

**DIGITAL TECHNOLOGIES IN BRIDGING THE DISABILITY BETWEEN  
EMPLOYEE ORGANIZATION RELATIONSHIPS**

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**Abstract**

*Digital technology breaks traditional barriers to communication, interaction, and transfer of information between employee and employers, it helps in increasing the efficiency in chain of command through the way of delegating authority through management, supervisors, and immediate subordinates. This paper provides an overview of the opportunities presented by the internet and Information's and communications technology (ICT) for the full participation of employees in various divisions of the organization particularly in the human resources management. This paper proves that digital technology plays a major role in improving the integrity of communication and interaction between employee and organization.*

**INTRODUCTION**

Information and Communication Technology (ICT), opens great opportunities to improve the quality of work-life balance, if it fails to do that it further increases the digital divide. This paper reviews the main challenges to the realization of ICT-enabled inclusive development and presents cost-beneficial policy and practice recommendations for governments and development practitioners. One of the most essential and compelling offices inside of any organization or association is HR division. HR authorities are answerable for selecting, screening, meeting, and putting representatives. They likewise also handle worker relations, finance, advantages, and preparing. While HR staffs handle many of the issues relating to the representatives of an organization, for example, selecting and benefits the executives, they likewise work with the board to help grow long haul procedures for the development and improvement of an organization. Also, there's a great deal of vocation help accessible in HR

division. HR staff may not represent considerable authority in all employments; however, they are masters in assisting with professions, and they are there to assist. HR is centred around helping the business succeed and not on vocation help for singular representatives. Great representatives who are the core of an organization who need to move with their professions. HR causes workers to delineate the way to person's definitive objective.

### **NEED OF THE STUDY**

To enhance the productivity of any organization is always important to understand employee and employer, so that the view of vision and mission of the organization will be unique and clear. Bridging the gap is always important for any organization as such

### **OBJECTIVES:**

- 1) To study the impact of digital medium in bridging the gap between employee and employer.
- 2) To study whether the Productivity using digital media is higher.

### **LITERATURE REVIEW**

The job of dynamic abilities in reacting to advanced disturbance: A factor-based investigation of the paper business [Jahangir Karimi, Zhiping Walter] 2015 Web and digitization are on a very basic level changing and upsetting news organizations' customary working models. Troublesome advancement hypothesis offers clarifications for why organizations succeed or neglect to react to problematic developments. This investigation expands on problematic advancement hypothesis by discovering the job of dynamic abilities in the exhibition of reaction to computerized disturbance. Observational outcomes recommend that first-request dynamic abilities that are made by evolving, broadening, or adjusting an association's current assets, procedures, and qualities are emphatically connected with building advanced stage capacities, and that these capacities sway the exhibition of reaction to computerized interruption. For data frameworks (IS) analysts, this investigation explains the job of first-request dynamic abilities in reacting to advanced interruption. For IS practice, it causes

supervisors to concentrate on the most encouraging elements for making first-request dynamic abilities, for building advanced stage capacities, and for reevaluating their center capacities to quicken digitization. Employability and profession achievement: Bridging the hole among hypothesis and reality (Robert Hogan et al,2013). Implacability is characterized as the ability to pick up and hold formal business, or find new work if essential. Explanations behind joblessness are regularly credited to financial elements, however mental components related with employability likewise add to the issue. Thus, modern hierarchical clinicians ought to be exceptionally fit to add to strategy answers for upgrading employability. This audit starts by looking over the most widely recognized examination way to deal with employability—the investigation of vocation achievement—which therapists accept is controlled by intellectual capacities, character, and instructive accomplishment. Next, we audit the writing concerning what managers really need. This area features the significance of social aptitudes (being remunerating to manage) as a key determinant of employability. The paper is close by proposing a model for understanding the mental determinants of employability and for overcoming any issues between what therapists recommend and what managers need. Business marking and ability the executives in the computerized age [Alina Mihalcea] 2017 In the advanced age, associations need to reawaken themselves at an auxiliary level and to get agiler. Computerized development of HR the executives suggests a move from customary worldview on work environment towards commitment, learning and improvement of representatives and quest for ability. This paper centers around recognizing the significant patterns and systems concerning ability the board projects and improvement of computerized aptitudes for workers and administrators. The investigation uncovers that in an open ability economy, boss brand is significant in selecting and maintenance of high likely representatives and must be centered around learning and initiative turn of events, versatility, prizes and competency frameworks. At present, so as to acquire a business esteem, one of the significant difficulties that HR needs to confront is the advancement of computerized abilities for directors and representatives Digitalization occupations and assembly in Europe: Strategies for shutting the abilities hole [Thor Berger, Benedikt Fred] 2016 Since the advanced upheaval, the pace of mechanical change has seemingly been quicker than at any other time. Specifically, innovation selection slacks have abbreviated extensively in the course of recent hundreds of years—a pattern that has as of late quickened. 4 An ongoing

report distributed by Citigroup and the Oxford Martin School evaluates that while the phone required 75 years to arrive at 50 million supporters, it has taken Facebook 3.5 years, and Angry Birds only 35 days to arrive at a similar number of clients. An experimental riddle is that while considers recommend that new advances are diffusing at a quicker pace, the advantages of these innovations have apparently not been generally shared: late total profitability development has been drowsy contrasted with the beginning times of the computerized insurgency and salary union has vacillated. In an original report. How computerized change influences enormous assembling organizations' association [Dominik Bilgeri, Felix Wortmann, Elgar Fleisch] 2016 Considering rising computerized innovations, officials across enterprises are think better of their organizations' plans of action and authoritative structures. To meet future client desires, enormous assembling organizations specifically are tested to incorporate two unmistakable universes: the physical worldliness the advanced world. Enormous assembling organizations regularly have different specialty units, an expanded plan of action portfolio, and complex IT scenes including conventional, installed, and advanced IT types. Subsequently, they face explicit authoritative issues, which so far have just gotten restricted consideration among experts. In light of 16 inside and out master interviews with organizations over the Internet of Things (IoT) biological system, we have distinguished six principle issues in regards to how advanced change will influence enormous assembling organizations' general hierarchical configuration. Advanced development and change: An institutional point of view [Bob Hinings, Thomas Gegenhuber, Royston Greenwood] 2018 In this theoretical piece we recommend that the institutional point of view is a productive focal point to consider advanced development and change. Computerized development is about the creation and placing vigorously of novel items and administrations; by advanced change we mean the consolidated impacts of a few advanced advancements realizing novel on-screen characters, structures, practices, qualities, and convictions that change, undermine, supplant or supplement existing standards of the game inside associations and fields. Three sorts of novel institutional plans basic for advanced change are recognized: computerized authoritative structures, computerized institutional foundations, and computerized institutional structure squares. From this vantage point, an institutional viewpoint welcomes us to analyze how these novel courses of action increase social endorsement (for example authenticity) according to basic partners and their

interchange with existing institutional courses of action. This paper close with talking about the ramifications of an institutional point of view on advanced change for strategy, practice and exploration. New turn of events: COVID-19 as a quickening agent of advanced change out in the open assistance conveyance [Deborah Agostino, Michela Arnaboldi, Melisa Diaz Lema] 2020 In a startling situation, for example, the COVID-19 pandemic, open assistance conveyance can't be suspended, yet should be conveyed internet, depending on the accessible computerized innovation. Web based life, explicitly, have been generally used to arrive at a more extensive bit of the populace. This article talks about the advanced increasing speed that legislatures and associations are currently confronting. The emphasis is on Italian state galleries, which have been pushed for quite a long time to receive advanced instruments to build support. This article features three fundamental quandaries in administration conveyance: client commitment; arranging and control; and expenses. The three problems show the social and hierarchical moves associated with advanced change, underlining the issues that associations should look later on and not simply in a crisis, for example, COVID-19. COVID-19 and Work from Home: Digital Transfiguration of the Workforce [Dobrica Savić] 2020 The flare-up of COVID-19 around the world constrained organizations to develop and change the manner in which they lead their work. Workplaces have gotten less significant and work from home has out of nowhere gotten obligatory. This unexpected requirement for telecommute is driving the computerized change of the workforce and the advancement of the workplace at an exceptional speed. Mass selection of working from home has become an imperative business change since the flare-up of the infection. This paper takes a gander at this exceptional effect of coronavirus pandemic on abrupt interest for telecommute and the resulting push for the advanced change of the workforce. Computerized change by SME businesspeople: An ability point of view [Liang Li, Fang Su, Wei Zhang, Ji-Ye Mao] 2018 This exploration researches how business visionaries of little and medium undertakings (SMEs) with insufficient capacities and constrained assets drove computerized change in their organizations, a wonder that remaining parts under-researched in the surviving writing. We lead subjective examination on advanced change to cross-border e-commerce experienced by 7 SMEs on the Alibaba computerized stage. We inductively infer a procedure model that plans to portray and clarify how SME businesspeople, with help from the advanced stage specialist co-op, drive computerized change through administrative

discernment reestablishment, administrative social capital turn of events, business group building, and authoritative capacity building. Work-coordinated learning: an amazing associating device among homeroom and industry [Mamorena Lucia Matsoso, Olumide Henrie Benedict] 2020 Scholastics accept that work coordinated learning (WIL) is not, at this point basic and that it takes up a great deal of instructing and learning time. They likewise accept that training time ought to be broadened and that understudies would look for work all endless supply of their certificates and degrees. We decided the 'understudies manager' discernments on the advantages, desires and encounters of WIL in advanced education. Information that were gathered through surveys were dissected with the utilization of measurable instruments. We at that point got patterns from the discoveries. We found that WIL is useful in overcoming an issue between the study hall and the business. Trade speakers and visitor teachers from the business might be a conceivable method to enhance WIL.

#### **RESEARCH METHODOLOGY:**

To understand digital impact on social media in employee and employer relationship the data is collected with the aid of both primary and secondary data, including books, posts, research papers. The primary data is collected from 100 employees of smaller firms, where male employee is 54 and female employee is 46 who are in the age group between 20 to 40. Data collection method: Questionnaire The collected data is analysed using SPSS software. Correlation analysis is done to find out the degree of relation between the factors affecting productivity through digital medium. Regression Analysis is done to find out the cause-and-effect relationship between employee and employer.

The following factors are considered as the predictor variables to find out the effect on productivity:

- Performance
- Mindset
- Clarity
- Satisfaction
- Motivation

#### **LIMITATIONS:**

The period of 45 days was not enough to study consumer preferences • Insufficient information was given by the officials due to busy schedule. • Consumer preferences were changing, and it will change to each individual.

**ANALYSIS AND INTERPRETATION OF DATA:**

<b>Correlation Matrix</b>						
	<b>Productivity</b>	<b>Performance efficiency</b>	<b>Mindset</b>	<b>Clarity</b>	<b>Satisfaction</b>	<b>Motivation</b>
<b>Productivity</b>	1					
<b>Performance efficiency</b>	0.750	1				
<b>Mindset</b>	0.987	0.742	1			
<b>Clarity</b>	0.800	0.884	-0.792	1		
<b>Satisfaction</b>	0.974	-0.757	-0.987	-0.808	1	
<b>Motivation</b>	0.777	-0.915	-0.770	0.952	0.764	1

From the above table we can understand productivity using digital medium of communication is positively related to mindset, clarity , Satisfaction, performance efficiency and motivation. Mindset being highly correlated to productivity, it shows that increase in mindset of the employees increases the productivity using digital medium of communication.

<b>Regression Analysis</b>				
<b>Model</b>	<b>Coefficients</b>	<b>Std. Error</b>	<b>T-stat</b>	<b>P-value</b>
<b>Constant</b>	8.882E-16	0.070	0.000	1.000
<b>Performance efficiency</b>	0.024	0.037	0.646	0.520
<b>Mindset</b>	1.024	0.118	8.700	0.000
<b>Clarity</b>	0.048	0.055	0.863	0.390
<b>Satisfaction</b>	-0.071	0.125	-0.574	0.568
<b>Motivation</b>	-0.024	0.063	-0.379	0.706
<b>R-Square</b>	.975			

From the above table we can understand that mindset of the employees significantly predicted productivity,  $P < 0.001$ , which indicates that the mindset can play a significant role in affecting productivity ( $b=.579$ ,  $p < .001$ ) These results clearly direct the positive effect of the SL Moreover , The  $R^2 = .975$  depicts that the model explains 97% of the variance in productivity.

### **CONCLUSION:**

Yes, digital media creates an impact in the current era of the digital world and in bridging the gap between employee and employer. The main factors affecting the relationship between employee and employer are organization commitment, communication, motivation through digital media as per our secondary data collected from research papers and articles. From regression analysis we can understand, Mindset of the employees is important to increase the productivity of the firm, At the same time mindset of the employees positively improved through the use of digital medium for communication. But with the significance level we can predict, the productivity in the workplace with use of digital media is slightly higher than that of productivity in work from home based on the results from previous studies depending only on digital interaction and transaction.

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### **Questionnaire:**

1) Gender

a) Male

b) Female

2) Age

a) Between 20 to 25

b) Between 25 to 30

c) Between 30 to 40

3) I understand how I contribute to the organization's goals, even though digital media

a) Strongly agree

b) Somewhat agree

c) Neutral

d) Somewhat disagree

e) Strongly disagree

4) I am glad I chose to work with Digital process

a) Strongly agree

b) Somewhat agree

c) Neutral

d) Somewhat disagree

e) Strongly disagree

5) My organization inspires me to give my best at digitized workplace

a) Strongly agree

b) Somewhat agree

c) Neutral

d) Somewhat disagree

e) Strongly disagree

6) Usage of social media/ Digital platform for employee engagement has boosted morale

a) Strongly agree

b) Somewhat agree

c) Neutral

d) Somewhat disagree

e) Strongly disagree

7) My organization promotes open communication even through digital platform

a) Strongly agree

b) Somewhat agree

c) Neutral

- d) Somewhat disagree
- e) Strongly disagree

8) I meet the targets and goals more easily through digital/social media than workplace interaction

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

9) Job done is easy through digital/social media since there is clear communication

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

10) I go beyond what is expected of me to make customers happy through digital media than personal interaction

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

11) I'm productive with the time spent working on the tasks assigned to me through digital platform

- a) Strongly agree
- b) Somewhat agree
- c) Neutral

- d) Somewhat disagree
- e) Strongly disagree

12) Overall productivity in getting the job done is easy through digital/social media

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

13) Since you've been employed with the organization, how often you have received training and attended completely

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

14) How often do you feel your work is noticed & appreciated?

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

15) How helpful were the digital training programs in doing your job better?

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

16) How familiar are you with the mission and vision statement of the organization?

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

17) How satisfied are you with the level of information access you have to do your job?

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

18) Would you say your organization cares about you as an individual through digital working?

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

19) I have all the tools needed to do my job through digital media (work from home)

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree

20) My organization always makes me feel motivated even through digital platform

- a) Strongly agree



- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree