

## Analyzing the Modern Techniques of Digitalization and Ways it is Affected by Different Cultures

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### Abstract

Modern techniques which are properly illustrated in this report to analysis a better activity on the different cultures. There are the survey of 56 respondent with 15 responses where are the technical aspects are determined as much as possible. The aim of this report is defined research project is to the analysis of modern techniques of digitalization to find out the impact of the practices on the development and growth of an organization's work environment. Digital technology can help with collaboration, worker and customer happiness, communication, social networking, content management, and access to analytics data. Successful companies are beginning to adopt technology to create digital workspaces that aid in more efficient company promotion. Our post-pandemic world is shifting towards a digital fever mindset. Businesses that design intelligent customer journeys and experiences that improve or complement people's lives will succeed. Companies who don't look to capitalise on emerging AI technologies and don't use data to predict demand trends and make decisions that enhance the workforce will fail. The modern techniques are required on the efficiency as on the particular way. Furthermore, the effective analysis is determined as on the crucial growth in an appropriate way. Digital technologies are electronic tools, devices, systems, and resources which generate, store or process data. Digital tools include social media, mobile phones, online games, and multimedia. The implementation of different kinds of modern techniques of digitalization helps to enhance the efficiency, consistency as well as the quality of the products.

**Keywords:** Digitalization technology, work environment, work culture, modern techniques of digitalization, digital tools

### Introduction

The implementation of the modern techniques of digitalization is profoundly changing the cultural experience, not only the cultural backgrounds are altering, the productivity as well creativity have been significantly impacted by modern techniques. Along with this, the modern techniques of digitalization are involved in providing various kinds of support in the growth and development of the working environment and the culture of the organization. Therefore, in this section, different research objectives and research questions are discussed with the help of different research methodologies.

### Research Aim and Objectives

The aim of the research project is to the analysis of modern techniques of digitalization to find out the impact of the practices on the development and growth of an organization's work environment. The objective of the research project is based on the requirement the researcher wants to fulfill after conducting the research project. The research objective is as follows,

- To identify the impacts of modern techniques of digitalization in different cultures
- To find out different practices that are adopted by different organizations

- To estimate the significance of modern techniques of digitalization in the organization
- To identify the measures that are used for certifying the modern techniques and technology in the business organization

### Research Question

- How to find out the impacts of modern techniques of digitalization in different cultures?
- What are the impacts of different practices that are adopted by different organizations?
- What is the significance of the introduction of modern techniques of digitalization in the organization?
- How to identify the measures that are used for certifying the modern techniques and technology in the business organization?

### Significance of the Study

The importance of this research study is majorly based on the findings and the literature review and the gaps in the conducted research project. In this research project, the researcher is responsible for collecting different types of relevant data and information from different articles (Kurdi *et al.* 2021). Therefore, it can be stated that there are a lot of discussions relevant to the modern techniques of digitalization and what are the impacts of the implementation of it in

different organizations. Along with this the necessity of the introduction of modern techniques of digitalization work culture of an organization is also discussed. Furthermore, all the measures that can be helpful for the improvement of the growth and development of the organization's work culture are also discussed.

## Literature Review

### Modern Techniques of Digitalization

Digitalization is the utilization of digital technologies to change a business model in a positive way it helps to grow and develop and it assists to open new opportunities for an organization (Marcinkowski and Gawin 2019) <sup>[19]</sup>. The implementation of different kinds of modern techniques of digitalization helps to enhance the efficiency, consistency as well as the quality of the products.

### Impact of Modern Techniques of Digitalization in Improving the Working Environment and the Culture of the Organization

Following recent studies, the use of involving modern techniques of digitalization in organizations is said to be detrimental to bringing forward positive changes in its functional operations. The incorporation of digitalization helps an organization in different aspects since employees are bound to broaden their perspectives (Boratyńska, 2019) <sup>[3]</sup>. Thereby, considering the significance of digital work culture and the demand for high efficiency, occurring at an alarming stage, the concept of the implementation of the modern techniques of digitalization is seen from a critical perspective.

### Analyzing the Modern Techniques of Digitalization and Ways it is Affected by Different Cultures

Speaking from a general viewpoint, an organization's cultural work and environmental practices often ignore the usage of digital technology. These factors are significantly responsible for the sustainability and profitability of any business organization. Artificial intelligence, computing power, and machine learning are utilized by organizations to render a reduction in the workload and risk factors of the organization (Dumitriu *et al.* 2019) <sup>[7]</sup>. These are developed about ideating innovative modern techniques that are instrumental for engaging in prospective business procedures, these factors also play significant roles in making the organization smoother and smarter to be efficient and consistent.

### Measures that can Take for Implementing Modern Techniques of Digitalization within the Organization

From the above-stated arguments, it has been observed that the modern techniques of digitalization are of critical importance since they reduce time consumption and workload; on the other hand, they elevate the initiation of

sustainability of the cultural work environment. The findings have suggested that changing the work environment structure to implement new and modern techniques of digitalization is vital (Lois *et al.* 2020) <sup>[18]</sup>. Therefore, measures such as the alteration from the general traditional method to new technological methods like the implementation of artificial intelligence, computing power, machine learning, and enhancing the computing power in the organization can help the organization grow and develop.

### Literature Gap

In this research, there is an analysis of the effective development and implementation of modern techniques in digitalization in organizations, which are overall shown in this study. However, a significant gap exists regarding the accurate implementation of those practices. Considering several internal and external factors the application of digitalization such as blurring the boundaries between technology, marketing, sales, and organizational procedures is not observed in the articles.

### Research Methodology

#### Data Collection Method

In this research study, the data collection method is implemented to collect the most authentic data from the relevant resources. The data of the research study is collected by performing a survey with a sample size of 56 responses with 15 questions to perform the survey analysis. Therefore, it can be stated that survey analysis is performed by taking 56 responses with a total number of 15 questions developed to ask the questions in the survey analysis process.

#### Data Analysis Method

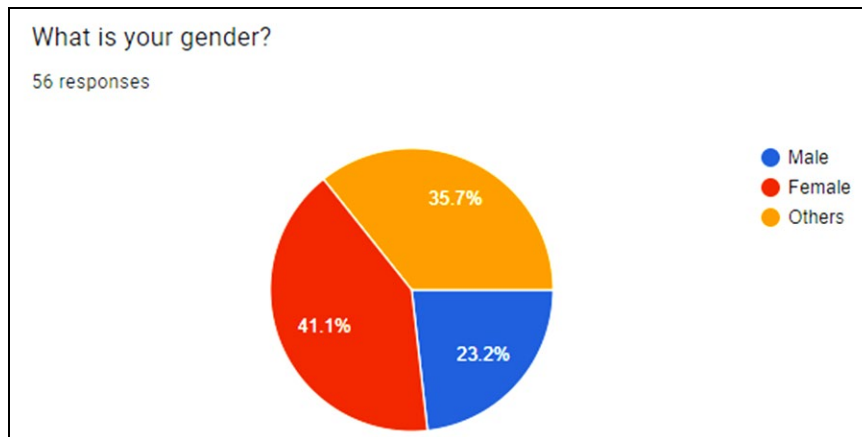
The research study process has been majorly involved and approaches the survey analysis, as it is considered credible sources that are exclusive, consistent, and precise in stating the outcomes (Kravchenko, 2019) <sup>[15]</sup>. The data analysis process has been done by gathering and collecting the response from the 56 participants with the help of 15 questions. All the data from the collected responses are analyzed to find out the results.

### Results and Finding

#### Introduction

This research study properly illustrates the key findings of the research paper. To analyze, this section is elaborate on the findings on the development of the various variable. There are approximately 15 questions with 56 respondents on the impact of the modern techniques of digitalization and the ways it is affected by different organizational work environments and cultures.

**Findings**  
**Gender**

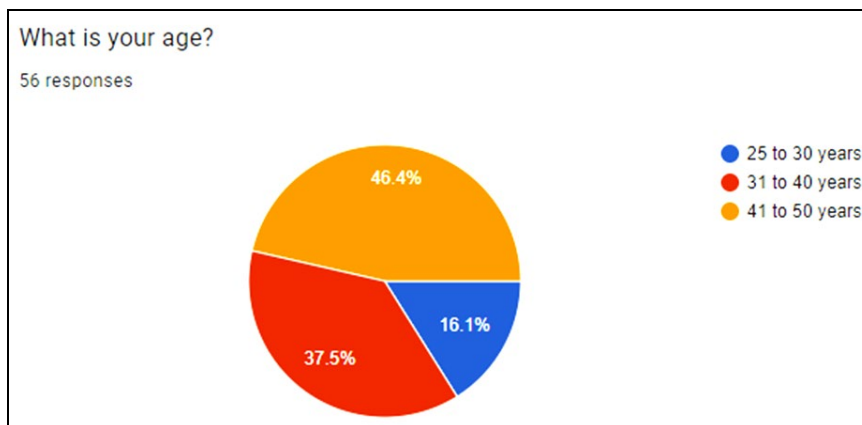


**Fig 1: Gender**

According to the overall analysis of the survey, all the gender groups are further divided into three gender groups, such as male, and female, and prefer not to say (Kryvinska and Bickel

2020) [16]. There is a total population of 23.2% males, 41.1% females, and 35.7% from the group of prefer not to say the group.

**Age**

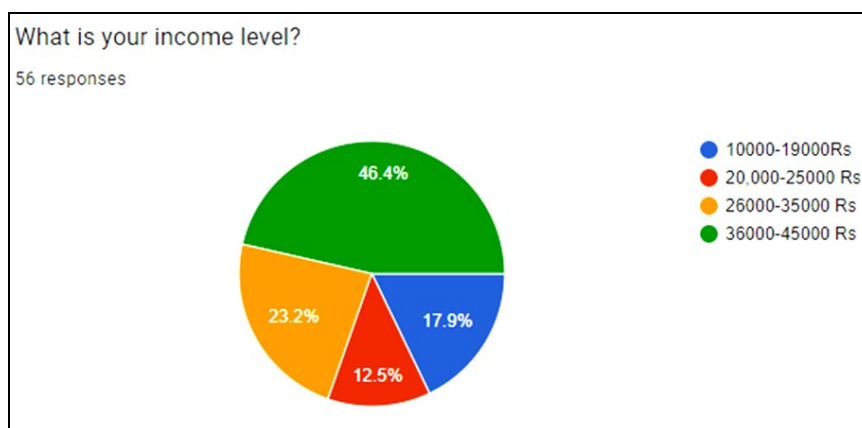


**Fig 2: Age**

From the overall analysis of the survey, all the age groups are further divided into five age groups, such between 25 to 30 years, between 31 to 40 years (Tikhonov *et al.* 2020) [29]. In addition between 41 to 50 years by the analysis, 16.1% of the

total population from the 25 to 30 years age group, 37.5% population from the 31 to 40 years age group, 46.4% population from the 41 to 50 year age group.

**Monthly Income Level**

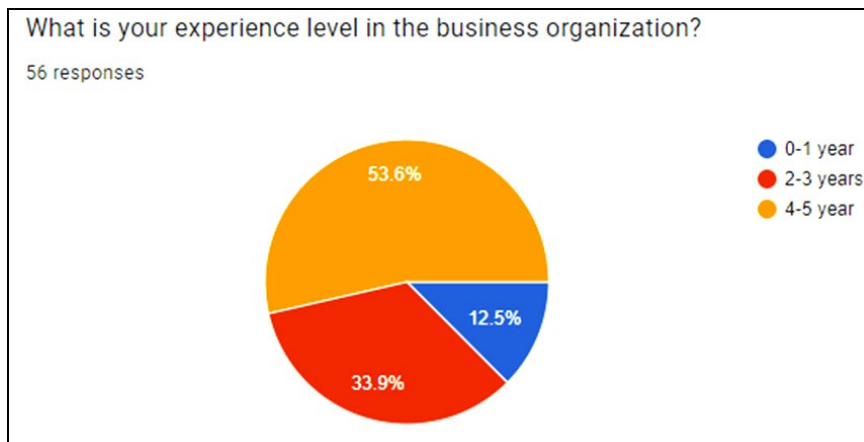


**Fig 3: Monthly income level**

From the overall analysis, the population is divided into four categories groups, such as between Rs. 10000 to 19000, between Rs. 20000 to 25000, between Rs. 26000 to 35000 (Melović *et al.* 2020) [20]. In addition, lastly between Rs. 36000 and 45000, as per the analysis from the survey,46.4%

population is from Rs. 10000 to 19000,12.5% population is from Rs. 20000 to 25000,23.2% population is from Rs. 26000 to 35000, and lastly, 17.9% of the total survey respondents is from Rs. 36000 to 45000 monthly income category.

**Level of Experience in the Organization**

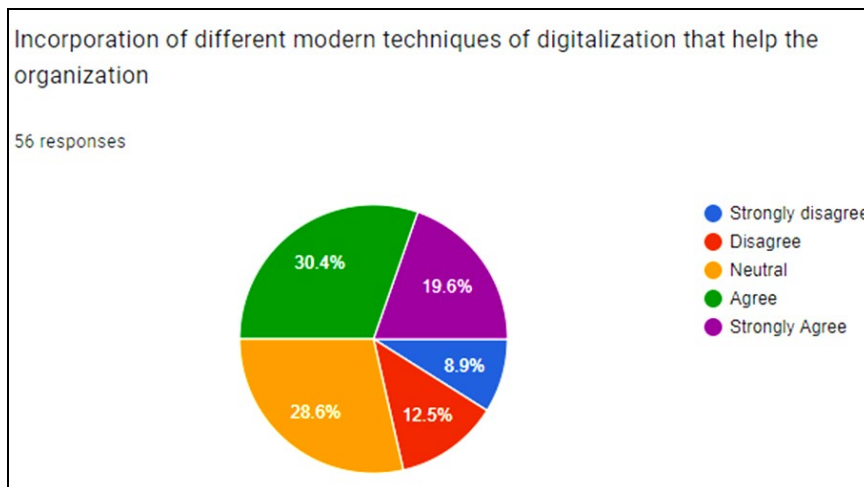


**Fig 4:** Level of experience in the organization

From the overall analysis, the respondents are subdivided into three categories based on their experience level in the organization (Salimyanova *et al.* 2019) [25]. As per the analysis from the survey, 53.6% of total respondents are

having 0-1 years of experience,33.9% of respondents are having 2-3 years of experience and lastly, 12.5% of the population of respondents are having 4-5 years of experience.

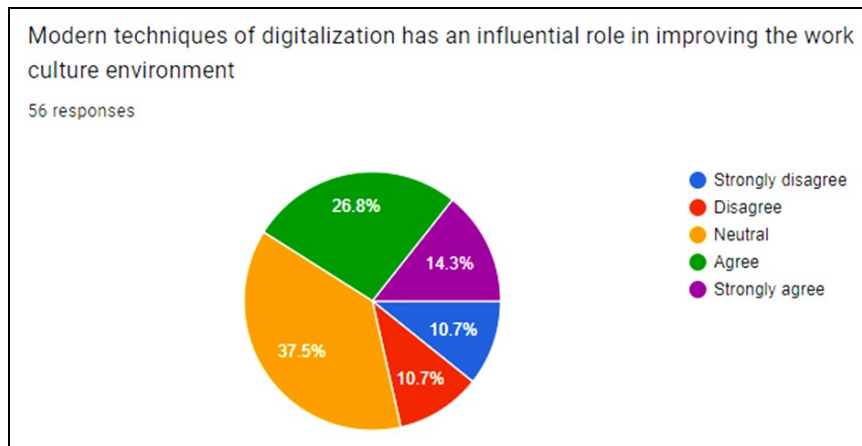
**The Effect of Incorporation of Different Modern Techniques of Digitalization that Help the Organization**



**Fig 5:** The effect of incorporation of different modern techniques of digitalization that help the organization

As per the different perceptions of the survey respondents,30.4% of the population are agreeing, and 19.6% of the population is strongly agreeing with the effect of the incorporation of different modern techniques of digitalization that help the organization (Akemu, 2020) [1]. Furthermore,

28.6% of the population is having a neutral perspective. Along with this 12.5% and 8.9% of the population disagree and strongly disagree regarding the impacts. Modern techniques of digitalization have an influential role in improving the work culture environment



**Fig 6:** Modern techniques of digitalization have an influential role in improving the work culture environment

As per the different perceptions of the survey respondents, 26.8% of the population are agreeing, and 14.3% of the population is strongly agreeing on that Modern techniques of digitalization have an influential role in improving the work

culture environment (Giannini, 2019) [10]. Furthermore, 37.5% of the population is having a neutral perspective. Along with this 10.7% and 10.7% of the population disagree and strongly disagree regarding the question.

**Organizations can be Able to Promote Productivity with the Help of Digitalization**

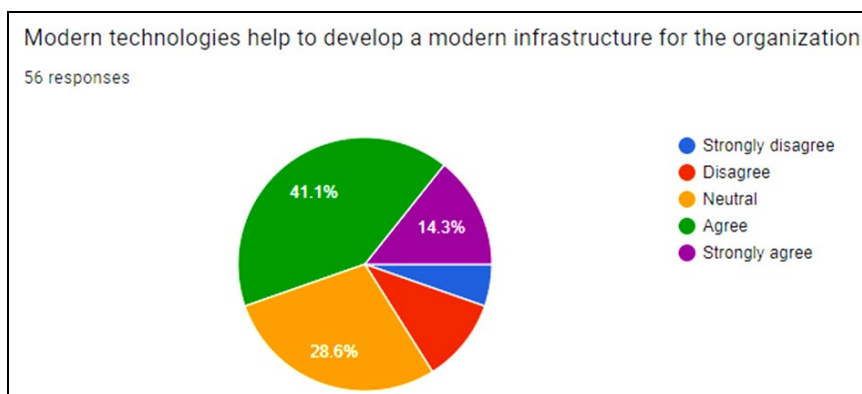


**Fig 7:** Organizations can be able to promote productivity with the help of digitalization

As per the different perceptions of the survey respondents, 46.4% of the population are agreeing, and 12.5% of the population is strongly agreeing that Organizations can be able to promote productivity with the help of digitalization (Spiteri

*et al.* 2020) [28]. Furthermore, 25% of the population is having a neutral perspective. Along with this % and % of the population disagree and strongly disagree regarding the question.

**Modern Technologies Help to Improve and Develop a Modern Infrastructure for the Organization**



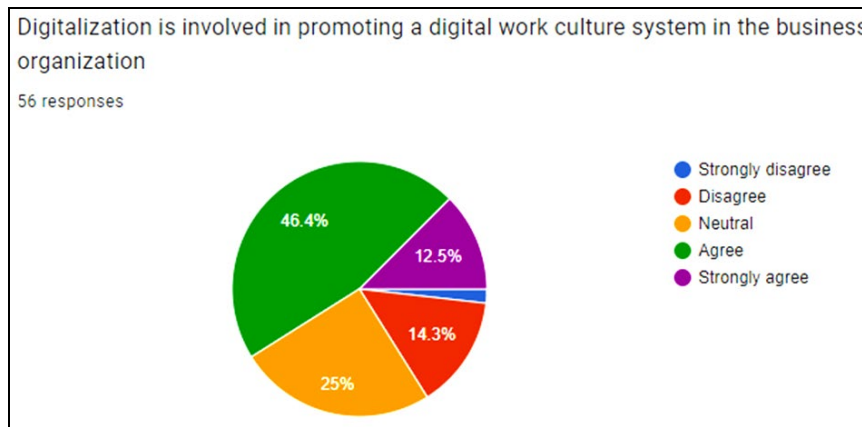
**Fig 8:** Modern technologies help to improve and develop a modern infrastructure for the organization

As per the different perceptions of the survey respondents, 41.1% of the populations are agreeing, and 14.3% of the population is strongly agreeing that modern technologies help to improve and develop a modern infrastructure for the

organization (Cortellazzo *et al.* 2019) [4]. Furthermore, 28.6% of the population is having a neutral perspective regarding the question.



**Digitalization is Involved in Promoting a Digital Work Culture System in the Business Organization**

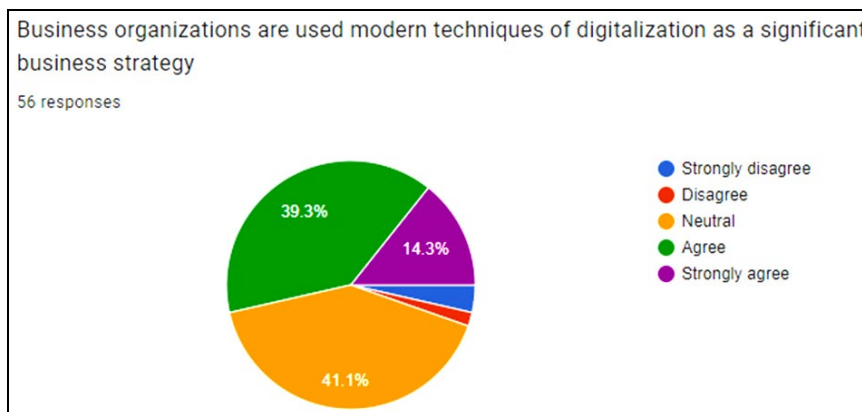


**Fig 9:** Digitalization is involved in promoting a digital work culture system in the business organization

As per the different perceptions of the survey respondents, 46.4% of the population are agreeing and 12.5% of the population is strongly agreeing that digitalization is involved in promoting a digital work culture system in the

business organization (Dienlin and Johannes 2022) [6]. Furthermore, 25% of the population is having a neutral perspective regarding the question. Along with this 14.3% of the population respondents disagree with the question.

**Business Organizations are Used Modern Techniques of Digitalization as a Significant Business Strategy**

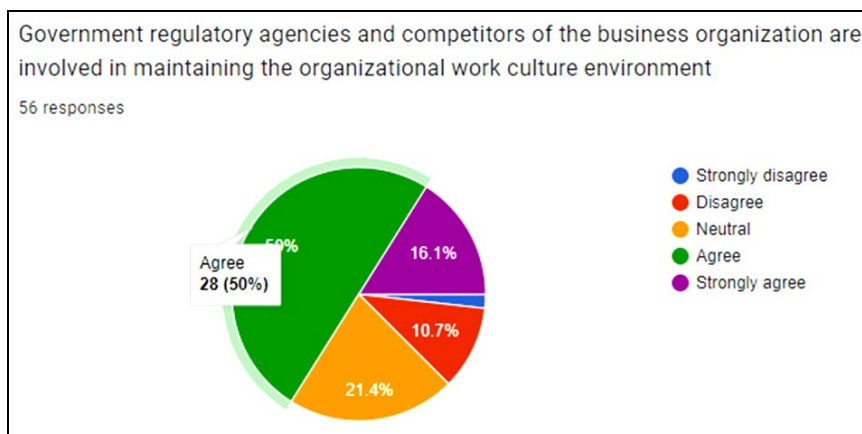


**Fig 10:** Business organizations are used modern techniques of digitalization as a significant business strategy

As per the different perceptions of the survey respondents, 39.3% of the population are agreeing and 14.3% of the population is strongly agreeing that business organizations are used modern techniques of digitalization as a significant

business strategy (Tømte *et al.* 2019) [30]. Furthermore, 41.1% of the population is having a neutral perspective regarding the question.

**Government Regulatory Agencies and Competitors of the Business Organization are Involved in Maintaining the Organizational Work Culture Environment**

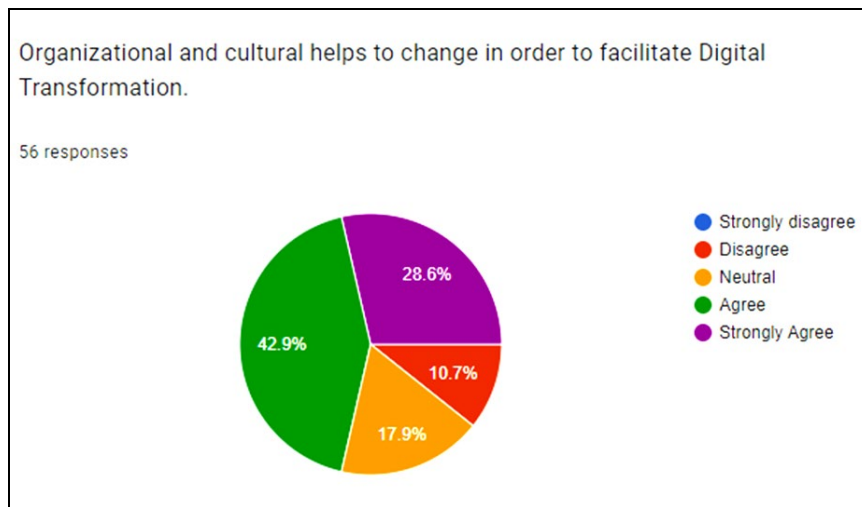


**Fig 11:** Government regulatory agencies and competitors of the business organization are involved in maintaining the organizational work culture environment

As per the different perceptions of the survey respondents, 50% of the population are agreeing, and 16.1% of the population is strongly agreeing on that Government regulatory agencies and competitors of the business

organization are involved in maintaining the organizational work culture. Furthermore, 21.4% of the population is having a neutral perspective (Godhe, 2019) [11]. Along with this 10.7% of the population disagrees regarding the question.

**Organizational and Cultural Helps to Change to Facilitate Digital Transformation.**

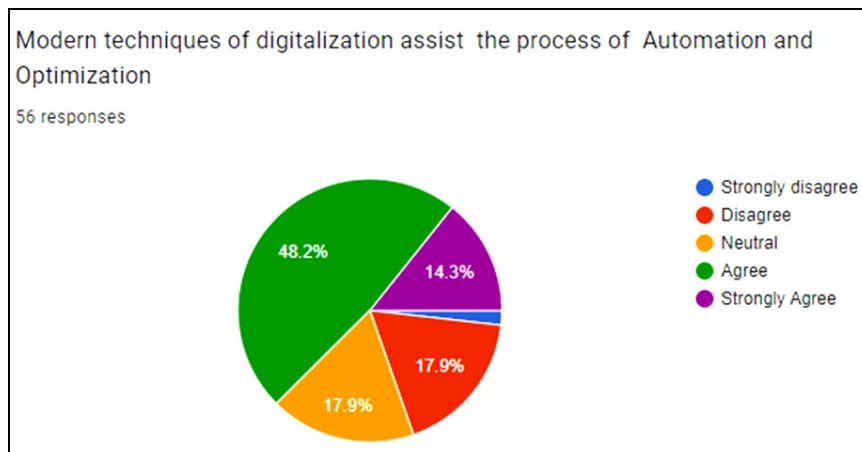


**Fig 12:** Organizational and cultural helps to change to facilitate Digital Transformation.

As per the different perceptions of the survey respondents, 42.9% of the population are agreeing, and 28.6% of the population is strongly agreeing on that Organizational and cultural helps to change to facilitate Digital Transformation

(Zaki, 2019) [32]. Furthermore, 17.9% of the population is having a neutral perspective. Along with this 10.7% of the population disagrees regarding the question.

**Modern Techniques of Digitalization Assist the Process of Automation and Optimization**



**Fig 13:** Modern techniques of digitalization assist the process of Automation and Optimization

As per the different perceptions of the survey respondents, 48.2% of the population are agreeing, and 14.3% of the population is strongly agreeing on that modern techniques of digitalization assist the process of Automation and

Optimization (Dumitriu, 2019) [8]. Furthermore, 17.9% of the population is having a neutral perspective. Along with this 17.9% of the population disagrees with the question.

## Digitalization Helps to Improve the Core Operational Procedures and Development

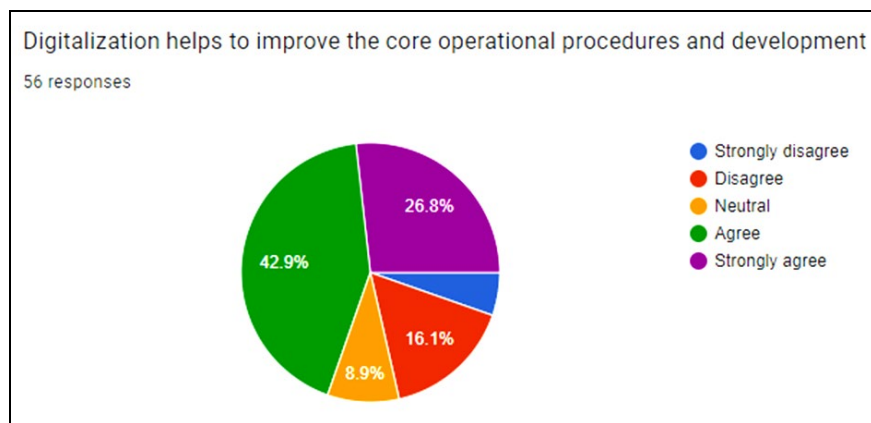


Fig 14: Digitalization helps to improve the core operational procedures and development

As per the different perceptions of the survey respondents, 42.9% of the population are agreeing, and 26.8% of the population is strongly agreeing on that digitalization helps to improve core operational procedures and development

(Jacquot, 2019) [14]. Furthermore, 8.9% of the population is having a neutral perspective. Along with this 16.1% of the population disagrees with the question.

## Modern Techniques of Digitalization Help to Meet the Goals and Strategies

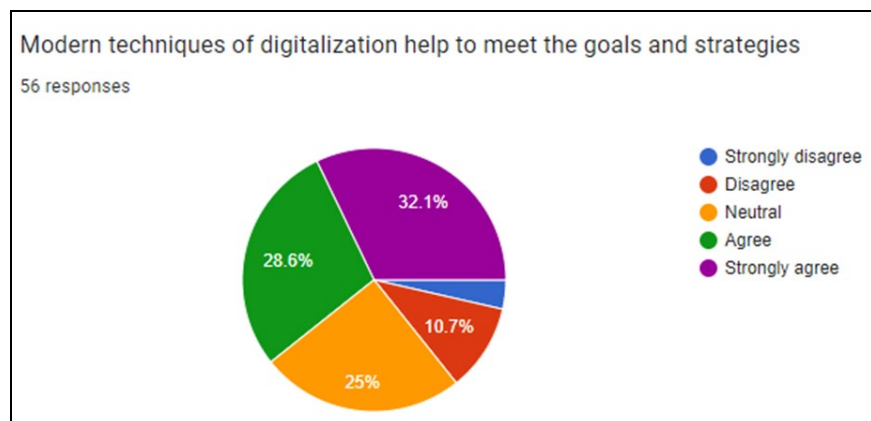


Fig 15: Modern techniques of digitalization help to meet the goals and strategies

As per the different perceptions of the survey respondents, 28.6% of the population is agreeing, and 32.1% of the population is strongly agreeing on those Modern techniques of digitalization help to meet the goals and strategies (Qizi, 2021) [21]. Furthermore, 25% of the population is having a neutral perspective. Moreover, 10.7% of the population disagrees with the question.

### Discussion

In this section the findings of the research project are discussed briefly in order to analyze the data that are getting from the result section of the conducted research project. As per the comment of (Hassan, 2020) [13]. It has been noted that the result and the findings of the conducted research project are developed with the help of data collected by the researcher from the responses of the participants who took part in the survey analysis process. The research study is major based on the modern techniques of digitalization and the ways it is affected by different work environment cultures of organizations.

### Conclusion

Thus, it can be concluded that modern techniques of digitalization are identified as the measurable factor where

organizational activities are analyzed. The implementation of digitalization in the organization to enhance the work culture is said to be crucial that extensively help to support the sustainability and profitability of the organization. Furthermore, the survey method is implicated to evaluate the key importance of modern techniques of digitalization in organizations. Moreover, a survey has been performed and the gathered data from the survey of 56 respondents with 15 questions.

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