A Digital and its role in an organization

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ABSTRACT

Dynamically developing modern technologies allow organizations to streamline all of their undertaken actions. Technical and technological development constitutes an attribute of the 21st century. Analog activities adopted by an organization render the human capital work more difficult because of long pending periods, e.g. related to a decision, and they may generate unnecessary cost for the organization. Application of new technologies based on the Digital allows optimization of various processes taking place within an organization. The article presents the role and significance of the Digital in an organization.

Keywords: Digital; marketing; management; company

1. INTRODUCTION

It is true that today’s society is using modern technologies increasingly more often, in order to communicate, educate or run business. Technologies are perceived as a quick and effective access to global information, frequently rendering a way of obtaining information about the market, competition or changing market trends [5], and in order to facilitate work of particular divisions in an organization.

Each organization, regardless its geographical location, will be forced to implement new digital technologies into its operated fields. A reason for this may be cost reduction or work optimization.
In the past, new media, distribution channels or new technologies exerted significant influence on marketing activity in the organization. It resulted in exploitation of a digital potential, which was reflected no only in the field of marketing, but also in the area of product or brand management [3]. It may be believed that the Digital will not only be present on the marketing plain, but it will be also reflected in other field of management.

Thanks to the Internet, awareness of the society in terms of communication and interactions increased drastically. More and more information is transferred through the Internet network [6]. Terms such as blogs, vlogs, podcasts [2,7] were still unknown recently, and currently their number is on a constant increase. The Internet’s advantage is the fact that it changed the society’s awareness. Today, a consumer has an unlimited access to information, which is related to the economy, the world, politic, and sometimes even themselves. Therefore, organization are to face a serious challenge related to transformation of analog action into digital ones. As a result, all potential processes present in the company may become improved.

Whether the Digital will be introduced into a company properly or not, depends on how well a business strategy based on the Digital is constructed. It includes:

- scope of the digital business strategy,
- scale of the digital business strategy,
- pace of the digital business strategy,
- source of creating value for business [1].

It must be borne in mind that Digital means numeral in other words. Therefore, the changes taking place in organizations will be of a quick and effective character. As suggested by the study carried out by Acencure on 3100 managers in international companies, the pace of growth of digital technologies will be on a significant increase in the nearest years. 86% of the respondents believe that development of digital technologies intensified considerably in recent years, while 60% are of the opinion that it will improve even more in the upcoming years. The study includes information that 2016 will be characterized with fine technological trends. The first one - *intelligent automation* - will refer to employment of artificial intelligence in business processes. Currently, 79% of the respondents invests more in AI than 2 years ago, and 55% is planning to use learning machines. Siemens may pose an example here, where machines shape a technological process independently, while the human capital program and monitors them.

The second tendency - *work flexibility* - is directly connected with requirements towards the works, in terms of development of digital technology. Bearing in mind the fact that the Digital will change any aspect of business, a contemporary employee must increase their skills in the field, so they can realize the assumed goals. Despite the fact that the study suggests that managers list “long experience in a narrow specialization” on the fifth place, it may be assumed that it will be one of the leading attributes of an employee within the perspective of several years. Features of an employee such as “ability to learn quickly” and “speed of action” were scored the most.

Another trend are *business platforms*. According to 81% of managers included in the research, the business platforms will become a key element of a growth strategy within the nearest three years. It will pose a place of knowledge exchange, establishment of contact and future of a given business sector. *Expected interferences* mean that there might be some
interferences within a given market, caused by a new subject or product, which from the client’s perspective facilitates a given product/services, and from its previous producer’s perspective, it causes a drop in the number of customers, and disturbs the stable ecosystem.

The last, fifth planned trend is *digital trust*. Despite the fact that Digital enables quicker pace and a larger scale of action, it assumes that safety of data gathered by an organization is significant. According to 82% of the responding managers, an organization may be excluded from the market as a result of lack of proper protection and control over access to held data [4].

It is worth noticing that the study suggests that the digital technology will soon pose a new organizational culture in institutions. But its most important element will be people, who will be making use of the technology. The organizations crave for a drastic change in perception and exploitation of the digital technology as a plain for realization of assumed optimum objectives.

2. DIGITAL IN THE ORGANIZATION

The author made an attempt to create plains, where the digital can play a key role in the organization, what is presented in the below figure.

*Figure 1. Digital’s place in the organization*

Source: the author's own work
Marketing is one of the largest areas, where the Digital can be applied. Thanks to apps, an enterprise has an opportunity to communicate with its customers, to create more involving promotional campaigns and to undertake actions, which head towards establishment of interactions between a customer and a company. The advancement of digitalization, among other enabled evolution of transactional marketing into the relational marketing, and even any actions, which will involve the recipient independently.

The IT area is connected with digitalization to the broadest extent. Digital is embedded in technologies, which IT is based on. Digital is what a recipient sees, or what they work on, and IT is the area, thanks to which the task data may be realized. Organizational needs are realized through the Digital via IT. Therefore, it must be stated that the Digital uses the IT culture. IT and digital can be more effective when combined than when used separately.

In the financial area, the role of the Digital may be treated as crucial. Faster flow of data included in CRM proves that traditional and analog accountancy is not necessary. Moreover, in a long run, it may provide the organization with savings and greater profits.

Similarly to the plains mentioned above, it may influence organization of the HR department. Automation of processes related to e.g. remunerations, delegations, monitoring of leaves, trainings, medical examinations, recruitment and many other HR fields, simplifies considerably not only the work of divisions but also contacts with the personnel, thus application of technological, digital solutions is justified regarding better management over human capital in an organization [8].

A reason for separating social media from the area of marketing, is their dynamic increase and scale. According to the author, potential of social media is so large that persons dealing with image or public relation in the organization will belong not so much to the marketing department as to the management board.

Figure 1 should be treated as an indication. Digital enables simplification of all actions in any area of an enterprise. An essential notion is acquisition of knowledge and experience, so the modified area in the company may be improved properly. The Digital should not be understood as the future but rather presence, because enterprises create position, whose task is to improve all possible processes. Persons responsible for the digital in the organization plan and organize communication in the field of digital, social media and Internet campaigns. They prepare visual and communication project, manage information flow and analyze market specificity. Persons on such positions are required to have skills in English on an advanced level, know notions related to SEO and SEM, social media and e-mail marketing, Google analytics tools, adwords, GDN and CRM tools. Furthermore, they are expected to have experience in the field of marketing, higher education, skills to operate web projects, determine KPI for web Internet campaigns, be independent, multi-task and possess adequate personal competences [9].

3. CONCLUSIONS

It should be believed that the main role of digitalization in an enterprise is facilitation of its processes. Today’s media are fast and dynamic. When we watch a football game, we have a tablet, a computer, a smartphone with us, and we share our attention between several spheres. It is the 21st century, which thanks to technical and technological advancement, accompanies each consumer in their every day life. Digital in an organization should not be
understood as social media. It is just a part of the Digital possibilities. It must be kept in mind that digitalization is not numeralization, which consist in creation of contents in a numerical form. The Digital, thanks to advanced technologies, enables optimization of processes, which take place in an organization.

It may be worth noticing that technologies change people. It mainly refers to the manner, which the consumers use them, while referring to products and services. Digital not only reprograms the “computers” but the people (consumers) as well. Thanks to such a revolution, there is a new approach of an organization towards a customer.

A difficulty in the organization may be posed by supervisors, who will not be convinced to new technologies, while lack of them may hinder the work and lifestyle adopted by an employee. Leaders must use digital solutions, placing the “human” on the first place, providing them with a possibility to access and use freely the digital technologies.

Biography

Artur Sawicki: a doctoral student on the Faculty of Management of Czestochowa University of Technology, Czestochowa Region Head of the Silesian Marketing Association, a proponent for practical and responsible solutions in marketing, and cooperation between science and business, participant of numerous marketing events, a fan of dress code.

References