

## A STUDY ON SHIFTING MANAGEMENT FOCUS FROM MAN-BASED TECHNOLOGY TO THE DIGITAL-BASED TECHNOLOGY

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### Abstract

Digital transformation is the most common way of utilizing digital technologies to make new or alter existing business cycles, culture, and client encounters to meet changing business and market requirements. This rethinking of business in the digital age is digital transformation. It transcends customary jobs like deals, advertising, and client assistance. All things considered, digital transformation starts and finishes with your thought process about, and draws in with, clients. As we move from paper to accounting sheets to savvy applications for managing our business, we get the opportunity to rethink how we carry on with work how we draw in our clients with digital technology on our side. Digital transformation is the incorporation of digital technology into all region of a business, fundamentally changing how one work and convey worth to clients. Likewise a social change expects organizations to ceaselessly rock the boat, experiment, and become familiar with disappointment. Digital transformation is basic for all organizations, from the little to the venture. That message comes through distinctly from apparently every featured discussion, board conversation, article, or study connected with how

organizations can stay serious and significant as the world turns out to be progressively digital. Since digital transformation will appear to be unique for each organization, pinpointing a definition that applies to all can be hard. Notwithstanding, overall terms, we characterize digital transformation as the combination of digital technology into all region of a business coming about in fundamental changes to how organizations work and how they convey worth to clients. Past that, a social change expects organizations to constantly rock the boat, experiment frequently, and become familiar with disappointment. This occasionally implies leaving well established business processes that organizations were based upon for moderately new practices that are as yet being characterized. Hence, the author has done this research study to overview the shifting management focus from man-based technology to the digital-based technology.

**Keywords:** Man-based Business Model, Digitalized Business, Integrative Digital Technology, Digital Transformation, Digital Business Process and Shifting Paradigm.



## Introduction

The rising digitalization of economies has featured the significance of digital transformation and how it can assist organizations with remaining cutthroat on the lookout. Be that as it may, problematic changes not just happen at the organization level; they additionally have environmental, cultural, and institutional ramifications. This is the justification for why during the beyond twenty years the exploration on digital transformation has gotten developing consideration, with a large number of subjects researched in the writing. Globalization in late many years has put expanding tension on organizations to change. This expects organizations to proficiently coordinate to remain alive, yet flourish in aggressive environments. Proficient reconciliation must be accomplished through digital processes and cooperative devices. With this being the situation, the significance of digital transformation has expanded. Digital transformation ought to be incorporated into the current business viewpoints, as this subject tends to significantly more than just technological moves, and influences many or all segments of business: Fruitful business trans-arrangement is accomplished by all the while taking advantage of and investigating what it offers to accomplish hierarchical readiness. Problematic changes, comprehended as changes in an organization and its working environment brought about by digitalization, conceivably prompting the ongoing business becoming old, trigger DT in various environments because of fast or troublesome developments in digital technologies. These

progressions make elevated degrees of vulnerability, and businesses and organizations attempt to adjust to these new environments through various choices, for instance, when banks implement e-banking to acquire upper hands over their rivals. Imaginative deft organizations bring transformation requirements into their techniques to keep up with their situations in cutthroat business sectors. By doing this, they answer new opportunities and attempt to become strong against risk. This implementation underlines the significance of digital transformation for remaining cutthroat in a digital economy. Digitalization likewise supportive of vides efficiency improvements, cost decreases, and advancements that too "impact" digital transformation. A few specialists from various disciplines have added to the assessment of digital transformation and its chances and difficulties. Besides, digital transformation produces changes in an industry, yet influences social orders too. In this manner, as the significance of digital transformation becomes clearer and clearer, it is all the while joined by elevated requirements set upon it. In spite of the fact that there is a worldwide spotlight on exploring and understanding digital transformation, with creators endeavoring to exactly characterize the subject, no settled meaning of digital transformation is set up, and any limits that could assist with characterizing it stay obscured.

## Reviews of Related Literature

**Ram Narayan, S & Mehta, Sunita. (2020)** have done a study and it explored as with quick changes in digital technologies, organizations are compelled to transform themselves to stay cutthroat in the present organized world. There are a few records of how digital new companies and high-tech firms have become profoundly important organizations, say, through stage based plans of action. The creators investigated these inquiries with heads of a couple of conventional organizations who have endeavored to transform themselves utilizing digital technologies. In view of their essential examination and their audit of writing, the article frames the techniques and approaches that appear to be compelling for driving and transforming the organization utilizing digital technologies. The article has been coordinated as a bunch of key inquiries that pioneers ought to fret about to lead business transformation in their customary organizations.

**Vetitnev, Alexandr et al. (2020)** have done an article and it considers the customary and digital technologies considering professional instruction present day bearings of development and modernization. It has been validated that the combination of such technologies is a significant consider working on the nature of professional schooling. The creators' way to deal with such joining is proposed based on complementarity or common reinforcement of the capacities of customary and digital technologies. The sorts of joining of such technologies are portrayed from the point of view of expanding their educational efficiency: expansion, replacement, development,

transformation. Calculations for the mix of customary and digital technologies in showing a specific discipline and in the implementation of an instructive program are introduced. These calculations can be utilized by school educators and heads of instructive projects of auxiliary professional training.

**Pousttchi, Key et al. (2019)** have summarized their study as the digital transformation depends on immediate and backhanded impacts of the utilization of digital technologies and techniques on hierarchical and monetary circumstances from one perspective and new items and administrations on the other. Its effect can be recognized in three dimensions: esteem creation model, offer model and client collaboration model. The paper gives a nonexclusive model that helps investigating potential reason impact connections between the use of digital technologies and their effect on an organization along the three dimensions. In view of 75 contextual investigations, the result is triple: (1) an orderly classification of digital technologies, (2) a bunch of 10 nitty gritty effect sorts of digital transformation alongside their subgroups, and (3) a sound model of technologies, causes and effect types along the three dimensions of digital transformation.

## Digital Transformation of Traditional Business Practices

Human history has shown that any new technology imagined and acquainted with society will upset how it functions and lives. During the Modern Transformation, society had to adjust to



the new technology, else be abandoned. This changed society from a horticultural one to manufacturing focuses. Today, in the period of digital upset and transformation, society has correspondingly been adjusting and changing to the manner in which they work, live, and impart. Borders are being opened, and the openness to a worldwide market has now become simpler. Along these lines, organizations are adjusting too to both the new technology and how they work. Notwithstanding, for a conventional business set up, the transition to an internet based activity can overwhelm. Transforming a business into a digital stage moves the business to check their tasks out. The transition from a customary business set up to web-based tasks can result in fundamental changes in how a business works, how they convey their item or administration, or even the way in which they speak with their clients.

Digital transformation technology shuts the hole between what the clients online as of now expect and what a conventional business conveys. In 2019, worldwide retail online business deals arrived at up to 3.53 trillion US dollars. What's more, it is projected to increment to 6.54 trillion US dollars in 2022. This shows that web based shopping is one of the most famous internet based exercises around the world. Furthermore, albeit taking a physical business to a web-based activity might take a touch of work, there are a few benefits to taking action from customary to an internet based stage. As of April 2020, there are an expected 4.57 billion dynamic web clients around the world. That is 59% of the complete worldwide populace. With that number of likely buyers,

transitioning to an internet based stage will possibly increment income while diminishing, preferably, above costs. Having an internet based activity implies having a worldwide reach. Possible buyers beyond the business' nearby market can now reach out to the business. They likewise now approach data about the business without waiting be actually present. One more benefit of transitioning from conventional business set up to web-based tasks is decreasing sure regulatory and above costs. In a perfect world, transitioning to a web-based stage will possibly lessen organization costs. By getting rid of an actual store, a business can dispense above expenses for business development, research and development, and different roads in the business that will possibly drive it to progress. 90% of purchasers anticipate that organizations should have an internet based entryway administration for client care. On an internet based stage, organizations are offered the chance to associate with their purchasers productively and successfully. Simultaneously, the data buyers are searching for may currently be accessible on the business' site the requirement for to and fro correspondence is scaled back.

## Analysis and Interpretation of the Study

**Table 1:** Respondents' Opinion towards Technology Adoption in their Business Activities for Digital Transformation

Dimensions	TML	ML	ASL
Could it be said that you are reshaping your client offer?	67%	26%	7%
How can you draw in with clients to grasp their necessities and assumptions - and how they are changing in the digital environment?	65%	30%	5%
How do portable and online technologies fundamentally have an impact on the manner in which you can draw in with and make new incentive for your clients?	53%	35%	12%
How might you drive the digital plan in your industry as opposed to having it forced on you by contenders?	59%	31%	10%
Is it safe to say that you are streamlining your activities?	52%	37%	11%
How would you incorporate on the web and virtual entertainment contact focuses, client data and experiences across your whole venture?	62%	29%	9%
Might it be said that you are doing to ensure you are putting the client at the focal point of your store network arranging and execution like clockwork?	57%	32%	11%
How can you understand the advantages of open coordinated effort - inside your endeavor, with clients and with accomplices?	61%	31%	8%

How are you improving your digital and actual parts across all parts of your working model?	56%	35%	9%
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**Source:** Primary data (TML - To the Maximum Level; ML - Minimum Level and ASL - At the Starting Level)

**Table 2:** Respondents' Opinion towards Different Capabilities of Digital Transformation of their Business

Capabilities	Weight Score	Ranks
Building client esteem as a center skill across industry, income and endeavor models	432	IV
<b>Driving client centricity into each piece of the undertaking and utilizing interpersonal interaction devices and abilities to lock in</b>	<b>561</b>	<b>I</b>
Getting the right abilities adjusted around the right business opportunities	387	VI
Coordinating all client contact focuses across digital and actual channels	401	V
Incorporating data across all sources (inside, outside) and making the most of the prescient force of cutting edge investigation	527	II
Streamlining all store network elements, successfully incorporating cross endeavor	489	III

Source: Primary data

**Table 3:** Respondents' Opinion towards their Employees' Perceptions on Technology based Transformation

Statements	SA	A	N	DA	SDA
They understand how the organization is doing regard to digital technologies	42	27	14	10	7
Organization has an unmistakable and sound digital system	42	31	15	7	5
Further develop client experience and engagement	41	30	14	9	6
Develop new lines of business	39	30	16	9	6
Further developed advancement and business direction	43	31	13	8	5
Expanded productivity at working environment	38	31	16	9	6
Digital technologies can possibly fundamentally transform the manner in which individuals in our organization work	38	30	16	8	8
Digital technologies are disturbing the business	35	25	14	18	8
My organization sees digital technologies as an opportunities	34	27	16	13	10
My organization sees digital technologies as a danger	34	29	10	17	6
I'm happy with my organization's ongoing response to digital patterns	40	31	13	10	6

I'm positive about my organization's preparation to answer digital patterns	37	26	14	13	10
I'm certain about my's comprehension authority might interpret pertinent digital drifts and arising technologies.	43	25	12	11	9
Imaginative contrasted with our rivals	35	29	14	14	8
Cooperative contrasted with our rivals	34	35	16	9	6
Ready to answer rapidly to dangers or amazing opportunities contrasted with our rivals	43	28	14	9	6
My organization furnishes me or my collaborators with the assets or valuable chances to acquire the right abilities to make the most of digital patterns	39	33	15	8	5
Organization's initiative has adequate abilities and experience to lead our organization's digital system	41	29	15	9	6
Our workers have adequate abilities and experience to execute our organization's digital methodology	42	28	15	9	6
My manager urges me to develop with digital technologies	43	30	12	9	6

**Source:** Primary data (SA - Strongly Agree; A - Agree; N - Neutral; DA - Disagree and SDA - Strongly Disagree)

**Table 4:** Respondents' Opinion towards Barriers in the Transformation of Business Activities into Digitized

Barriers	SA	A	N	DA	SDA
Deficient technical abilities	34	31	11	14	10
Absence of a general system	37	35	15	6	7
Absence of cooperative, sharing society	34	31	14	11	10
Absence of representative impetuses	35	37	21	4	3
Absence of pioneering soul, ability to face challenges	35	24	18	12	11
Absence of management understanding	44	24	12	13	7
Absence of authoritative dexterity	47	31	10	7	5
No solid business case	32	31	13	13	11
Security concerns	47	29	10	7	7
Too many contending needs	41	25	13	14	7

**Source:** Primary data (SA - Strongly Agree; A - Agree; N - Neutral; DA - Disagree and SDA - Strongly Disagree)

## Conclusion

Digital transformation influences all areas of society, specifically economies. Organizations presently are offered a chance to profoundly change their plans of action by new digital technologies like informal communities, portable, enormous information, Web of things, different developments like block chain. This generally includes changes of the center business activities and modifies items and cycles, as well as authoritative designs, as organizations should set up management practices to direct these intricate transformations. Subsequently, society generally speaking is confronting an extreme change due to the development of digital technologies and their broad implementations, everything being equal. To add the extended interest from clients, organizations are confronting considerably more diligently rivalry in view of globalization and putting strain to go digital before others do, hoping to make due and achieve cutthroat benefits. The digital transformation phenomenon has been investigated broadly in various scholastic spaces, bringing about a rough outline of the field. What is still unaccounted for is an unquestionable definition for the digital transformation of plans of action, a philosophy how to digitize plans of action, which stages and instruments should be thought of and what models and enabling influences exist.

Digital transformation is a more stunning sort of technology empowered business transformation, which requirements to address the imperative positions of new digital advances and capacities with respect to compelling digital

development in the digital world. This paper portray it as the interaction through which organizations meet various new digital advancements, updated with widespread organization, with the assumption for accomplishing dominating execution and managed high ground, by changing different business measurements, including the plan of action, the client encounter (involving digitally enabled things and organizations) and errands (containing cycles and fundamental initiative), and meanwhile influencing people (abilities to count capacity and culture) and frameworks (counting the entire regard system).

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