

## **IMPLEMENTATION OF DIGITAL MANAGEMENT IN THE MODERN WORK ENVIRONMENT**

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Technology is used by digital companies to generate new value in their business models, user interactions, and organizational skills that sustain their core operations. The concept encompasses both digital-only brands and existing players that are using digital technology to change their businesses. Digital management is defined as a method of management utilized by companies and institutions using digital tools. In the contemporary world digital management is an indispensable part in running business due to the infectious spread of COVID-19. Since the safety of people comes above all else, change in the working environment is inevitable. Moreover, living in the fast-paced world it is of the utmost importance to keep up with progress and methods used by managers prior to the 21st century are now considered to be obsolete or no longer efficient. New methods of development have been founded, which are leaps and bounds ahead of the management theories used before. The adoption of technology at that level could be defined as Digital transformation.

A recent survey conducted by Huawei in the United Kingdom has shown that three-quarters of the employees in the UK are happier working from home, which is 75 % of the working population that is reveling in the benefits brought to them by Digital management. Moreover the survey of 2000 office based workers also discovered nearly 53 % of employees say that choosing their own place of work have had a positive impact on their mental health. 47 % of employees highlighted that not having to follow the norms of the working society have indeed been supportive. 39 % of workers emphasized they are no longer distracted by their colleagues. Four out of five survey participants (87 %) believe that technology has enabled them to work efficiently from home. Well over three-quarters (76 %) believe that fast broadband is the most important factor in maximizing

the benefits of flexible working, led by internet reliability (62 %) and long battery life (42 percent ). When working remotely, more than a third (37 %) agree that being close to family and friends is significant, while 33 % preferred the countryside to the bustling city.

As you can see digital management has produced stellar results when it comes to employee motivation and mental health, and for a business to thrive in a modern-day industry, those two things need to be taken into careful consideration. However, what are the benefits to the company? To understand this it is necessary to look deeper into what digital management has to offer for the company. A large percentage of Huawei employees are happy with the application of digital management. This would lead to more quality work from the employee, this will lead to their productivity increasing. Working at home fosters trust between the boss and the employee. Employee satisfaction is also a result of employee loyalty, as happier employees are less likely to search for another career. But, there have been several studies that conducted social experiments which produced certain results that seems to highlight upon some of the drawbacks of utilizing Digital management. It is evident that it stems from both the employees and the company. One significant drawback of digital management is the employee's detachment to workplace, which could result in low levels of motivation. Low levels of motivation means that the company will have to suffer low levels of productivity.

Online working could also lead to increased stress levels which could result in poor work performance and the mental and physical health degradation. For some people the work place is a break from their households and vice versa. Furthermore from a company's point of view, they aren't able to make sure that employees produce work on time and that the work is of high quality due to the distance issue.

In conclusion, 62.4 % of people prefer to work remotely than other benefits offered by their companies. A Poll posted by CEO of Product Hunt, Ryan Hoover, has brought to light what much of the working populace would prefer remote working as a benefit. Other perks like infinite vacation time, free food and 401k retirement plan weren't as important when compared to the benefits of working remotely. The advantages of working from home include flexible

workspace and no need for a laptop, since using a smartphone is possible as well, mainly due to the development of certain software such as Hubstaff, Xero, Google Drive, Channels, Officevibe, Userlane, etc. These software programs have allowed enterprises to operate and manage all business activities such as finances, human resource, logistics, research and development, marketing and exceedingly more.

All in all it could be understood that the advantages of implementing Digital Management have greatly outweighed the drawbacks of it since an astounding 88 % of the employees are enjoying this experience so much.

### **References:**

1. <https://employeebenefits.co.uk/employees-happy-working-home/>
2. <https://twitter.com/rrhoover/status/1040643457901985793>