

## Website Report on Guest Lecture on “Impact of Digitization on Existing Work Structures”

<b>Title</b>	Guest Lecture on “Impact of digitization on existing work structures” for the students of Department of Management Studies
<b>Date</b>	February 6, 2017
<b>Resource Person/Facilitator</b>	Ms. Punita Duhan, Meerabhai Institute of technology, DTTE, Govt. of Delhi.
<b>Summary</b>	<p>Ubiquity and proliferation of Information and communication technologies, in both professional and personal lifestyles, are affecting the established ground rules in social and economic spheres worldwide. This unprecedented and unimagined acceleration and adoption of technological changes has caught policy makers, leaders, entrepreneurs and organizations unaware and they are exploring and experimenting with novel ways to cope up with this digital disruption. The lecture was organized to make students understand about the radical reorganization of existing work structures through Digitization.</p> <p>The facilitator explained the students about the Impact of digitization on existing work structures. Ms. Punita Duhan stated that 21st Century is the era of high-tech, digitized, borderless and networked economies and organizations. Mass adoption of digital technologies has accelerated economic growth. Technology is fundamentally changing the way people work and the work itself. Businesses need to embrace these trends as they move to compete in the digital age. At the end, the speaker addressed queries of the students and gave them an idea about the factors influencing Digitization.</p> <p>Hence, the students learned the need to understand the characteristics of networked enterprises, their pros and cons, critical success factors, reinvention strategies and envisaged changes. They understood the increasing importance of digitization in today’s era.</p>

