



ORGANISATIONAL TRANSFORMATION: A NEW ORIENTATION THROUGH TECHNOLOGY IN DIGITAL REALM

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ABSTRACT

“Organisational Transformation is a ‘natural progression’.The companies who will not manage this transition will provide room for new, more employee and customer oriented players”

A process of fundamental and radical change in an organizational sense that orientates an organization in a new direction and brings it to a completely different level of effectiveness. Transformation implies a radical change in character and little to no similarity to the previous configuration or structure, unlike 'turnaround' (which implies gradual improvement on the same plane).

According to Henry et al, 2002, during implementation of change and transformations, a newmanagement style occurs and largely impacts and influences the power dynamics in the organisation. Studies have shown that organisational change in management and leaders may result to power conflicts since employees may not support appointments or new leadership. Power dynamics issue are impacted in change and transformations in products, services and even management, in a way that new leaders may not be capable of handling employees with cultural differences. Shifting in power- dynamics may bring conflicts to the industries and organisation as it may affect the entire implementation of the organisational change approach.

This paper addresses organizational transformation through technology as a key competitive advantage in today's competitive business environment focusing in different organization functionalities. In view with Leaders/Managers must acquire the new technological skills and competencies that will result in their emerging new role.

Keywords: *Efficiency, Competitive, Transformation, Roles, Dynamics, leadership, recruiting, performance*

OBJECTIVES OF THE STUDY

1. To find out if technology can positively deliver transformational activities for organizational competence and success in an organization.
2. To evaluate how technology be able to help the organizational functions and become as strategic partner.

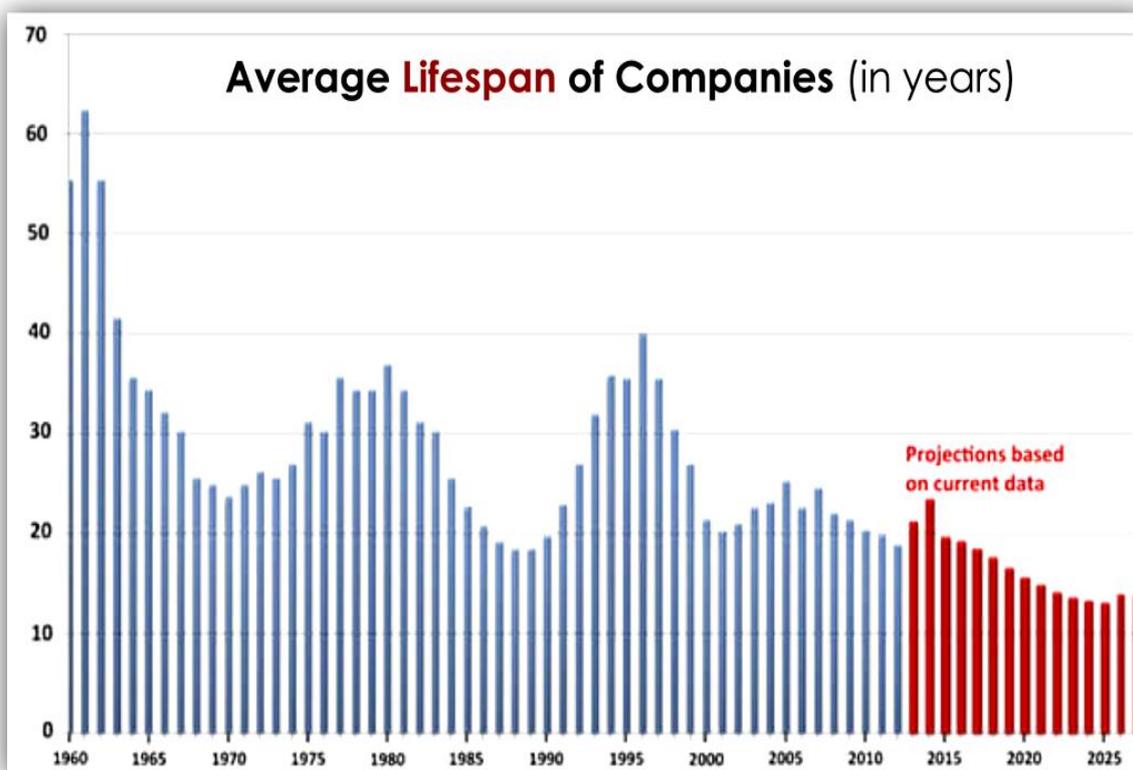
INTRODUCTION

Increase in fierce competition organizations at present keeping in view of demanding clients, competitive pressures and financial pressures, and financial crises they need to minimize costs, improve the superiority of goods and services, and respond quickly to new market opportunities in order to be competitive. The transformation involves composite and synchronized interactions. As each of these forms is a potential alternate future of the system, a number of possible forms will appear in this process, which can lead to complete annihilation of the system to a complete transition to a higher degree of complexity.

DEFINITION

Organisational Transformation is a term referring communally to such activities as manufacturing, redesigning and redefining trade system. In changing companies, the dominant enabling technology is data and technology.

So, companies have grown and function in progressively more multifaceted world, business environments is more diverse, more dynamic, and more Linked than ever before, and far less boring. As a consequence, a corporation's total life expectancy is currently 32 years, while it was 61 in 1958.



As CISCO's CEO John Chambers found out, in 10 years, 40 percent of

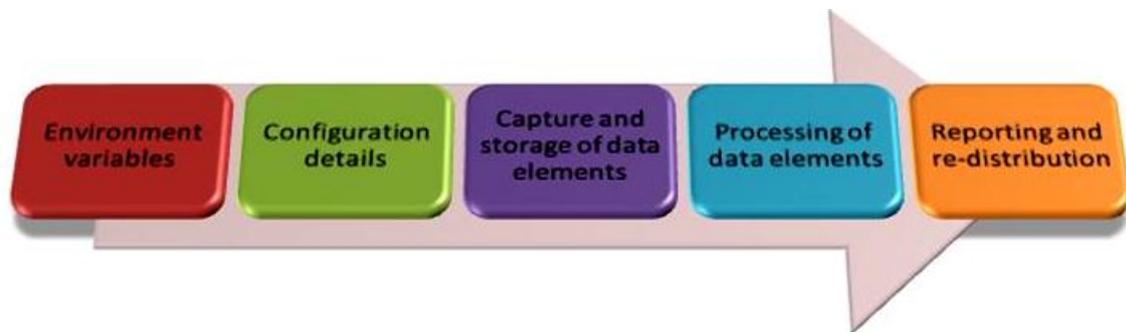
corporations in the Western world will no longer operate in a significant way. 70 percent of firms are going to "try" to go digital, but just 30 percent of those "will succeed." It is because it is not just transition, but growth, and transformation, whether digital or not, is

transformation. When the corporate model evolves quickly in the financial climate, the face of the company is transformed by mergers and acquisitions.

So, organization continually need to be

- a. flexible, effective and efficient organization.
- b. customer-centric approach to organizational activities
- c. Recognition of current strengths to create a more productive environment
- d. Understanding and reaping the benefits of competitive IT and business alignment
- e. Promotion of an incorporated approach to IT and business

STRUCTURE OF A SOUND TECHNOLOGY PLATFORM IS DEPICTED IN FOLLOWING;



TECHNOLOGY IMPACT ON HRM

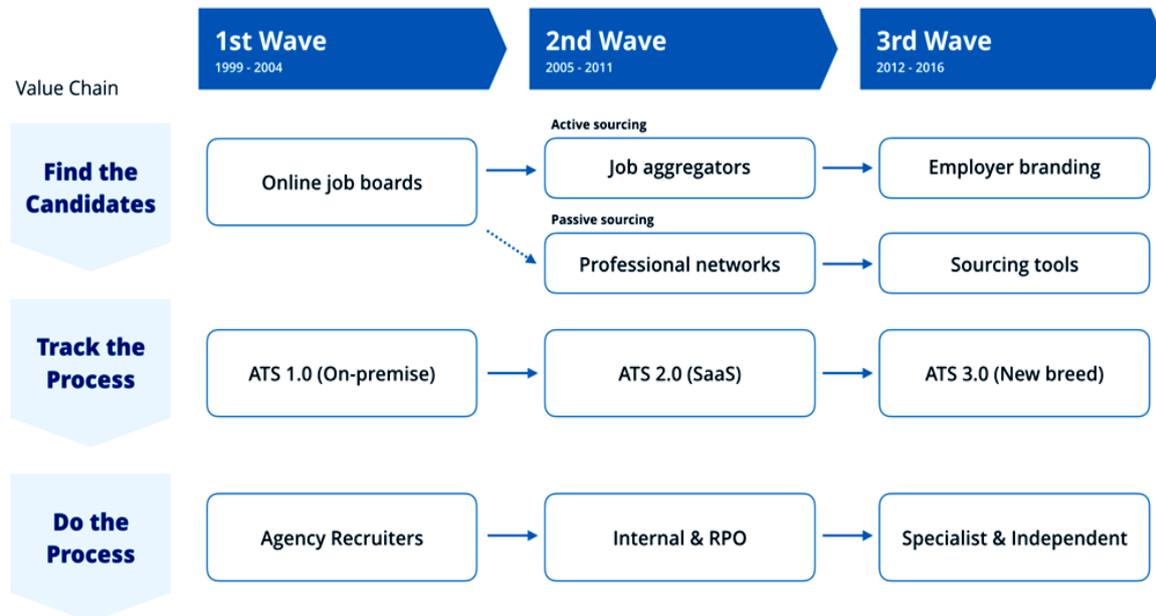
In addition, human resources practitioners handle a tremendous amount of documents and have to retain all of the documentation on hand for a considerable period of time as well. The use of computer images has made it easier for organizations to store and access files in an electronic format.. Technology also helps human resources experts to merely print the forms for workers that are required. In order to find what is needed, printing on demand removes the need to search through an infinite amount of files in the file cabinet.

TECHNOLOGY IMPERATIVE IN HUMAN RESOURCE MANAGEMENT; RECRUITMENT

One area that technology has greatly affected human capital is in the field of recruitment. HR recruiters used to focus on print media before the Internet, such as newspapers, to post vacancies and get opportunities for available positions. Other tactics were also used, such as networking, but HR recruiters were not able to post a position in one or more places and make millions of people see it all at once. Technology has made recruitment more effective and even more effective in the hands of the right recruiter.

THE HISTORY OF INNOVATION IN RECRUITMENT TECHNOLOGY AND SERVICES

The recruitment value chain



ATS – *Application Tracking System*
RPO - *Recruitment Process Outsourcing*
SaaS - *Software as Services*

The application process should be simple and focused, with the ability for candidates to save their information and apply from a assortment of devices. Recruiters are heavily using by means of social-media channels such as LinkedIn and twitter to source candidates and promote job openings. Most of the job interviews being conducted over Skype or videoconferences. Organizations are creating new recruiting platform is that it should be available on portable devices.

IMPACT ON MARKETING

In marketing, the impact of technology are varied. Organizations are responsible for handling more marketing options than ever before, and clients are more integrated than in the past with marketing knowledge.

Marketing Mix

- The ordinary user has an extremely personalized customer, from Facebook advertisements to Google paid search results.
- A more technologically advanced database will allow a firm to target its marketing mix more exactly.



- Technology allows businesses to manufacture high quality goods
- at comparatively low prices (and thus prices).
- To accomplish product distinction, marketing and position are then used.
- The internet is upsetting the need for conventional shops (location) and is the predominant means of promotion, captivating over from television.

IMPACT ON THE CONSUMER

Marketing has become increasingly incorporated into daily life, from the customer side The typical user has an extremely customized and data-driven exposure to 'related' ad materials, from Facebook ads to Google paid search results. This is this without addressing the different platforms and delivery platforms, ranging from PC/Laptop browsers to smartphone and tablet distribution.

Users are often influenced from a privacy point of view, due to the immense amount of information available, mainly from social networks and browsing habits. All of this material is used thanks to social networks and browser cookies, from what we watch on TV and who our mates are to what career paths we are taking. This produces appropriately catered commercials, albeit amid legitimate privacy issues.

Another curious consequence of new, technology-driven marketing is ad blindness. The ability to disregard marketing materials (particularly online) has increased considerably as consumers are exposed to more and more sponsored content, the capacity to knowingly and subconsciously disregard funded ad material has grown.

Technology has affected the ability to capture and coordinate marketing data from a corporate standpoint, the channels that the organization can use to attract customers, and the method of creating new styles and forms of promotional properties. Organizations have more details to connect with, more marketing formats and more online places, (i.e. social networks, blogs, search engines, YouTube videos, etc.).

When considering the oblige of technology as a vendor, The most critical factor is to maintain a wide spectrum of choices and platforms that can be used to engage with prospective and potential customers.

- Social networks (paid and organic)
- Banner ads
- Sponsored online retail content
- Online review and rating
- Blogposts and Site Production.
- Online video advertising (paid and organic)
- Ad formats for Smartphones
- Tablet ad formats



CONCLUSION

The most significant takeaway for both companies and customers is the manner in which big-data, complex distribution opportunities, goods and customers are all integrated. It is a competitive imperative in the new technical age for corporate progress to recognize the desired goal from the results, to find out which networks this market tends to use and which goods suit their needs.

Any businesses that “*have done things the same way for years*” are or will soon be affected by disruptive change. It is starting to come from all angles: the economy changes, the competition changes, products turn into services, technology changes, customers change, employees change, vendors change, buying methods change, delivery methods change etc.

Innovation wants to be component of organizational culture. Consumers are transforming more rapidly than the organizations, if they don't catch up, they will be in trouble.

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