Digital Revolution: Reshaping the Global Businesses and Workforce

We stand on the edge of a technological revolution that will essentially change the way we live, work, and relate to one another. In its scale, scope, and complication, the renovation will be unlike anything human race has experienced earlier.

Present transformations represent not only a continuation of the Third Industrial Revolution but rather the arrival of a Fourth, which is primarily digital in nature. While our world has always experienced change but Today's world is changing at an accelerated rate, the vital point is the rate of change is speeding up. The unprecedented speed of change as well as the breadth and the depth of many radical changes are having major impacts on every front of human life, whether it is business entities, diversified management practices, economic advancements, education policies along with social changes and cultural transformations. While the transformation will proceed differently in advanced and developing parts of the world, no country or market/society will be spared from the aware of change.

A decade ago the idea of driverless fully electric cars or flying cars, internet based digital currencies, robots as legal advisors or surgeon or controlling any gadget or operating your mobile phone with brain waves and deep sea mining seemed like creation of imagination. It is evidence of our rapid pace of social, economic and technological changes. Trends such as the Internet of Things (IoT), robotics, virtual reality (VR), Big data science and artificial intelligence (AI) are changing the quality of life around the globe.

The impact on business

The future, and even the present is brilliant with opportunities, the Fourth Industrial Revolution or the Digital Revolution as it is named, is likely to increase global income levels and develop the quality of life for people around the world. Consumers will gain the most from this revolution. Making a payment, buying a product, ordering a cab, booking a flight, listening to music, watching a film, can now be done effortlessly with the advancement of technology. In the future, technological innovation will also lead to a supply-side miracle, with long-term gains in efficiency and productivity. Transportation and communication costs will drop, logistics and global supply chains will become more effective, and the cost of trade will reduce, all of which will open new markets and drive economic growth.

Click and Collect will become the retailing norm of the future and by 2020, every retailer is predicted to have an online identity. By 2020, there will be over 5 billion internet users, with over half of them accessing the internet over handheld tablet devices and 80 billion connected devices worldwide. Nearly 19 percent of global B2C retail will happen online, with online retail sales expected to reach $4.3 trillion by 2025, resulting in the emergence of interactive stores virtual stores, virtual hypermarkets and even car companies will start offering digital urban stores and selling more cars online.

Innovating to Zero is the mega vision of a “Zero Concept” bringing social innovation to the forefront wherein the focus will be on developing products and technologies that “Innovate to Zero” in real life. We will have cars with zero emissions, zero accidents and zero losses. Cities and buildings will be carbon neutral, just like Copenhagen wants to be first carbon neutral capital of the world. With Atos developing a “zero email” or “zero inbox” strategy, organizations are already taking this as a key vision for business.

Impact on job Market

Job Creations

Artificial intelligence, autonomous vehicles, Big Data analytics and clouds, Custom manufacturing and 3D printing, Internet of Things (IOT), robots and drones, social media platforms and many more are radically changing prospects

for the type of jobs The digital transformation has brought both opportunities and threats for the labor market. It has positive as well as negative impact on the labor market.

The digitalization effect 3 things: job creation and job losses, expectation for the skills in demand for the jobs of the future and the way education system and labor market respond to these requirements and changing working conditions.

Digitization has more significant employment effects in emerging markets for three main reasons. First, the digitization gain in some emerging regions is higher than it is in the advanced economies. Second, some of these regions have very large populations (e.g., China and India), which means that a marginal improvement in the unemployment rate leads to a large number of jobs. Finally, offshoring grows in tandem with digitization. As companies in digitally advanced countries improve their productivity, they transfer jobs to digitally emerging countries.

Job Losses

Amongst the ongoing debate, an increase in unemployment undoubtedly remains the biggest social concern. The spread of artificial intelligence and robots will harm economies like India and some Latin American countries by cutting their cheap labour gain. Researchers at Oxford estimated that over the next two decades, 35 per cent of workers in the UK and 47 per cent in the US could lose their jobs to technology. Irrespective of the net outcome of the revolution, one thing is for sure that the critical factor of production in the future will be talent more than capital.

The job market will be increasingly segregated into low-skill/low-pay and high-skill/high-pay segments. India, with a very large low-skilled or unskilled youth population, will likely to face key challenges.

Impact on Indian Job Market

There are several projections of job creation and job losses owing to factors such as automation and consolidation in the market. The use of data analytics is opening up efficiencies in sectors like agriculture that did not exist earlier. For example through Cargill India thousands of traders are part of the system by using mobile-based pricing data. The entire value chain is providing livelihood to thousands of people with the help of mobile connectivity.India is the fourth largest app economy in the world and more than 750,000 jobs in India can be attributed to apps on the Apple IoS platform. Indian developers have created 100,000 apps registering a growth of 57% over 2016.

But, there is much that India has to be worried about too. An overreliance on automation will shrink job creation. Automation and robotics in industrial manufacturing suits countries with low productive populations. But it does not suit countries like India, where 12–13 million people enter the job market every year. A report by People Strong says, one in four job losses in India will happen on account of automation. To resolve the condition India requires a shared effort. It will have to generate a long term ecosystem that trains and educates professionals. The central government can consider a cooperative platform between ministries, state governments and industry bodies to formulate a mission for making the most of the Fourth Industrial Revolution technologies.

Despite of the ambiguity ahead, one thing is apparent: the answer lies in the integrating of all beneficiaries of the global community , from the public and private sectors to academia and civil society.

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