

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

DOSSIER

On

Guest Lecture

On

“Impact of Digitization on Existing Work Structure”

On

February 06, 2017



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FORM A

Proposal:

- **Name of the event to be organized:** Guest Lecture on “Impact of Digitization on Existing Work Structure”
- **Date:** February 06, 2017
- **Time:** 12.00 pm – 01:30 pm
- **Venue:** Lecture Theater, RDIAS
- **Motivation for the activity:** The motive behind organizing this session was to acquaint the students with the use of digital technologies to change a business model and value producing opportunities converting of an object, image, sound and document into a digital form.
- **Resource Person:** Ms. Punita Duhan, Lecturer, Meera Bai Institute of Technology, Delhi
- **Organized by:** Department of Management Studies, RDIAS

FORM B

Part 1

Aim of the event:

In entire globe, there is quantum jump in the process and use of digitization. Keeping the same in mindset, the lecture was organized to acquaint the students of MBA and BBA with the digital world and converting of an object, image, sound and document into a digital form. The basic purpose of this lecture was to discuss and make students understand the uses, issues, emerging challenges and impact of Digitization on existing Work Structures.

Part 2

Abstract:

Digitization is the process of converting of an object, image, sound and document into a digital form. Digitizing information makes it easier to preserve access and share the information. For example, an original historical document may only be accessible to people who visit its physical location, but if the document content is digitized, it can be made available to people worldwide. There is a growing trend towards digitization of historically and culturally significant data.

Ms. Punita Duhan initiated the lecture highlighting the importance and application of digitization on work structure. She narrated that every now and then; it's cathartic to take a long, hard look at what one has achieved, and more importantly at the various activities that have eaten up so much time. Hence, digitization helps to achieve organizational goals in stipulated time period. She explained digitization with very suitable examples of social media like Facebook, whatsapp and other technologies.

She enlightened the audience encompassing the different aspect of social media like social customers, social employees and social strategy due to which digitization has been effective to

save the time made enterprise as social enterprise. Changes in technology serve as another strong external influence on the structure of work and content of jobs. Innovations in digital technologies are clearly the most important technical developments of our time and are leading some to suggest that their ultimate effects will be equivalent to those of the first and second industrial revolutions. Although there is insufficient evidence to describe digitization as the kind of technological infrastructure that will produce a third industrial revolution, digital technologies are exerting profound effects on both the content of jobs and the occupational structure.

The speaker mentioned the benefits of Digitization elaborately in following way:

- It creates improved and flexible organization structure.
- It helps to provide collaborative, effective and faster decision making.
- It facilitates greater integration with business applications.
- It enhances search ability and information access.
- It provides simplicity and cost effectiveness.

Madam said that creating Social Enterprise means embarking on a never ending journey in the pursuit of excellence which is not free from the following issues and challenges:

- Loss of productivity.
- Lack of ROI metrics.
- Confusion over intellectual property rights
- Security and confidentiality of information.

Social Enterprise is a business model that puts people and community first, ahead of private or personal gain, while operating in a commercially viable and sustainable manner. Social enterprise is committed to social justice, social inclusion, enhancing quality of life, building community spirit and providing affordable and accessible services. Ownership of the enterprise is within a community, or amongst people with a shared interest and surpluses generated by the enterprise and is reinvested to fulfill their social objectives.

The session ended with the question and answer round which was interactive and informative. She narrated that the organizations are operating in the wider interests of society; we believe that transparency and accountability are critical for social enterprises. While we believe accountable structures to be desirable, we recognize that there are many different ways in which organizations can protect their social mission. Social enterprises that are part of the cooperative movement are accountable to members, consumers, staff or community members. Other social enterprises take a more traditional company structure with a board of directors that are legally accountable for the organization's social mission as well as its financial performance. Some organizations may choose a legal form that is regulated such as the community interest company (CIC) to protect their social mission, and they may not choose an additional accountable board. Other entrepreneurs are attracted to social enterprise because it allows them the flexibility to be responsive and dynamic. So they may choose to have a small number of company directors but no independent board, because their accountability arguably lies with their customers.

Part 3

Conclusion

The lecture was very informative and knowledgeable where students asked questions and got their doubts cleared on various issues like importance of social enterprise, challenges and issues of digitization, role of social customer and social employee. It was indeed an electrifying and fascinating lecture. The guest speaker imparted best educational light and enlightened the students with her ideas and experiences. Students found the lecture to be really prolific and a magnificent learning experience.

Snapshots of the Lecture



Anchors introducing Guest Speaker...!!!



Ms. Punita Duhan, Guest Speaker, addressing the audience....!!!



Keen to learn audience...!!!



Dr. Pooja Bahl (Course Coordinator-MBA) presenting Memento to the Guest Speaker ...!!!