# Preface

We are witnessing a fresh acceleration of technological change which is affecting the established ground rules within companies and across industries alike. In this unpredictable scenario, Big Data is set to play a key role. Digital technologies are in fact assisting workers and making them even more viable in the labor market. For businesses, the next wave of work redesign has great potential to improve both the efficiency and effectiveness of the most expensive talent in their organizations. For policy makers, the continuing transformation of jobs by technology means that worker's skills need to evolve even more rapidly. In other words, software and other things or devices that assist and guide workers, help them become creative and innovative. A relatively recent and comprehensive study on the future of employment in 702 occupations concludes that, "For workers to win the race, however, they will have to acquire creative and social skills." One of the most important skills that all workers need to cultivate is innovation.

Adaptive Digital Enterprises need to manifest a platform that continuously learns, assists, and guides its workers to be more creative and innovative. The very first trend – namely innovation – remains the most important. Leveraging a "Build for Change" platform with the associated creativity disciplines, an adaptive digital enterprise can focus on innovation especially within their processes, customer experiences, ideation for new products, and a modernized IT organization.

Digitalization will remake employee-enterprise connectedness in the same way that it is revolutionizing customer-enterprise relationships. Going digital enables more collaborative and comprehensive employee engagement, which in turn drives higher levels of employee performance. Faced with massive change, some leaders will struggle simply to stem the tide without fundamentally changing their organizations. Others will look for ways to jump ahead of the curve. Leaders will need a framework for digital enterprise transformation that drives a holistic digital strategy in the four quadrants of transformation *viz.* Product and service innovation, Value ecosystem, Go-to-market and Culture and organization.

## THE CHALLENGES

Organizations face enormous challenges in the digital age since old rules no longer apply. As content and consumption become increasingly digital, old order business models based on tight control of distribution of premium content—to the point of scarcity—are no longer relevant. Consumers are increasingly demanding products and services in multiple ways, across multiple platforms, and at a time that is convenient for them.

In the digital arena, every element of the business process engineering is being questioned or redefined. The whole processing cycle can be cut down to a few weeks as against months in the traditional sources, thereby reducing cost and increasing revenue. The old order is being replaced by a new one where different attributes are valued. As we shift from a distribution paradigm to a consumption paradigm, companies have to rethink their strategies. The balance of power is shifting from the content owners to platforms and from producers to consumers. We are moving from a B2B to a B2C environment and potentially a Creator to Consumer (C2C) environment. The implications of the shift from a distribution "push" to a consumption "pull" paradigm in an entirely by-table world are truly revolutionary.

Key changes the industry can expect in the future:

●   Technical fluency will be essential in all aspects of the new digital enterprise.
●   Delivery of content in multiple forms and contexts will be a far more critical component of success than it is today. Hence, the ability to manage increasingly complex product "fragments" and "bundles" will be crucial for business systems.
●   The ability to manage the associated rights and royalties will become much more complex.

## SEARCHING FOR A SOLUTION

We are in the era of high-tech, digitalized and modern civilizations. In the current worldwide economy, the use of digital technologies is served as a means of boosting economic activities. The mass adoption of digital technologies through connected services and devices has proven to accelerate economic growth and facilitate job creation. Build training as a core competency in the organization to actively generate skills that are in demand and unveil new talent in the organization. Every job is digital job; technology is fundamentally changing the way people work and the

work they do, a trend in businesses embraces as they move to compete in the digital age. Train your own; companies must take an active role in creating the skills they need by making training a critical component of their talent management strategy.

## ORGANIZATION OF THE BOOK

The book is organized into four sections, namely "Reorganization of Work Structures Through Digitalization" consisting of four chapters; "Impacts of Digitalization on Work Structures" consisting of two chapters; "Digitalization: Trends and Concerns" consisting of two chapters; and "Digitalization: Metamorphosis of Educating and Mentoring" consisting of three chapters. A brief description of each of the chapters is as follows:

Chapter 1 establishes to define liquid workforce, describe its characteristics and outline its implications. This chapter would help readers understand the need for studying liquid workforce and appreciate its importance in the contemporary world. Moreover, the author provides a detailed outline of the ways and means that organizations can use to build such a workforce. The author also highlights the steps an organization can take to enhance the effectiveness of its liquid workforce.

Chapter 2 establishes the need for new methods of financing such as crowd funding as an essential element for running any organization without which an organization cannot even be created. The chapter sets the scene for discussions as to how Crowdfunding has been positioned as a viable option in line with traditional methods of financing such as venture capitalism and angel investments. In particular, the chapter identifies that Crowdfunding has gain popularity amongst new and inexperienced entrepreneurs and for getting money to carry out social, cultural and environmental projects.

Chapter 3 presents a review on how is crowd shaping affecting the life of a retail shopper in this technical savvy world. The author identifies the existing challenges and difficulties faced by the business in today's era where change is the only constant. The author contends that the innovative and improved technologies transform the industries and companies and change lives. It also identifies that the companies continue to invent new products and technologies to cater the future needs of customers.

Chapter 4 focuses on reshaping intellectual capital formation via electronic-based learning platforms. The author critically examines the literature on human capital development through e-learning and finds that digitalization enhances

teaching/learning processes and activities, rather than rendering the traditional methods obsolete. In particular, the chapter identifies the evolution of high levels of sophisticated information technologies across the globe that has tremendously improved intellectual capital formation through digital collaborations and interactions.

Chapter 5 aims to identify the main causes of a bad work environment with a high rate of turnover. The objective of the chapter is to propose an intervention plan to increase the participation, commitment and employee pro-activity. The author accomplishes his task by performing a case study with the quantitative paradigm, transversal and exploratory.

Chapter 6 assesses the impact of digitalization on work culture with an outcome of qualitative and quantitative productivity of employees and business by sharing information globally. The author grounds her argument that the digital workplace in digital environment plays an important role in the development and growth of any organization as well as the economic growth of the national work culture.

Chapter 7 analyses and compares recent trends for digitalization in the organizations. The author systematically reviews the cut-throat competition in the today's world and presents the need of consistently working towards the invention of such gadgets which will reduce their time so that they can manage their activities effectively. The author also identifies the importance of Digitalization in shaping the workforce and work environment of any organization.

Chapter 8 analyzes how various strategies followed by Uber have helped it to become a globally successful player. The author examines to see Uber as a technology-based company. The overall aim of the chapter is to consider the different strategies that take Uber to join the global market successfully.

Chapter 9 presents an analysis of the impact of digital technologies on the world of work and its environment as technology continues to permeate all areas of society. The author grounds her arguments that there has been a rapid speed of new technological developments in the area of education and these new developments have created learning opportunities for working people. The author contends that E-learning is a combination of two important constructs namely learning and technology and assesses the impact E-learning has made on the lives of workers development.

Chapter 10 analyzes on how social media can be used as an Efficacious tool in teaching and utilizing the time wasted on social networking sites by students. The author presents an array of tools and techniques that help in training the student about the use of these systems, for which they are made of. The authors argue that Social Networking is a good source to stay connected with others so that it can be used as a tool in teaching and so the only solution is to change the way they use it.

Chapter 11 is aimed to study the effect of inquisitiveness and attitude on teaching effectiveness among pupil-teacher practicing classroom teaching. Also, the author explores the effectiveness of online teaching practice and finds out the future horizons of online teaching practice in Indian perspective. The chapter sets the scene for discussion that pupil-teachers possess the more positive attitude and inquisitiveness towards online teaching practice in comparison to classroom teaching practice. In particular, the chapter identifies that inquisitiveness and attitude significantly predict the teaching effectiveness in online teaching practice and classroom teaching.

In nutshell, through this volume, editors have tried to capture the unprecedented and unparalleled experiences encountered by policy makers, leaders, entrepreneurs and organizations while trying to incorporate the emerging digital technologies in their work spheres. Book is a sincere attempt to encapsulate the novel ways and means adopted by researchers throughout the world to cope up with this digital disruption. Editors believe it will be a good value addition to the existing body of knowledge.

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