IMPACT OF DIGITALIZATION- AN ANALYSIS

Mohit S. Bansod, Meet A. Rathod, Prajwal P. Mahalle, Monika R.Seth

Student, Student, Student, Asst. Professor of Humanities

Mechanical Engineering,

Shri Ramdeobaba College of Engineering and Management, Nagpur, India.

Abstract : In this paper we discuss the purpose of digitalization to automate, add data quality, and collect and organize all that data so that we can use advanced technology, such as better and smarter software but at the same time we have to deal with social and ethical issues that arise as a result of digital integration. The Internet of Things, robots, biometrics, powerful technologies, real reality and the unpopularity of taxpayers we see, and digital platforms. We are emphasizing the many advances in digital society that seem to be rampant but at the same time we must conform to our social norms. This study shows that the new wave of digital integration is putting pressure on these social norms. In order to successfully shape the digital community in a socially and ethical way, participants need to have a clear understanding of what those problems might be. Management is greatly improved in areas of privacy and data protection. In other ethical issues related to digital performance such as discrimination, independence, human dignity and inequality of power, management is not well-organized. Social media is an interactive digital communication technology that helps create or share / exchange information, ideas, career interests, and other ways to communicate with visible communities and networks. As of 2021, the number of people using social media is over 3.96 billion worldwide, with the average user having 8.6 accounts on different networking sites. Popular platforms like Facebook have over 66.09% of their monthly users logging in to use social media daily. Today, digital innovation is at the heart of every organization. 93% of companies consider innovative technologies as necessary to reaching their digital transformation goals. The bottom-line in Digitalization every resident is accessible and served overcoming the traditional barriers of time and distance that hampered reaching-out to them in the past.

Index Terms – **Digitalization, digital transformation, digital integration.**

I. INTRODUCTION

We have all been a part of Digital World where we have touched on Digitalized business processes through our day to date. Think of activities like doing train bookings online, hotel bookings online, buying Air tickets, online bus tickets or paying with a credit card, bank card, etc. For years, promoting Digitalization has been a Government initiative to provide all services to all citizens on their web or electronic sites, making transactions transparent and smooth. The real changes due to Digitalisation are starting to show today due to the push by govt., Which is expected to usher in a new era (such as how the computer performed in public and in the private sector nearly two decades back). Things like paper money will soon run out. Digital integration brings major changes in the lives of businesses and individuals. Digital technology influences the ways in which managers, employees and their clients communicate both and communicate with relevant organizations. Many view Digital Humanities as a movement between traditional humanity and the social sciences, which promises to bring digital technology to the cultural research questions. The same questions that once required a lifetime of hand-crafted data processing a few weeks, or even a few days, with the help of digital data. Digital Humanities should be seen as an extreme movement and as a discipline in itself right. Some are opposed to the official definition of DH, seeing it as a small field and 'constantly changing, evading easy interpretation'. to separate without the special field of digital personality. Instead of trying to explain Digital Humanities.

II. INTRODUCTION TO BUSINESS AND ECONOMY

The escalation of digital technologies over the past years has been extraordinary. The number of Internet users, the number of personal computers in use has grown rapidly. Digital transformation raising a frightful debate among policy-makers, industry leaders and economists. Due to digitalization job losses globally will increased to 2 billion by 2030.The surge of ICT has not been limited to only developed countries.

Restricted economies

Those with a digital integration rate of less than 25 -face challenges in accessing basic blocks of digital making such as wide accessibility and affordability. In these nations, services remain expensive and limited access.

Emerging economies

Those with a score of between 25 and 30 - mostly they have faced the challenge of buying and gaining much.Expanded digital production has impacted on a wide range of business ventures including corporate business models (BMs) by enabling a variety of corporate partnerships leading to new product and service delivery and new forms of corporate and customer relationships. At the same time, these digital innovations have put pressure on companies to think about their current strategy and to explore new business opportunities systematically and initially. While digital research in the context of BMs is now receiving more attention, the research gap still exists in this field because the amount of technical data is limited. This paper aims to discuss these issues.

Design / method

Appropriate artistic data collected from 12 key informants working in two different industries, the media and automotive industries, were collected. Research is being conducted to examine the differences and similarities between how digital use affects company value building, proposal and photography, and how firms deal with the challenges posed by digital growth.

Findings

The findings of the study show that, while digital performance is often considered important, the value proposition itself and as a position in the value network determine the available options for a new model business (BMI) for digital performance. In addition, organizational skills and personnel skills are identified as future challenges that will face both industries.

Actual / value

The findings of this study revealed that representatives of the media and automotive industry perceive the pressures and opportunities for digital integration in relation to BMI; its use and exploitation, however, remains a challenge. This research contributes to the body of existing knowledge by providing artistic information in a digital context and BMI.

III. OBJECTIVES

- **ADVANTAGES**

ECONOMIC IMPACT

Moreover, the economic impact of digital inclusion is as fast as in countries advancing to the most advanced stages. Limited digital economies are understandable 0.5 per cent increase in GDP per capita on all 10 per cent increase in digital production, while advanced digital economies accounted for 0.62 percent per capita GDP increase per 10% increase in digital input.

DIGITALIZATION

Digital inclusion also has a huge impact on job creation as a whole economy: 10 percent increase in digital integration reduces globalization the unemployment rate is 0.84 percent. From 2009 to 2010, digital usage has added an estimated 19 million jobs to the global economy, from An estimated 18 million jobs were added from 2007 to 2008. This is especially so critical detection of emerging markets, which will need to create hundreds of millions of jobs over the next ten years to ensure its prosperity The number of young people can contribute to their country's economy. Finally, the 10-point increase in digital input rises by 6 points at country points in the Global Innovation Index14 – mergers suggests that, as the world continues its digital development, there are also new names.

ADVANCED PAYMENT SERVICE

Unparalleled growth of the eCommerce market, fast, secure, and efficient payment options are essential. Therefore, an e-commerce platform needs to have an efficient and easy payment process. Although the developing economies are largely based on cash, they are quick to adopt their digital capabilities.

ENCOURAGES INNOVATION

Digital transformation forces us to do something. And when the movement starts, the inertia will make it harder to stop. The digital integration of a business often leads to innovation that allows you to become more aware of new styles and opportunities offered by new technologies. In addition, it can also help to encourage the naming of team members (if they are allowed to use it). Composing will depend not only on digital availability, but will also help achieve this.

IMPROVES WORKING CONDITION

The possibilities that digitalization offers in a company cover many areas, and one of them is the improvement of working conditions. New employment options, such as flexible working hours or teleworking, need the support of digitalization in order to be able to carry them out. Without this, it would be much more difficult, or even impossible. And improving working conditions offers many benefits, not only for employees, but also for the company. It helps to reduce job growth and increase talent retention. New generations of workers (called thousands of years) want digital innovation in their jobs. If these were not given, this would probably not be so fun. The digitalization of business is not always a simple process, but it can bring great benefits. In addition, the market forces this and the company which fails to do so will probably have problems in maintaining its competitiveness.

SOCIAL MEDIA

Social media connects about half the world's population. It enables people to make their voices heard and to be able to speak to people all over the world in real time. However, it can also reinforce prejudice and sow discord, by giving hate speech and false information to the platform, or by expanding echo rooms.

In this way, social media algorithms can promote social diversity around the world. And yet they have the power to do the opposite.

EDUCATION

Educational info has been regenerate to the digital format that is throughout a foothold to be keep simply and accessed simply from anyplace via web and computers. So books, papers, journals and newspapers are being regenerate to a digital format.

BANKING AND FINANCE

The banking and finance trade has majorly shifted from manual operations to digital and on-line operations, among the past few decades.

TOURISM AND DIVERSION

Digitization in entertainment suggests that a gradual shift of audio-visual media, movies, music, etc. into a digital format, e.g. CDs, DVDs, NETFLIX and alternative on-line resources. In touristry air-tickets, hotels, taxis, tourer attractions will all be accessed through via online digital resources.

PHOTOGRAPHY

Digitization has remodeled the photography trade, with the introduction of the camera. pictures have shifted from film to digital media.

- **DISADVANTAGES**

DEHUMANIZATION

Robots can provide great support in health care, entertainment, police and the military, if technology is not used within certain framework conditions disabling human dignity. We are talking about the danger of opposition or exploitation, in other words, degrading humanity. The healthcare industry seems to be concerned about the use of robots. How planted robots seem like a huge scare. robots should not be used for 'emotions,' close, personal involvement activities. If robots are planted instead of a caregiver, there is a risk that the care will be degraded. When robots take on tasks such as feeding and lifting, those seeking care may feel drawn things. The moral complaint about 'opposition' meets the idea that robots cannot care. The basic argument is that robots devices can do it multiply the power of empathy and the repetition of human care relationships. Communication with people is often found to be important in providing quality care. Patient quality of Life should therefore be a guiding principle for robots in health care. There is also the danger of lowering human dignity in some care facilities. The soldiers in charge of the robots are far away, not in a dangerous place. In such a case, the use of telephone-guided robots create an emotional, and moral, distance between action and the moral implications of that action. Proponents of her case have been working to make the actual transcript of this statement available online Critics fear that the hidden danger in creating the gap between the action and its consequences, is that the regulators are doing the important thing, sometimes decisions about life or death, as if they were playing a video game. Robots equipped with telephones can increase the risk of human trafficking attacks the enemy and violates control.

UNEMPLOYMENT

Another factor that has led to much discussion in recent years the potential impact of robotic behaviour on employment. Robots cannot only support human activities, can gradually change a little more human activities and therefore jobs. Two opposing views control this conversation with the result of automation: in one hand of robotization leads to economic growth, employment intellectual development (new jobs being created) and welcome acceptance wealth abuse; on the other hand, robotization leads to fewer jobs and reduces prosperity.

EXPLOITATION AND EXCLUSION

Platforms ensure that users have a dual role: as producers and as consumers. In this case, they are called prosumdrivers. The power of platforms is that they bring re-delivery seek together effectively, and with wise testing building methods, they create self-confidence that allows transactions such as renting an unknown location a person. So that you can respond positively to change demand, platforms tend to have a flexible provider team available on demand. For this reason we refer to the desired economy. The fact that they do not provide they offer their services by telephone and are not employed the power base can put pressure on traditional methods of employee protection, and the dangers of concealment. We can see that the working days of Uber drivers are very long too they have less input if the company decides to fix the prices . At the same time, platforms may decide differently denied user access to the platform. For trusted users in access to their revenue platform, this can be affordable far-reaching effects. Current history too show that the platforms have no doubts about the output users. Uber pilots may not have a rating lower than 4.6 stars (4.8 stars in the middle). Otherwise they can be removed from service. Rogers (2015) explains what is going on the review process means that providers must remain friendly and rejoice. In addition to their physical performance, of course

UNLEARN MORAL SKILLS

Another argument for persuasive technology is that users' actions have nothing to do with morality: they do not make moral decisions but simply demonstrate controlled behaviour . The driver support system that warns us every time we drive at high speeds can work safely, but the risk is a reduction in general awareness. Motivating technology can be a powerful control tool, but behavioural issues require ongoing consideration for use as a technical control tool. Critics paint a grim and dark picture of convincing technology that creates a society with citizens who are controlled to behave in a normal way, without hearing what is normal. Internet Critic therefore makes a technical case that promotes people's ability to make choices (the ability to gather information and consult with other people and exchange arguments), and promotes thinking that leads to ultimate behavioural change. A smart car makes the user drive more economically, but not thinking about leaving the car in the garage all day. Powerful technology should therefore motivate us to do the right thing.

DATA SECURITY

Digital technology has empowered people to store enormous amounts of data. This data can be of any kind, be it personal information about a person or data of organizations. It is easy to keep all this information. But it is also possible that the data was breached, with an increase in cyber threats. A single violation of the law can be very damaging to a company or individual, as information if it falls into the wrong hands of criminals or terrorists, can be dangerous for the company.

TERRORISM AND CRIME

There are many people on the internet, who say that by using the black web, they can do anything. From illegal drug trafficking online to fraudulent anything, the black web is a place for all kinds of criminals and black jobs. Terrorists use the Internet to create and promote their groups, and because on a dark web, identity can be hidden, it becomes difficult to track a person or organization that may be doing this

PRIVACY CONCERNS

Everyone now has smartphones, and it is very easy for anyone to take photos and videos of anything, anywhere, and much more, to post on social media. People are therefore at risk of having their data stolen or sold. Therefore, managing personal information is now difficult and sometimes impossible.

SOCIAL DISCONNECTION

Instead of wasting time in the real world, people now feel the increasing need for time. The social media has rejected the people's expectations, and the norm is no longer the norm. Comparisons to someone else's lives have become powerful, and people strive to adapt to a lifestyle that may not suit them. This has all led to the breakdown of society. It also causes a lot of mental disorders. Some studies have shown that social isolation, due to overuse of social media, has led to many mental illnesses, such as depression and other disorders.

DIGITAL DATA MANAGEMENT

The information available online is now easier to edit and use. With smart editing tools, one can edit photos, videos, sounds, etc. With this, people can easily spread false stories, and because most people are seen online, and seem to believe whatever the internet feeds them, the news spreads like wildfire which most of the time isn't even true.

IV. CONCLUSION

Digital humanities are developing rapidly, both in terms of number of scholars and the means of engagement. Based on our mapping of digital projects, we find that there is a breadth and depth of engagement across the humanities with digital technologies. We are also in no doubt that digital technologies are creating the potential for conceptualizing radically new research questions. The DH is facilitating new ways of research organization as evidenced by the crossover between humanities and computer science. However, it is also clear that there are real challenges to the world of humanities as part of this development. It is important not to fall into the trap of mental failure when it comes to exploring new threats. In the case of the threat posed by technology used by terrorists, however, it seems that the participants in the debate fall into the trap of technology. Technology has made our society to the point of not knowing the fact that there may be a day when our technology does not work and at the moment, they cannot live without it. We have grown to rely on our technology to make our lives easier. If our technology were to run out, our lives would be very difficult for a while until everyone learns to live without them. My solution is to start that change soon.

The impact on societies is that the massive loss of employment. Due to the very fact , that no-one pays for solution when it's available for free of charge , there'll be substitution of knowledge-workers by websites of qualified knowledge-workers. The knowledge increases, search-engines help to find best results in time, the available solutions may be not the best, but they are good enough. Another effect on societies are digital analytics of political mind, media-testing and manipulation of individuals to win votes. The available digital data is sweet enough and available enough to check and manipulate. On the opposite hand, digital competence of members of parliaments is just too low, to define good legal frameworks quick enough to react on bad consequences. The "digital gap" is too big. The next impact on societies is that the amount of tax for countries and therefore the resulting offered services of the country. If local economy fails to offer good products for a good price, maybe companies from abroad + logistics make the deal and get the tax. The impact on economy may be a "the winner takes it all" result. If you discover the simplest solution briefly time for an honest price, the offering company makes the deal. How many search engines do you use? If you get great service cheap, this business model is dead for other companies. For the "analog" top quality champions the adding of digital competence results in sensational market-shares. For people the impact depends on the tax-situation of the country offering services. The question of jobs nearby requests companies nearby, successful enough to overcome the worldwide economy with cheaper prices from somewhere. And tons of massive companies reduce jobs too, using their knowledge of digital methods to decrease prices. After cheap comes for free…

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