Chapter 6
Digitalization’s Impact on Work Culture

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ABSTRACT

Digital work culture followed by any organization on the digital workplace in digital environment, work is going through the technologies in the virtual office, business site merely presents in cyberspace by using their laptop, cell phones via accessing the internet, anywhere, anytime. It directly affects economic, social, culture and business over the globe in a nano-second equally. It plays an important role in the development and growth of any organizations as well as the economic growth of the nation work culture is actually beliefs, ideas, manner and attitude of employees along with organization's ideologies and principles. author presents information about Digital media has impacting on Work Culture now traditional work culture is become digital work culture where efficiency with qualitative and quantitative productivity of employees and organization and business in a very swiftly, time saving, economically by the sharing information globally.

INTRODUCTION

This chapter studies impact of digital media on work culture and the contribution of advanced digital technologies and the devices in efficiency and productivity of employees and organizations. The positive and negative aspects of digital media, effective handling of digitalization and its grievances are analysed. On the working place, digital media offer an interesting working environment and provides an interactive platform for smooth communication between employees and management.

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Digitalization’s Impact on Work Culture

Digital media is ready to lend a hand to develop better understanding between employees and higher management in the organization. Digitalization helps in developing a positive work culture which in turn enhances the productivity of employees and finally results in the development of organization’s business globally. The attributes of digital media enable global information sharing, saving of time and swift business transformation.

BACKGROUND

In this digital age, knowledge and information spread amazingly fast and at a mind-boggling speed. It directly affects economic, social, culture and business over the globe in a second equally, impacting all. No doubt, digital influence of company extending in global market helping the organization to perform smoothly. It is also improving efficiency and quality of their products with day-to-day operations. The prompt innovation of technologies is with the motives that allowing digital contents audio, video and graphics contents transmitted over the internet by the digital media like, window files help employees interact globally and make them professionally quicker and most efficient, which was not possible in earlier times.

Artificial intelligence is a powerful feature of digitization that can be automated the work like human being. It has a great supporting feature on various aspects to track and handle the functions of employees and various aspects of their job. It helps in developing healthy work culture and makes the staff more competent as demanding by employer’s expectations and also supportive of decision making to take the solution of a specific area of the problem by the experts of relative fields.

Online Banking provides facility to check account, easy transfer money, etc. Online selling and purchasing, e-payment system facility like e-cash, e-billing, e-wallet, smart card, etc. are facilities provided in the digital environment.

It is important to understand that digital media could play a crucial role in shaping the development and growth landscape of any organization. In this Digttech age, digital media is affecting work culture in organization. It is transforming work succession rate into a digital setting of success. Digital Media has played a significant role in any organization to maintain a smart work culture.

1. **Work Culture:** Work culture is defined as a unique social, psychological environment including values and behavior of an organization and its employees. It plays an important role in the development and growth of any organization similarly economic growth of the nation as well. If work culture is friendly and healthy, the employees will be concentrating on their work with job satisfaction, and an aura of positivity will prevail all the time. Employees will remain in
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