

DIGITAL TRANSFORMATION AS A CATALYST FOR INNOVATION IN CONTEMPORARY BUSINESS

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DOI: doi.org/10.34293/seamjr-v1i2-001

Abstract

Digital Transformation (DT) directly influenced the relations and sorts of consumption. The use of new technologies in our daily life is a continuous process that gives new forms to traditional and original types of business. The emergence of digital business transformation is imaginable since individual most crucial power to succeed in a unique era. DT assists in satisfying the growing customer demands and survival in the future. They are more than essential in a high degree of competition business market that is constantly developing concerning the advancement of technologies.

Keywords: *Consumption, Customer needs, Competition, Business Environment*

Introduction

Digital transformation (DT) is a phenomenon that is extremely popular in recent years. Digitalization refers to the process of incorporating digital technologies into the business processes. Digital technology exploitation provides the opportunities to combine products and services on the functional, organizational and geographic boundaries. Consequently, therefore, the pace of change is accelerated as a result of digital technologies that have caused massive transformation in various industries as they can disrupt the status quo and can be deployed to facilitate change in technology. DT have brought a revolution

in the running of industries, with the idea of Industry, or the Smart Factory. The digital platforms have also formed a new mode of operation to companies and organizations within a Business eco-system that has resulted in altered dynamics in value networks. DT significantly changed the business and society offering radical changes with the new approaches of the circular and sharing economy.

The new digital world demands that firms collect, integrate and use digital technologies and platforms to collect and utilize data to accommodate platform economy and identify growth opportunities to stay afloat. In addition to this, the recent

studies indicate that companies employ external venturing modes. Digitalization thus is viewed as an entrepreneurial process, as companies in the current state of digital transformation make obsolete only those who are successful by adopting business model innovation, which is redefining money industries.

Basic Terms

- **Business:** A business refers to an organisation or an enterprising body that deals in commercial, industrial or professional activities.
- **Innovation:** The science or the art of making the existing inventions and ideas into practical products or services that add value and can be utilized in the day to day life.
- **Digital Transformation:** DT refers to the implementation of digital technology in a firm. Typical target to its successful reach is to enhance performance, worth or innovation.
- **Internet:** Internet is worldwide computer network which offers diverse sort of information and offers the ability of communications which are interconnected between different networks by means of a common communication protocol.
- **Technology:** It is the method that is used by the method of scientific knowledge to the practical use, it encompasses the computers and computer chips and other machines.
- **Customer:** A customer is a Personal or a commercial entity that buys the products of another commercial entity. Business is very reliant on customers since they are the source of the business income. The business cannot survive without them.
- **Management:** Management is the art of letting people get work done so as to attain certain organizational goals.
- **Competition:** It is the occupation or the condition of struggling to do something through overcoming the benefit over other people.

Review of Literature

- **Digital Transformation Strategies- Christian Matt, Thimas Hess, Alexander Benlian**

Over the last few years, numerous industries have made some steps in creation of new technologies in its digitization process. This process dealt with change of business operations, On the other hand change in management and organisational structure will exist. Their conclusion is that all implementation with in firm requires formulating a best digitisation strategy.

- **Digital Transformation. A Literature Reviews and Guidelines for the Future Research:- Jaos Reis, Marlne Amorim, Nuno Melao, Patricia Matos**

As it is narrated in this Paper, the manger is the only one tasked with assuming the changes that take place within the business and the transition toward the digital reality. They give numerous impressions concerning the path of Transformations of business into Digitisations. Digitization had not only enlightened business, but also led to all other sectors of the economy.

Key Factors for Successful Digital Transformation

Success factors in all possibilities do not happen in one single step only when they fit in required criteria, when individuals embraces and trends towards it, cost effective, it is sustainable in nature, then in these situations, the process is successful. And it is reliant on the potential results to make it a success.

- **Clear Strategy:** Innovation in business needs to be in a clear strategy and a goal. The introduction of a new job is not an easy task. But there is that one idea of theirs that, It gives the success of the business and it has a clear picture where it will take them in future.
- **Commitment Towards Leadership:** To effect the successful change of Digitization, an appropriate

commitment of the top management to the bizarre steps that the company encounter is highly required. Members such as Chief Executive Officer, Managing Director should strive to their maximum and invest their passion and dedication towards the super changes.

- **Right People for the Right Job:** The placement of the right man in the right position is the most significant thing that the company must adhere to the right combination of the Digital expertise of people is significant in the revolution of business and generates success among the work done by the people to the next level.
- **Transformation Progress must be Measured:** The successful of a company that has embraced its changes will necessitate an unchanging measure at every point of its changes that can be measured. Making timely deviations and rebuke the actions is quite essential to the business.
- **Technology and Data Platforms:** It targets Flexibility and modular type of data platforms that must be adopted by the business to facilitate the successful transformation of the business. It is necessary to enhance the adoption in case of changes in the distant near future of the business.

Findings

Whatever the company wants to do in the future, it has to incorporate the digital transformation to help it advance. New and trans-formative technologies were quickly entering the workplace, authorize companies to be innovative and thrive in a progressive digital environment.

However, 2020 came, and planned years to be gained in few months or even less.

One of the areas of recognition to the separation of work and business ecosystems is digital transformation, and most businesses enhance their effort to address the transformation. According to Dell Digital Transformation Index 2020 that considered more than 4000 leaders in business across the globe, eight out of ten organisation accelerated their digital transformation programs in 2020. Moreover, 89% put it in that the pandemic highlighted the need to have another expedited and scalable IT environment.

One can observe that technology is not a choice in this new age, but a fundamental business policy that have to integrate into entire constituents of an organisation. It may include transformation, which could entitle finer cooperation both within and between organisation, more customised forms of customer obligations, more employee innovation and productiveness, and greater smart views through

information, which could help a business get bigger and give it a better chance of flourishing after the pandemic.

The current CIO has to shift his or her appeal off traditional technology management into initiatives that develop their institutions ready to meet the simple future.

Five crucial rationale explain why digital transformation is a necessity to any business in its quest to become bigger in order to remain ahead of the pack in the now digital-first world.

Expectations on Demand

Today, customers, anticipate an equal kind of experience in a crafty climate that they have with technology in their individual Interest. This will not be easy to accomplish in the case of a business organization.

Businesses desire greater faster hybrid IT services and acquiring the customer user experience rights is a challenging aspect of change in an organization. This relocates way much the utilization of applications by the workforce or the external customer, which involve the occasion of working with the IT team and equipment.

They must secure the dignitaries at organizational level and the performance at higher level to ensure that they are the prosperity of an organization.

Employees must be Effective

The most significant factor is the effectiveness of the employee especially when a conversation is being held with the workers who are never going back to the workplace. The new manner of work environment is demanded by the employees and the use of high digital technology in the office is very significant.

Digital Transformation change provides a significant avenue through which the other business functionalities, as well as to the other departments, can mitigate the manual processes and also seek broader business prospects.

They make the high level business opportunities accessible to all the workers of the organizations by availing all the technological tools and equipment.

However, conversely, it is the pressure on the business organizations to adopt the business advancements to address the requirements of the customers in this level.

Importance is given to Security

The location of placing all the data at the network edge is one of the largest issues to the business. This is the tricky labor of any business organizations, desiring the execution of assorted wants in the purpose. But the other security forces are not beneficial to the business to do the same.

It should offer uniformity throughout the business and ensure the procedural manner

of obtaining and accessing the business data that would be handy to the bare future of the business.

Any business should have the up-to-date security in place to protect its employees, employers and other workers of the Organization to ensure that its business organizations are well maintained.

They must work with honesty and transparency in the best interest of the business, with the aim of surviving longer and maintaining in its market and the competitive world in order to fulfill the needs of the customers.

Business Partnership must be Strengthened

The customer demands are rising in a day to day basis and the rivalry among the industries is quite high. Each is dependent upon the other, Customers are dependent on business and producers and dependent on suppliers.

It involves necessitating communication at all times by documentation process to its needs and requirements. However, in the new times, a new technology has emerged dubbed e-Signature, in e-Signature, all would be electronically stored by the business partners and all would be transparent and bring honesty to both the partners.

It is more efficient between the partners to remain with the business longer period and

any information about the business and the partners remain confidential to conduct business. All is documented and this adds more scope to the future arrangements and agreements of the various firms of the businesses since everything is in writing.

Decision making at a Faster Rate

A transformation by Digital process will result in a comparative advantage of getting a larger data to the business.

The current days business have more access to larger data set with the appropriate set of analytical tools, this data can be transformed into larger valuable business perspective through which more information can be made, and quicker decision making is possible. The larger business operations have more interventions in the analytical tools.

The potentials of the digitization process to be exploited through adoption of AI technologies are the greatest. Innovations are soaring to the sky and numerous other applications that are currently in use are promoted to the next stage and other staff members of the organizations render it optimum to the advancement in the business and to take quicker decisions.

One cannot observe every growth and development in Digitization process, but AI will be closely monitored in the way it benefits the initiates and the business over the long term.

Suggestions

The fear of failure of the changes should be eliminated by the business that embraces the changes, and this is achieved by altering culture of the business. Next the business should adopt Smart Risk as the greatest challenges they have to encounter to meet the uncertainties of the future and this will make the team members innovate to the next level. The separation of the workforce according to the area of competence would be content and comfortable with the innovations of new products and services. The interactions amongst different employees will form the exchange of facts, ideas and information, this will form the pathway to the successful implementation of the changes that will arise within the business. The Employees should be equipped with the resources that is necessary to them in such a way that the work done by the employees will be both quality and quantity. The employees should be given adequate feedback in order to give additional efforts on them. The business should concentrate all these to ensure that changes that take place in the business are better adopted.

Conclusion

Innovations that take place in the world of business are of very wide variety that Digital innovations which took place in the

business is a milestone which has transformed the perspective of the business. The current world is evolving and the business should not ignore the changes happening in order to be able to meet the current and future competition. The satisfaction of the customer has to be contemplated and vary with his taste and preference. Business innovation invariably affects the business positively and it has a tendency to enlarge resources, knowledge and skills of the workers. Continuous learning, Growth, development is one of the ways through which the Innovation in

business and its digitization can help the business.

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