

**DIGITAL ECO SYSTEM-****An Analysis of Human Mind and Technology at workplace****Prof. Sumaiya Fathima¹****Abstract**

A digital eco system is one in which interdependent groups, enterprises, people share digital platforms to interact with their customers, partner's etc .It is very difficult to think at workplace without referring to technology which indeed has become an inseparable element for survival everywhere. An analysis of human mind in workplace is very important as human brain supports both social and emotional intelligence and critical thinking. Human brain work like a big computer, it has the ability to analyze things considering facts and different perspectives to reach to a sound and logical conclusion. Digital workplace is the concept where every business use digital transformation(DX) to align technology, employees to improve its efficiency to meet its goals . Digital platforms are providing the much needed access to information which has changed our lives and understanding of the world .The greatest impact of technology is on human mind. Messages, tweets, posts , texts , mails can be sent across the world within seconds, technology thus has a big influence on human mind .Usage of technology in workplace increase better communication and help us take up other priorities in our life.

Key words: Digital Transformation, Social and emotional intelligence, information critical thinking.

Introduction

One need to transform themselves in workplace as we need to stay and evolve ourselves to grow in this digital age with technology. The hard part is we need to adopt ourselves to thinking like rethinking competition, rethinking data, rethinking competition, innovation to stand out in this era by striving and bringing something new to the workplace which is critical for the company's success. Nothing in this world exists in isolation and we are interdependent on each other, as an employee in the workplace one must understand the it is wisdom that needs to applied to interact with eco system. Digital transformation is a force to reckon with in workplace , all the jobs are influenced by technology and most of the daily activities too are benefitted through automation, The technology adaptation will help support us on how to work , stay competitive and provide best quality services to our valued customers and to position our product to take advantage of competitive strengths and solving true customer need to stay competitive and thrive and this requires continues investment in education and human mind has to live in future to remain competitive with a futuristic roadmap. To stay ahead in the

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competition the company needs to hire employees who work to transform data into information and information into our intelligence

Statement of the Problem

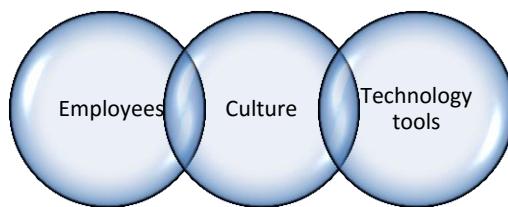
A study on the massive and undeniable benefits of human mind and technology at workplace by Digital economy is achieved .Technology has impacted our lives and the present youth are highly skilled when it comes to innovation and entrepreneurship. A common saying that Mind is not like a computer but an eco-system.

Need for the study

Employers and Employees must actively embrace the complexity, scale and magnitude of changes in Digital Eco System and their consequences to our advantage. To move forward we need to develop new business models , improve our vision as our action plan positively influence the shape of the emerging digital ecosystem for the planet and a collective progress towards sustainable development.

Workplace Digital Eco system

Employers should work on building digital eco systems and look beyond the workplace to be competitive as when the world of work changes, the workplace too needs a change , earlier workspace was provided to employees during office working hours , and now the employees are working in an environment which is so called digital workplace and the environment that is provided is transparent where they are connected to devices anytime anywhere access to information that is providing choice flexibility and personalization . We are not leaving in the world of digital age and the composition of workforce is diverse , a collaborative environment is being fostered to retain attractive and talented employees where they are given full freedom to work with minimal supervision by taking decisions rather than forcing decisions on them .India s labour force is predicted to grow to 545 million before 2025.Digital technology is being embraced in all sectors, India is also one of the largest and faster growing digital market .Digital economy has made it possible that work is no longer considered that something that needs to be done in the office and the workplace is transformed by moving the work to the worker instead of the worker to work as anything can be accomplished with laptop and a WiFi



Employees need to embrace change raising their skills to meet digital challenges by exhibiting can do concept.

Technology tools that are needed to communicate that can have an effect on your productivity employee morale, efficiency and better customer relationships.

When employees and technology come together they can make a change keep pace and maintaining competitive edge.

Spectrum of Options;

The expansion of the digital economy creates many new economic opportunities. A lot of opportunities are available to work for employees , flexible work strategies are being adopted by the companies to enable the employees to manage their life's demand, work accommodations are made flexible like working from home, arriving late, leaving early, or taking time off during the day., taking care of aged parents, and also balancing employment which in turn is helping to improve economic and social outcomes .There is also a concept called ROWE or Results Only Work Environment concept developed by Cali Ressler and Jody Thompson and published in the book [Why Work Sucks and How to Fix It](#) where the employees are measured by performance, results and output rather than their physical presence.These technology has made work more fun and engaging and gives employees something to look forward to and stand a chance in this highly competitive world and changing times

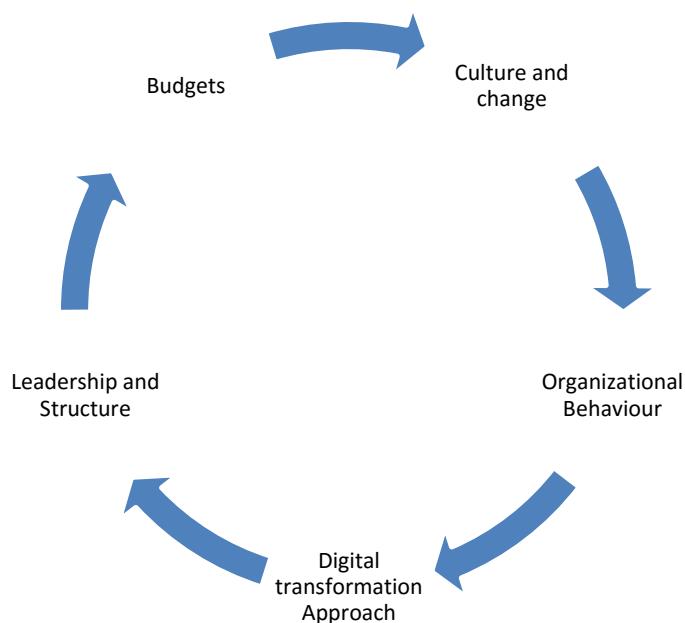
Maximizing Digital Economy- Technology gives more avenues to come together to come together through brainstorming sessions and come out with innovative ideas.,collaborating through virtual meetings whether they are in the office, or working from home .



Contribution to GDP

Majority of the Indian companies are digitalized, most of the companies have still not participated in the digital economy, though the companies are in the age of digital transformation and government policies too are favouring to transform the country into a digitalized economy, new applications in business models like online platforms ICT goods and services. Effective management of the digital economy depends on our ability to accurately assess the value of free digital goods and services, In India a small percentage of GDP is derived from Digital products and services but being on the digital transformation track by 2022 India will have around 60% GDP derived from Digital goods and services. and this requires human skills, a knowledgeable workforce with technology will work towards productivity and increase in GDP. A good investment in education is needed for earnings and higher productivity of the individual, which acts as screening device to help employers to identify and recruit more individuals with a tech background. and providing the digital platform to perform their best. This sort of skills that are needed today are short in supply, expertise has to be brought in to create future value and develop it in such a way to fulfill organizational long term goals. The companies need to look for energetic people who are ready to face the digital era, and address the ever-changing customer expectations

TRAITS OF DIGITAL TRANSFORMATIONAL LEADERS



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If GDP grows strongly, it leads to increase in employment level, employees can recruit more employees

Redefining future of work

Majority of companies are moving and embracing digital economy ,employers should focus on reskilling the employees to succeed in digital age and digital technologies demand higher education and skills and as more and more technologies are emerging the workforce must be certified with this digital skills with plenty of programmes and short courses that are available to make the work tech savvy and match to the level of creativity and critical thinking and how best you can apply it in business and this revolution of artificial intelligence will change the very meaning of what it means to be employable .The kind of jobs that cannot be done by machines is critical thinking skills which will be more in demand. Digital technologies enable businesses to access new markets and customers and operate more efficiently. The changes that are upon us now—artificial intelligence (AI), robotics and the Internet of Things (IoT), for example—promise both great progress and create new ways of working and also change can be seen in the way the companies recruit , promote and manage their employees and this also has led to increased efficiencies and streamlined processes for employers.

Conclusion -

Digital economy has made employers to stay competitive and ensure growth ,its importance is vital to enable us to understand the mechanics of the world we are living in ,digital intelligence of the employees is needed to participate in teamwork in this digital world and the workforce needs to grasp the complexity of this digital world ,employers need to prepare for greater agility in the workplace and work towards identifying the early signals of change. And understanding how workplace orthodoxies are changing is a first step for everyone. Workplace also needs to be changed when the world of work is changing and employees must learn to utilize technology and acknowledge the overwhelming presence of the Digital age.

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