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MISSION TO CHANGE THE WORLD THROUGH DIGITALIZATION IN PANDAMIC

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ABSTRACT:

Digital fuels every aspect of how we live, learn, work and play. The pandemic has triggered a digital fast world, during businesses to accelerate their digital transformation plans towards delivering exceptional customer experiences across every touchpoint. The ability to deliver great customer experiences is no longer just a nice to have it is a competitive requirement in a digital first reality. Mission to change the world through digital experiences has never been more relevant. Digitalization is a profound transformation of business, involving the use of digital technologies to optimize business processes, improve the company's productivity and improve the experience with customers. It says that digital media is the best thing to happen to businesses since the creation of the web site. When digital media is carefully threaded through the needle of a marketing strategy, it can create a tightly interwoven tapestry for a small business owner to elevate his profile, increase his profitability and engender customer loyalty.

Key words: Digital, Pandemic, Mission, Media, strategy.

INTRODUCTION:

The pandemic has forced even the most traditional businesses to pivot and transform digitally. What is the next step for businesses to ensure success?

The pandemic has not only forced companies to move in to a virtual setting, leaving digital as the preferred option to reach audiences, but has also accelerated the need for teams to move quickly, assess and adapt making agility a central business principle. The ability to monitor and quickly identify shifts in the market place and customer base, rapidly respond and shift direction, reskill and bring in new talent and constitutently monitor results and measure impact in real time are now requirements for all.

But, agility isn't enough. The most successful, digital first companies are authentic, transparent and intent on doing good for their customers and communities. Focused on innovation with their people, processes and technology, they never lose sight of their purpose. Its companies that will thrive most in the future.

REVIEW OF LITERATURE:

'Digital India' initiative has been an area of interest of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector

Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India.

Prof. Singh began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of "Digital India" initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labor laws of India to make it a successful campaign.

OBJECTIVE OF THE STUDY:

1. To understand the various benefits of digital marketing
2. To study the challenges faced by the company in pandemic

RESEARCH METHODOLOGY:

This paper based on descriptive analysis and various secondary information sources from various research papers, journals and magazines. The journal of internet digital technology and commerce, e-service journal, various issues of Government of India and also includes websites of company.

With digital taking Centre stage, where do you see the opportunity in India? A key differentiator for is its contribution to both – the company's intellectual property (IP) creation and business growth and I am bullish about our growth outlook in India. Having established itself as a leader in customer experience management solutions and demonstrated the success of its own digital transformation journey, taking a very profitable packaged software business to a subscription business in the cloud. It is well equipped to handle the disruptive impact of Covid – 19 and is uniquely positioned to offer a play book to business that are looking to leverage the power of digital to stay ahead in the marketplace.

Study the Positive Impact of Digital Media on Business:

In the era of pandemic disease digitalization in marketing is only way to serve the customer and to reach the customer and satisfaction of customer needs. In this case, you already know what digital media can do *for* your business. Some of the primary effects digital media can have *on* a business include:

- **Digital media can give a business boundless reach – It is true that the digital marketing in business has no boundary as it endless process through website it connect everyone**
There's a good reason digital media is known as “the great equalizer” The customer won't know, and the customer could reside five blocks away or 10,000 miles away. Of course, not every small-business owner wants a global customer base. But with digital media, it's there for the taking. Digital marketing can reach an entire globe.
- **”Digital media can be a money-saver – An integrated digital media strategy can do more than save money; it can save a business that is fighting to survive.* Digital media can ingratiate a business with its customers.** Small-business owner many ways to flaunt that service – namely, through blogs, case studies, e-books, videos and webinars. Building relationships through these channels can instill customer loyalty and fuel word-of-mouth. The digital marketing has multiplied the channels exponentially.
- **Digital media can deliver fast results and sales -** People want information fast. They'll rarely scroll beyond the second page of an organic search. They'll ditch a website that takes more than a few seconds to load. And more and more, they're searching while they're on the go, spawning a digital domain known as mobile marketing. Digital media can help a business reap a quick and generous harvest.
- **Digital marketing allows a business to respond to customers and make any changes quickly.** It's anclear offshoot to the integral speediness of digital media. Small-business owner can tweak a problem in the blossom and respond in an equally speedy manner to questions, complaintsand lawsuit dangers. Consumers have demonstrated that they're more than happy to share their experiences through inbound marketing, email and social media in particular. And a business owner who adds regular online customer satisfaction surveys to the mix should remain in the recognize. Digital media holds the probable of doing more than insulating a business from destruction.

The Negative Impact of Digital Media on Business:

- **Digital media can sweep up a business in “media fatigue.”** Consumers are assaulted with thousands of messages a day – aimportance that is largely their own responsibility. They

could simply put down or shut off their smartphones. This means they are also more discriminating about what they do take the time to read as well as what they choose to ignore.* **Digital media can be a time drain on a business.** *Social Media Today* reports that more than 70 percent of marketers spend at least six hours a day on digital marketing. This is time you may not be able to allocate, forcing some tough choices.

- **Digital media can devolve into a damage-control operation.** This is the most virulent complaint of small-business owners, who grow reasonably confused by the scammers, spammers, trolls and “critics” whose sole purpose seems to be stirring up trouble. “Going viral” was usually considered a good thing for businesses five years ago. It can strike fear in the hearts of small-business owners today.
- **Digital media can expose a business to copycats.** Since digital marketing campaigns are so “out there,” it also makes them easy to replicate and even copy – right down to the same offer with similar wording against a familiar background shot. Many professional writers have dismantled their online writing portfolios to thwart plagiarists.
- **Digital marketing leads to cyber crime and hijack the confidential information** –the misusing rights of business and cyber crime and linkage of fake information is common in digital marketing. It leads to malpractices such as embezzlement and money laundering.

Customer experiences have now become more important than ever before and digital what enables businesses to stand out. As a digital strategy becomes core to the success of every company, we are committed to work as a strategic and trusted partner for many brands in India. Financial institutions have had to reimagine customer transactions in a digital-first world. HDFC Bank curated seamless digital journeys for customers with innovative offerings like 10- second personal loans, Insta Account etc and was able to deliver zero touch online experiences to customers, any time and anywhere, offering next level of personalization services and enhancing their digital journey.

ICICI Home finance company used Abode Experience Cloud solutions to revamp its website last year and become one of the first in the industry to deliver it in six localized languages, It also delivered a platform for housing marketplace with search and compare feature to help customers make the right choice and improve fixed deposit loan application journey, resulting in decrease in drop – offs.

Where do you want to take the business by 2025?

Our strategy of unleashing creativity, accelerating document productivity and powering digital businesses is mission – critical and will continue to drive our top – and bottom – line growth. We are now focused on the much broader experience business opportunity – with three key tenets driving our strategy.

Conclusion:

- People buy experiences, not products. Businesses need a service mindset – every customer is making a decision to renew or cancel with every interaction. We will help companies transform how they operate- always – on, knowing the past and anticipating the future.
- Put art and science to work. Great content is key to breaking through the noise and data is required to understand the customer’s context. We put content and data to work at scale, helping businesses deliver consistent and exceptional experiences, every time and anywhere.
- Architect for action. The velocity, variety and volume of consumer experience data is outstripping capabilities to derive actionable insight. Through our data platform and AI, we will help businesses orchestrate, deliver and optimize customer journey across all channels.

As a company, we have always been relentlessly focused in looking around the corner and driving next big market opportunity so we can anticipate and solve customer pain points – we are looking forward to continuing to innovate in a post pandemic world and capture new opportunities.

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