A THEORETICAL PERSPECTIVE ON HOW DIGITALIZATION HAS EVOLVED ORGANIZATIONAL CULTURE

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ABSTRACT

Through technology, the way of doing business has changed a lot, as automation is added in routine tasks and permitted work from home. It has also changed the culture of organizations. Digital technologies allow people to work from anywhere and keep them connected with the organization all the time. As a result, workers are expected to be available and responsive outside of traditional work hours. Digitalization has made it easier and more efficient for organizations to gather and analyzed data. Digital tools also make it easier for organizations to talk to their customers in a more personalized and focused way, which is another way that digitalization affects organizational culture. Thus, due to digitalization, the culture of the organization has changed a lot. It is thus, obligated for the organizations to keep updated on the challenges as well and bring necessary changes within the organization.

Keywords: Digitalization, Organizational culture, Automation, Technology.

Introduction

Background
With the passage of time, there is a great surge of digitalization. It has changed the way businesses run in the 21st century. Technology has changed the way businesses work by automating routine chores and making it possible to work from home (Bawa and Williams, 2018). It has also changed the culture of organizations. The standard top-down hierarchical structure has been replaced by structures that are more agile and flexible and that encourage creativity and new ideas. In this piece, we'll look at how the digitalization of organizations has changed their cultures.

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Digital tools like business resource planning systems, customer relationship management software, and cloud-based collaboration platforms have made it easier for workers at all levels to get the information they need for their jobs. This has made it easier for employees to take part in decision-making and lessened the knowledge gap between managers and workers (Jarvenpaa and Lang, 2018).

The world is changing quickly, and technology is leading the way in this change. Technology has become an important part of our lives, from how we talk to each other to how we do our jobs. You can't say enough about how digitalization changes companies. It has changed the way business is done, made it possible to work from anywhere, and encouraged a culture of innovation. In this brave new world, groups have to change with the times or they risk falling behind. The goal of this article is to look at how digitalization affects the culture of a company. This research project will discuss the advantages and disadvantages of this technological

revolution and how important it is to find a balance between them to build a sustainable organizational culture.

Aims And Objectives

This research aims to provide a theoretical perspective on how digitalization has influenced organizational culture. These are the objectives of this research.

- Examine the impact of digitalization on organizational culture.
- To investigate the influence of digitalization on employee behavior and attitudes.
- To analyze the challenges and opportunities presented by digitalization to organizational culture.
- To provide organizations with recommendations on how to acclimate to the changes caused by digitalization.

Research Question

- The study's research concerns are as follows
- What impact has digitalization had on organizational culture?
- What impact does digitalization have on the behavior and attitudes of employees?
- What opportunities and challenges does digitalization present to organizational culture?
- How can organizations acclimate to the changes caused by digitalization?

Hypothesis

- The following hypotheses will serve as the basis for this research
- Digitalization has significantly changed the traditional organizational culture.
- Digitalization has a significant impact on employee behavior and attitudes.
- Digitalization poses both challenges and opportunities to organizational culture.
- Organizations that adapt to digitalization will have a competitive advantage.

Problem Statement

With the increasing digitization of the workplace, organizations are confronting significant cultural changes. In today's digital era, the organizational culture that was once prevalent is no longer effective. To remain competitive, organizations must acclimate to the changes brought about by digitalization. Nonetheless, there is a lack of theoretical comprehension of how digitalization has altered organizational culture. This research aims to fill this void by providing a theoretical perspective on how digitalization has impacted organizational culture.

Significance Of Study

This study is significant because it provides a theoretical understanding of how digitalization has impacted organizational culture. Organizations seeking to adapt to the changes brought on by digitalization will find the findings of this research beneficial. The recommendations provided in this study will assist organizations in capitalizing on digitalization's opportunities and overcoming its challenges. This study will also contribute to the existing literature on digitalization and its impact on organizational culture.

Literature Review
Democratization Of Information

Impact Of Digitalization On Information Access And Sharing Within Organizations: Digitalization has altered how organizations get knowledge and share it. With the rise of digital technologies, information can now be saved and shared electronically instead of just on paper. This has made it much easier and faster for people in the same company to access and share information (Bawa and Williams, 2018).

Through digitalization it is possible to store and access huge amounts of information electronically, which is one of the most important effects on how groups access and share information. With cloud-based storage and sharing platforms like Google Drive,

Dropbox, and OneDrive, employees can view documents and files from anywhere, at any time, as long as they have an internet connection. This has made it easier for workers to work together on projects and share information, which has made the workplace more efficient and productive. Digitalization has also made it easier for businesses to gather and examine data. With the help of analytics tools, businesses can get useful information from their data, which leads to better decisions and better business results. For instance, a business might use data analytics to keep track of how customers act and make better choices about product development or marketing strategies (Bawa and Williams, 2018).

Impact Of Information Democratization On The Organizational Culture And Decision-Making Processes: Impact of digitalization on the ways organizations receive and share information has had a big effect on organizational culture and how decisions are made (Berger, 2018). It has changed how decisions are made, who takes part in making decisions, and how decisions are shared. First, technology has made organizations more open and willing to work together. With the democratization of information, employees at all levels of a company have access to the same information. This makes the decision-making process more open and transparent. This has led to a culture of creativity and innovation, where workers feel free to share their ideas and help make decisions.

Effects Of Digitalization On Work-Life Balance And Its Impact On The Organizational Culture And Employee Well-Being: Way of working has changed a lot because of digitalization, and the lines between work and personal life have become less clear. Digital technologies allow people to work from anywhere and keep them connected all the time. As a result, workers are expected to be available and responsive outside of traditional work hours. This has made people worry about how digitalization will affect the mix between work and life and

the health of employees.

Digitalization has intricate and many different effects on the balance between work and life. On the one hand, digitalization has made it easier for workers to work from home or other remote places, giving them more freedom. This has given workers more control over their work hours and more freedom to balance work and personal obligations (Berger, 2018).

Digitization Affects The Collection And Study Of Data And Challenges Posed By Data Privacy And Security

Digitalization has had an enormous impact on the way data is collected and analyzed. With the digitization of business processes and the widespread use of digital technologies, organizations have access to a huge amount of data that can be used to make business choices and drive innovation (Berger, 2018).

Digitalization has made it easier and more efficient for organizations to gather and analyzed data. With digital tools and platforms, organizations can receive and store data in real time, which makes data analysis faster and more accurate. This has led to better information about how customers act, how the market is changing, and how well a business is doing. This has helped businesses make better choices (Byun and Park, 2020).

But collecting and analyzing data also comes with a lot of problems, especially when it comes to data safety and security. Since more and more personal and sensitive information is being gathered, there is a chance that this information could be used for things like identity theft or fraud.

Impact Of Digitalization In The Transformation Of The Way Organizations Communicate With Their Customers And Impact Of These Changes On Organizational Culture And Customer Satisfaction

Digitalization has changed how businesses

communicates to their customers, allowing them to reach more people and interact with them in new and interesting ways. With the use of digital tools on the rise, businesses can now talk to customers in a variety of ways, such as through email, social media, and chatbots. One of the best things about digital communication is that it makes it easy and quick to reach a large number of people (Lee and Lee, 2018). Organizations can use targeted marketing campaigns to reach specific customer groups. They can also use digital tools to track customer interaction and measure how well their communication strategies are working. This has led to a bigger focus on customer engagement and satisfaction, with businesses trying to make experiences that are tailored to their customers' wants and preferences (Lai, 2018).

These changes have had a big effect on organizational culture, putting more focus on the customer and moving away from standard organizational hierarchies (Lai, 2018). Organizations are investing in digital tools to support these new ways of working. But there are also problems with digital communication, such as the risk of having too much knowledge and the chance of miscommunication. With the amount of digital communication growing, it can be hard for organizations to get their words heard over all the other noise. There is also a chance that customers will misunderstand digital texts or feel too much information is being given to them (Stieger and Van Dick, 2019).

Fostering A Culture Of Innovation

The extensive use of digital tools has helped companies develop a culture of innovation. Now that companies can quickly access and analyses data, they can find places where they can improve and come up with new ways to fix them. Digital technologies have also made it easier for workers to work together and share information, which has led to new ideas and

ways of doing things. This culture of novelty has had a big effect on organizational culture, with a move toward more agile and flexible structures that put creativity and innovation first. Research and development is getting more and more money from companies, and employees are being encouraged to try new things and take risks in search of new ideas and answers.

Concentrating on innovation has also made the country more competitive. By making new and different goods and services, a company can set itself apart from its competitors and gain a competitive edge. In many businesses, being able to innovate quickly and well has become a key to success, and companies that can't keep up with the pace of innovation risk falling behind (Stieger and Van Dick, 2019).

But there are hurdles to creating a culture of innovation. Organizations need to create an environment that encourages experimentation and taking risks. They also need to make sure that their workers have the tools and support they need to try out new ideas. Also, organizations need to find a balance between the need for new ideas and the need for their core processes to be stable and reliable.

To deal with these issues, companies need to build a culture that values and rewards innovation and encourages employees to think creatively and take risks. This can include giving workers training and development opportunities to help them improve their ability to come up with new ideas and making cross-functional teams to encourage people to work together and share information.

Research Methodology
Type Of Research

This study will use a secondary research methodology that entails a thorough analysis of existing literature on the impact of digitalization on organizational culture. This

way of doing research will give you a full picture of the subject because it will be built on a wide range of relevant sources.

Data Collection

The data for this research will come from a variety of places, such as academic journals, books, conference proceedings, and reports from reputable organizations. The sources will be chosen based on how well they answer the research questions and meet the other criteria for inclusion. Papers written between 2015 and now will be considered, and they will be chosen based on how well they fit with the topic of digitalization and organizational culture.

Data Analysis

Content analysis will be used to look at the data that was received. Content analysis is a way to look at textual data by coding it and putting it into groups based on themes and trends. The content analysis will be done in a planned way to make sure that all important information is taken into account.

Ethical Consideration

Since this research is based on analyzing secondary data, there are no direct ethical concerns. But the researchers will make sure that all the sources they use are reliable and have been checked by other experts. Also, the right way to cite and reference sources will be used to avoid copying.

Data Analysis

Results

Digitalization has also made it possible for businesses to use real-time contact tools like instant messaging, video conferencing, and social media platforms. This has made it easier for employees to talk and work with their co-workers in real time, no matter where they are. This has made it easier for people in different groups to talk to each other and work together. It has also cut down on the need for in-person meetings, which has saved money and made things run more smoothly (Stieger and Van Dick, 2019).

Digitalization has had a big effect on how organizations share and receive information. It has made it possible for organizations to store and access huge amounts of information online, collect and analyses data more efficiently, and communicate and work together in real time. Because of these benefits, the workplace has become more efficient and productive. This has helped companies build a culture of innovation and continuous improvement.

Digitalization has helped organizations make better choices by giving them more information. Organizations can learn a lot about their customers, goods, and competitors by collecting and analyzing a lot of data. This has led to better choices, since they are now based on data instead of gut feelings or intuition. Further, technology has made it easier and faster to make decisions. With tools for real-time communication, decisions can be made quickly and shared right away with everyone who needs to know. This has cut down on the time it takes to make and carry out decisions, making the organization quicker and more flexible.

Digitalization has also led to a less organized way of making decisions. With the spread of knowledge to more people, decisions are no longer made only by a few people at the top of an organization's hierarchy. Instead, employees at all levels of the company can have a say in how decisions are made. This makes the decision-making process more democratic and open to everyone.

Digitalization's effect on how organizations receive and share information has had a big effect on organizational culture and how decisions are made (Stieger and Van Dick, 2019). It has changed how decisions are made, who takes part in making decisions, and how decisions are shared. Organizations that accept digitalization and work to create a culture of openness and inclusion are better able to make smart decisions, reach their goals, and stay

competitive in a business world that is changing quickly.

Conversely, digitalization has also led to a culture of always being connected, where workers are expected to be available and responsive at all times. This can lead to work getting in the way of personal time, making it hard to tell the difference between work and personal life. This can cause more stress and burnout. Digitalization has also changed the culture of organizations, with more focus on output and performance. This has led to a culture of overwork and presentism, where workers feel pressured to work longer hours and show how much they care about their jobs.

Digitalization's impacts on employee well-being are closely tied to how it affects work-life balance and the culture of a company. The pressure to be busy and the need to always be connected can lead to more stress, burnout, and bad mental health. Also, when the lines between work and personal life are blurred, it can be hard for workers to turn off and rest, which can make them tired and less productive. To deal with these problems, companies need to be proactive about work-life balance and employee health. This can be done by putting in place policies and practices that support flexible working, promoting a culture of work-life balance, and giving workers the tools and resources they need to handle their workloads well (Stieger and Van Dick, 2019).

Digitalization thus has enhanced efficiency and productivity in many ways, but it has also had a big effect on work-life balance, company culture, and employee well-being. Organizations need to take a whole-person approach to these problems to make sure that their workers can do well both at work and in their personal lives (Clegg and Kornberger, 2019).

Also, using data analytics tools and methods can put data security at risk because hackers and cybercriminals may try to take advantage of weaknesses in these systems. To deal with these problems, organizations need to put in place strong privacy and security steps for their data. This can include policies and processes for collecting, storing, and using data, as well as regular risk assessments and vulnerability testing. Also, organizations should make sure that their workers know the best ways to protect data privacy and security and are aware of the risks and threats that can come with collecting and analyzing data (Stieger and Van Dick, 2019).

Also, organizations need to be open about how they collect and analyses data, and they need to make sure they follow all related rules and laws. This can help build trust with customers and other important people, and it can also make it less likely that your image will be hurt.

Automation has had a big effect on data collection and analysis, but it also makes it harder to protect data privacy and security. To deal with these problems, organizations need to be proactive and put in place strong policies and processes to make sure that data is collected, stored, and used in a safe and responsible way. By doing this, businesses can get the most out of digitalization while reducing the risks and challenges that come with it.

To deal with problems, businesses need to use digital communication in a way that focuses on the wants and preferences of their customers. This is called a customer-centric approach. This can be done by using tools for data analysis to learn more about how customers act and what they like, and then adapting communication tactics to meet these needs.

Also, organizations need to make sure they are using digital communication channels effectively and responsibly, and that they are taking steps to reduce the risks connected with these channels. This can include putting in place strong data privacy and security measures and giving workers

clear rules and training on how to use digital communication channels in the right way (Clegg and Kornberger, 2019).

Thus, technology has changed how businesses talk to their customers, allowing them to reach more people and interact with them in new and interesting ways. There are challenges that come with these changes, but organizations can reduce these risks by taking a customer-centered approach to digital communication and putting in place strong policies and procedures to make sure that digital communication channels are used successfully and responsibly.

Similarly, companies need to put money into digital tools and technologies that help with innovation, like data analytics and collaborative platforms. By giving employees the tools and resources they need to come up with new ideas, companies can build a culture of innovation that makes them more competitive and helps them be successful.

In conclusion, digital tools have helped companies create a culture of innovation, which has made them more agile, creative, and competitive. Fostering a culture of innovation, on the other hand, takes a lot of work on the part of organizations (Clegg and Kornberger, 2019). They need to create an environment that encourages experimentation and taking risks, give their employees the tools and support they need, and invest in digital tools and technologies that help innovation. By doing this, businesses can encourage innovation, set themselves apart from their rivals, and achieve long-term success.

Findings

Digitalization has made it possible for businesses to use real-time communication tools like instant messaging, video conferencing, and social media platforms. This has made it easier for employees to talk and work with their co-workers in real time, cut down on the need for in-person meetings,

and made things run more smoothly.

Digitalization has made it possible for organizations to store and access huge amounts of information online, collect and analyses data more efficiently, and communicate and work together in real time. This has made the workplace more efficient and productive and helped companies build a culture of innovation and continuous improvement (Clegg and Kornberger, 2019).

Digitalization has helped organizations make better decisions by giving them more information about their customers, products, and competitors, allowing them to make decisions based on data instead of gut feelings or intuition, and letting them make and act on decisions more quickly, making the organization faster and more flexible (Davenport, 2014). Digitalization has also made it easier for people at all levels of a business to have a say in how decisions are made. This makes the decision-making process more democratic and open to everyone (Ertmer and Ottenbreit-Leftwich, 2010). Digitalization has led to a culture of always being linked, which makes it hard to tell the difference between work and personal life and causes more stress and burnout Digitalization has led to a culture of overwork and presentism, in which workers feel pressured to work longer hours and show how much they care about their jobs (Clegg and Kornberger, 2019).

Conclusion

In conclusion, digitalization has had a big effect on the culture of organizations, changing how they work, interact, and come up with new ideas. The democratization of information has made it easier for people to work together and share knowledge, which has led to better decision-making. But this has also made people worry about the safety and security of their data. Digitalization has also changed the balance between work and life and the health and happiness of workers.

Companies need to find ways to make sure that employees don't feel overwhelmed by the constant connectivity that digital technologies make possible. Digital tools also make it easier for organizations to talk to their customers in a more personalized and focused way, which is another way that digitalization affects organizational culture. Lastly, digitalization has helped create a culture of innovation, which has allowed businesses to come up with new goods and services that set them apart from their competitors. But for this to happen, organizations need to work together to build a culture that values and rewards innovation while keeping the need for stability and reliability in mind.

Hence, digitalization gives companies many chances to change their cultures and keep up with the competition. But organizations need to be aware of the problems that digitalization can cause and take steps to build a sustainable organizational culture that balances the benefits and problems of digitalization. By doing this, businesses can use the power of technology to be successful in the long run.

Recommendation

Based on the above conclusion, organizations should be proactive about adopting digital technologies in order to stay competitive. But it should also be a top priority for them to build a culture that combines the pros and cons of digitalization. This can be done by putting in place policies that help employees balance their job and personal lives and by making sure their data is safe and secure. Also, organizations should work to create a culture that values and rewards innovation while keeping things steady and reliable. Lastly, businesses should consider the impact of digitalization on their customers and use digital tools to make exchanges more personal. Overall, a well-managed digital transformation can have a positive impact on organizational culture and business success.

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