognition. How to get our self in the environment with differential perspectives are the challenges of any business man. New concepts are formerly accomplished through more conventional approaches are becoming increasingly difficult to manage. India is also coming up with adapting digital revolution to make it a developing country. This paper identifies few strategies which could transform a business unit by framing new core competencies and how to have a balance between technology, efficiency and humanity.

Keywords: *Digital, Business, Communication, Strategies.*

Introduction:

New media Age is a period in human history is associated with the Digital Revolution. Technology has altered the traditional human recognition. These dramatic changes have impacted significantly on the knowledge and skills requirements. Investigations of the knowledge and skills requirements for the digital era from the environments are still continuing, till date no comprehensive study has ‘drilled’ down the effectiveness of the same. The Digital Era can be seen as the development of an evolutionary system in which knowledge turnover is not only very high, but also increasingly out of the control of humans, making it a time in which our lives become more difficult to manage.

New methods of communication, expansion of the virtual space via knowledge or research commons, the proliferation of social media, and the explosive growth of mobile devices, tablets and related applications, have collectively altered the traditional academic library beyond recognition. These dramatic changes, largely the result of rapidly evolving information and communication technologies (ICTs), have impacted significantly on the knowledge and skills requirements for Business professions. The social and economic implications of the Digital Era are huge and will increase as technological functionality becomes more knowledge-based, our everyday lives and understanding of ourselves become more linked to it, and it takes on a ‘life’ of its own.



Digital Business

Digital transformation has become one of *the* very top priorities for large organizations this year, as companies seek to adapt their products and services even their very business models to the modern marketplace. Digital business in its own right has become a very broad topic with many sub-disciplines. Now the conversation has moved directly into the C-suite and to corporate boards of directors. These leaders are now on the front line of these changes, grappling with and making momentous decisions on where to spend precious company time and resources as they attempt to evolve the fundamental design and operating model of their organizations in order to sustain their future growth and existence.

The Key Elements of Modern Digital Business

Instead, enterprises must look more deeply at the current chess pieces of digital business strategy and integrate them into a combined transformation and growth strategy that captures the ground that matters most in the online marketplace: Hard-to-create data, products that get better the more your customers and partners use them, and delightful be-everywhere digital customer experiences. The key elements for success now include:

- **Proactive support for the entire digital customer journey.** One can find a lot of recommendations to map out customer journeys, identify high value personas, and to segment audiences. These are certainly important to have and are useful views that must be maintained. But likely the most important rule of all is to never give customers a reason to go somewhere else to get help with a given part of their journey. They are likely to stay there. Unfortunately, companies that started support for the customer journey right at the ‘purchase’ stage often have a hard time widening their support for it that it has the most direct tie possible to revenue, and the others stages appear less promising as a result. But a look at leaders like Nordstrom and Burberry show that owning the total customer journey is required to be a digital business leader.
- **Omni channel touch points, on all major and high growth emerging channels.** This means going well beyond sales microsites and mobile e-commerce, which are still important of course, but far from sufficient to be a top-tier player today. Modern leaders in digital business need strong customer communities as well as social architectures across their digital touchpoints to a) capture co-created value, b) scale up and spread out customer support to the marketplace, and c) develop advocacy as a strategic asset. Open APIs are often required to be digital leaders today, as the aforementioned revenue numbers from many top leaders show that APIs are often the



highest of all growth strategies, and it turns out, are crucial to developing a healthy digital ecosystem and downstream network effect.

- **A strong, multidisciplinary digital business foundation.** Yes, this does mean having leading e-commerce capabilities with the latest features and techniques, however it also means exploring opportunities to explore collaborative economy options — something traditional firms are starting finally to get good at — by turning existing customers and suppliers into lowest cost or highly differentiated offerings through sharing of goods and services, building affiliate and supplier networks, or offering open APIs, all strategic capabilities that leading e-retailers typically have, including well-known traditional retail leader Walmart, with their new Developer Network. Contemporary digital businesses also are integrating branding, marketing, sales, and customer care experiences under a unified Customer Experience Management capability to break the moribund silos that these functions typically engender as departments and often cause customer experience to significantly underperform.
- **Well-resourced supporting capabilities for digital business.** These come in many forms, more than those listed in the diagram above, but the most important ones are:
 - a) An involved and visionary set of executive leaders supported by the CIO and/or Chief Digital Officer,
 - b) digital business architecture, governance, and security,
 - c) an experienced and adequately staffed community management team for the relevant community ecosystems,
 - d) change champions organized to support digital transformation and
 - e) new big data analytics services to allow fast-feedback loops to manage the flows of data, transactions, and ecosystem growth.

The balance between technology, efficiency and humanity

Digital business is business with a people-centric view and agile processes, whereby digital technology is used to enable people (customers, employees, managers, etc.) to succeed, optimize all business functions and make your business more relevant and profitable. Value. It does this in the increasingly connected ecosystem in which organizations and people live and work. The CIO, CMO will need to learn from each other and not understanding the role of digital and how it is used by customer, employees and other stakeholders is not an option for any C-level exec anymore. You can't "manage" a business or business function without missing competitive benefits if you don't understand the digital reality and its' impact on customer experiences in the broadest sense.

Digital India



Digital India project was launched by the Prime Minister Narendra Modi on 1st of July in 2015. It is an effective scheme to transform India for better growth and development of the people and country. Digital India week (from 1st July to 7th July) was inaugurated by the PM on Wednesday in the presence of senior ministerial colleagues and leading companies CEOs. It aims to give India a digital push for good governance and more jobs. The PM of India has tried his best towards digitizing campaign for India in order to bridge the gap between government services and people. Digitization was the need to be implemented in India for bright future and grow more than any other developed country.

Following are the **benefits of digital India campaign**

It makes possible the implementation of digital locker system which in turn reduces paper work by minimizing the usage of physical documents as well as enabling e-sharing through registered repositories.

- It is an effective online platform which may engage people in governance through various approaches like “Discuss, Do and Disseminate”. It ensures the achievement of various online goals set by the government. It makes possible for people to submit their documents and certificates online anywhere which reduces physical work.
- Through e-Sign framework citizens may digitally sign their documents online. It may ease the important health care services through e-Hospital system such as online registration, taking doctor appointments, fee payment, online diagnostic tests, blood check-up, etc.
- It provides benefits to the beneficiaries through National Scholarship Portal by allowing submission of application, verification process, sanction and then disbursal. It is a big platform which facilitates an efficient delivery of government or private services all over the country to its citizens.
- Bharat Net programme (a high-speed digital highway) will connect almost 250,000 gram panchayats of country. There is a plan of outsourcing policy also to help in the digital India initiative. For better management of online services on mobile such as voice, data, multimedia, etc, BSNL’s Next Generation Network will replace 30-year old telephone exchange.
- National Centre for Flexible Electronics will help in the promotion of flexible electronics.



- Large scale deployment of Wi-Fi hotspots has been planned by the BSNL all across the country. There is a Broadband Highways in order to handle all the connectivity related issues.

Conclusion

The digital workplace vision and strategy always gives a key note on how to manage and control all activities of source code. If you want to think more broadly about why innovation is A Thing right now and what transformations lie ahead. he Social Collaboration shelf offers books that get down to the nitty-gritty of digital communication: it's social, and it's collaborative. It's all in the hands of today's Generation Y to transform all strategies and become a unique it all standards

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