

A Study of Digital Transformation of Information and its Impact on Society

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Abstract

This research paper analyses the importance of digital transformation of information and its impact on society at several levels by giving quality to life. It optimised the available resources, gives productivity to the man-power and meet the today's demand. This independent variable is not constant and changes as per needs. Digital transformation is not a one-time event. It proceeds in waves driven by technologies and innovations. The findings here indicates that society is benefitted to the extent as digitalisation helps in improving overall quality performances from one sector to the other by management, collection, interpretation and transmission of information digitally. It becomes important in every field. It's an opportunity as well as threat because of relevancy and privacy.

Keywords: Knowledge Organization, Digital Technology, Quality Goals, Information Management, Innovation

Introduction

Digital transformation is the novel use of digital technology to solve traditional problems. These digital solutions enable inherently new types of innovation and creativity, rather than simply enhance and support traditional method. It fully completes the rule of Information Management on which digitalization helps in transforming information and make available to every person and also widespread the information through digital technology. In the earlier century, people do not have the technologies which they have today and every work was manual. But after new technologies have invented people move from manual to digitalisation

through the use of modern equipment's and inventions. Now, in this modern world every organisation is using technology which improves the efficiency and effectiveness of work. With reference to a knowledge organization which is a management idea, describing an organization in which people use systems and processes to generate, transform, manage, use, and transfer knowledge-based products and services to achieve organizational goals. A learning culture promotes not only individual learning but also results in a shared understanding. Appropriate and useful knowledge or information is passed digitally. Finally, the organization embraces continuous evolutionary change to sustain itself in a constantly changing environment.

Review of Literature

Amorium Marlene et al. (2018) founded that managers should adopt business strategies to a new digital reality.

Colin Ting Si Xue (2017) quoted that knowledge management has become a factor that ensures the success of the organizations and the continuity of their businesses. They must know how to implement and use knowledge management in effective ways.

Henriette Emily et al. (2015) founded that digital transformation remains unstable because of its demand and competition and increasing day-by-day. It is more than just a technological shift.

Cziesla Timo (2014) stated that IT is able to transform entire industries. The emergence of digital technologies enables, among other things, new business models and therefore, obviously constitutes an industry transformation potential.

Bhatnagar (2006) describes the digitization process in an academic library context, summarizing the advantages and disadvantages, and considers its future prospects.

Objective of Research

- To analyse the importance of digital transformation of information and its impact on society.

Different tools used in transformation of information digitally

1. E-mail: E-mail or electronic mail is a method of exchanging messages ("mail") between people using electronic device.
2. Internet: It is network of networks. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as they are connected to internet.
3. E-Newspaper: It is a new version of a traditional newspaper that acquires and hold information electronically.
4. Television: Television and broadcast industries are at significant crossroad. With a huge number of people are demanding to watch shows. Computers and mobile devices are used for watching television programs.
5. Social Media: It includes all those platforms which connects people socially with each other such as Twitter, Facebook, Linked In, WhatsApp etc.

Research Design

This paper is descriptive and analytical in nature. An attempt has been made to analyse the digital transformation of information and its impact on society. The data used in this research paper is purely based on secondary sources. By taking different factors which includes social concern, privacy, relevancy, biasedness, complexity, trust, etc. to meet the need of survey.

Social and Economic Impact of Digital Transformation

Impact on Social Welfare

As ICT (Information& Communication Technology is introduced which is a part of digital transformation increased the average household income as a result of broadband access.

According to De Los Rios (2010) found that, Internet adopters experienced significant income growth relative to those households that did not have the service.

Impact on Economic Growth

It improves productivity as introduction of efficient and effective business processes supported by Information and Communication Technology. It impacts on composition and deployment of industrial value chains with growth of service sector.

Impact on Society

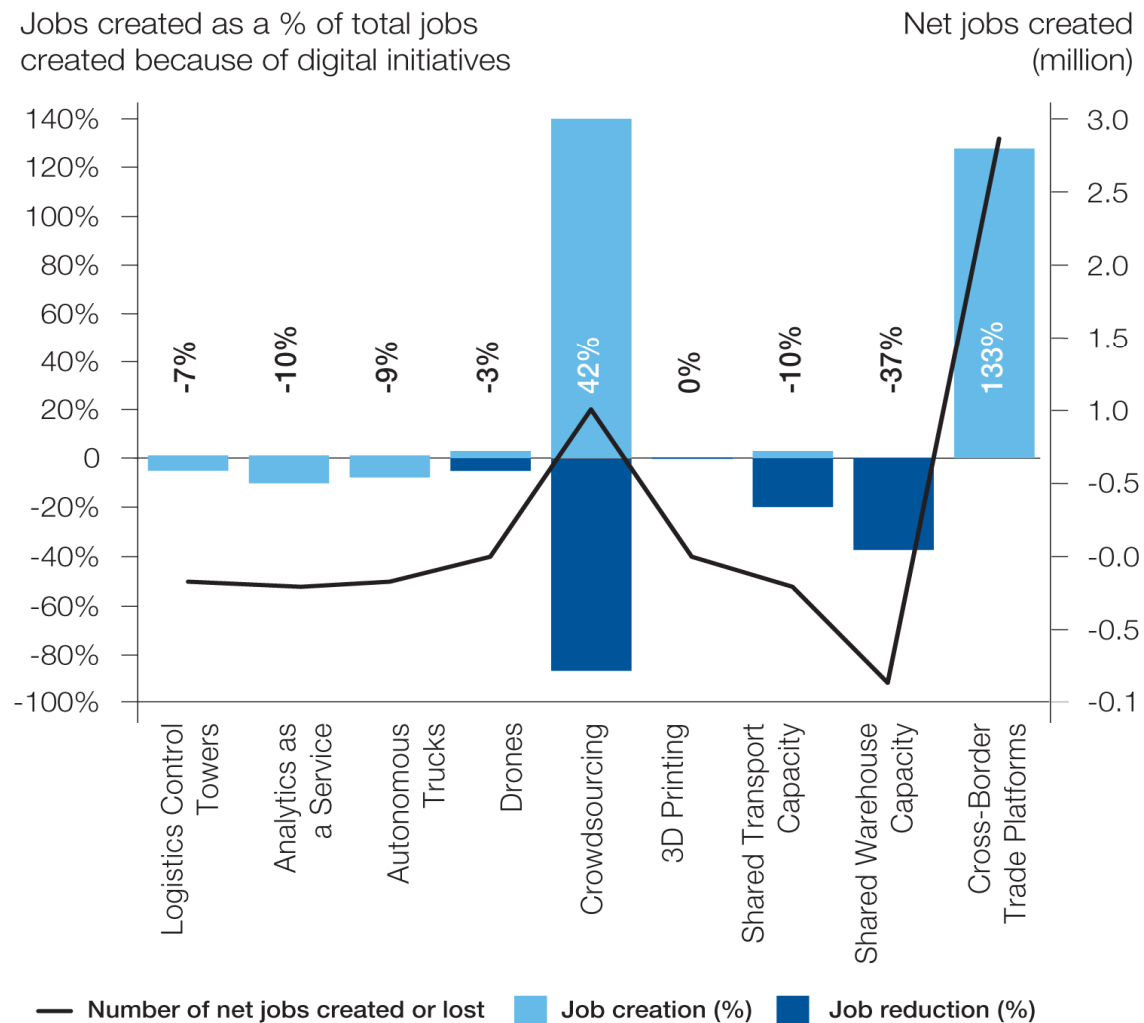
Digital transformation impacts society at several levels. On the production side of the economy, digital transformation enables the automation of business operations, yielding operational efficiencies, such as reduction of transaction costs, with an impact on productivity.

Impact on Job Creations

A positive effect was detected in the manufacturing companies, financial services, education, healthcare transport and tourism etc. New jobs are created in the production, distribution and management. It's developments has multiple benefits. Creation of indirect employment as a result of internet platforms (search engines, social media etc.).

Study

Projected net job creation from digital initiatives in logistics (2016-2025)



Source: World Economic Forum / Accenture analysis

Advantages

1. Digital transformation of Information helps every organisation to attain their goals as per set standards.
2. It helps in efficiency of work.
2. It helps in an organisation to meet today's demand and increase the competition.
3. With digital disruptors snapping at the heels of many industries, success will come to the business that ensure their workforce is skilled in the best practices of digital age.
4. Its impact on society is very much successful.

Disadvantages

1. Apart from the advantages, exceptions are always there which includes change of information which become irrelevant or misappropriate if digitally transferred.
2. Next, it includes complexity.
3. Privacy concern issue.
4. Moreover it includes data security, crime and terrorism.
5. It also leads to social disconnect as well as increase of work overload.

Conclusion

Digital transformation of information is successful in every field. It makes work become easier, less-consumption of time and cost effective. Proper utilisation of resources and it enhances the quality of standards and meet the set results. It also helps in opening the door to globalization. It's an opportunity as well as threat because of relevancy and privacy.

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