

A STUDY ON DIGITALIZATION ON CONTEMPORARY ISSUES ACROSS VARIOUS FIELDS

Dr. P. Ponraj

Dr. K. Gnanaguru

M.Com., M.B.A., M.Phil., Ph.D., Assistant Professor, Department of Commerce & Research Centre, Sourashtra College, Madurai – 625004.

Dr (Mrs.) K. Gnanaguru, M.A., M.Phil., Ph.D., Assistant Professor, Department of Economics, Sourashtra College, Madurai – 625004.

Abstract

This article explores the challenges that organizations face during the process of digitalization, which refers to the shift from traditional methods of operation to digital methods. The article examines common issues that arise during this transition, including the need to update existing systems, the high cost of implementing new technologies, and the challenge of training staff to effectively use new digital tools. In addition, the article delves into practical issues that organizations encounter during digitalization, such as security concerns, data storage, network connectivity, and compatibility issues. The study collected data from various sectors including education, banking, and government officials using a questionnaire, with a sample size of 95. Statistical analysis was carried out using the SPSS software to derive insights from the data. The findings highlight several significant challenges associated with digitalization, including security and privacy issues, network connectivity issues, and compatibility issues. The article concludes that organizations must carefully consider these challenges and adopt appropriate measures to ensure successful digitalization, which can ultimately enhance their competitiveness and keep up with ever-changing technological advancements.

Key Words: digitalization, issues in digitalization, technology, digital methods, challenges in digitalization.

1. Introduction

Digitalization has become an integral part of modern life, transforming the way we communicate, work, shop, and access healthcare. Despite the many possibilities it offers, rapid digitalization has also led to contemporary issues that require attention. One of the most pressing concerns is the lack of digital literacy, as many people lack the skills and knowledge to use digital technology effectively. This can result in limited access to digital services and an inability to safeguard personal data and privacy, particularly for vulnerable populations such as the elderly. Another issue is the security of digital data, as the increasing reliance on online platforms increases the risk of data breaches and cyber-attacks, leading to potential loss of personal information and financial damages. Thus, it is crucial for individuals and organizations to take measures to protect their data and secure their systems.

2. Review of literature

One study by Wang and Hajli (2020) explored the challenges of digital transformation in the hospitality industry and found that the lack of digital skills and knowledge among employees and customers can hinder the adoption of digital technologies. The study also identified privacy and security concerns as potential issues.

Another study by Ahuja and Medury (2020) examined the impact of digitalization on banking and financial services. The study found that digitalization has led to improved efficiency, reduced costs, and increased customer satisfaction. However, the study also identified cybersecurity threats as a significant issue that needs to be addressed.

A study by Laroche et al. (2020) explored the impact of digitalization on retailing and found that it has led to changes in customer behavior and expectations, such as a preference for personalized experiences and increased use of mobile devices for shopping.

The study also identified issues related to privacy, security, and the need for a balance between digital and human interactions.

Another study by Li et al. (2020) examined the impact of digitalization on education and found that it has led to improvements in accessibility, flexibility, and efficiency. However, the study also identified issues related to unequal access to technology and a lack of digital skills among some students and teachers.

Lastly, a study by Lundqvist et al. (2019) examined the challenges of digitalization in the healthcare sector and found that issues related to data privacy and security, interoperability, and the need for a balance between digital and human interactions were significant. The study also identified the potential for digital technologies to improve patient outcomes and reduce costs.

Overall, these studies demonstrate the significant impact of digitalization on various fields and highlight the need for addressing contemporary issues related to privacy, security, digital skills, and the balance between digital and human interactions.

3. The Objective of the Study

- To know the practical issues of digitalization
- To analyze the major issues in digitalization
- To provide suggestions to overcome issues in digitalization

4. Statement of the Problem

It is important to study issues in digitalization in India because digitalization is transforming the way people live, work, and interact with each other. Digitalization is creating new opportunities for businesses, governments, and individuals to access and share information, transact, and collaborate. It is also creating new challenges for India, such as privacy and security concerns, the need for digital literacy, and the need for infrastructure and access to digital services. By studying issues in digitalization in India, we can better understand the implications of digitalization and develop strategies to ensure that digitalization is used to benefit all citizens.

5. Research Methodology

Types of research	Exploratory research
Sample Size	95 and equal questionnaires were distributed among respondents
Data collection	Questionnaire
Primary and secondary data	Primary data was collected through a questionnaire and secondary data was procured from a research paper published.
Research Design	Simple Random Sampling

5.1 Hypothesis

There is no significant relationship between the social profile of the sample respondents and the issues faced in digitalization

Data Analysis

Table 1-Social Profile

Gender	Frequency (95)	Percentage (100)
Female	19	20
Male	76	80
Total	95	100
Age	Frequency (95)	Percentage (100)
Below 25	21	22
26- 35	35	37
36-45	10	11
Above 46	29	31
Total	95	100
Educational Qualification	Frequency (95)	Percentage (100)
School Level	8	8
Graduate Level	50	53
Post-Graduation Level	25	26
Professional	12	13
Total	95	100
Occupation	Frequency (95)	Percentage (100)
Educationist	33	35%
Bankers	40	42%
Government Officials	22	23%
Total	95	100
Income	Frequency (95)	percentage (100)
Below 30,000	28	30
30,001-40,000	30	32
40,001-50,000	21	22
Above 50,000	16	17
Total	95	100

From table 1 it is observed that the majority of the sample respondents are male,37% of the respondents are between the age group of 26 to 35 years,53% of the respondents are graduates, the majority of the respondents belong to the banking industry, majority of the sample respondent's income is between 30,001 to 40,000.

Table 2-Issues In Digitalization

Dimensions		Very Low	Low	Neutral	High	Very High
Security and privacy issues	Count	15	12	20	16	32
	Percent%	15.3%	12.6%	21.1%	16.8%	33.7%
Data quality and Accuracy issues	Count	21	5	29	25	15
	Percent%	22.1%	5.3%	30.5%	26.3%	15.8%
Network connectivity issues	Count	1	2	36	39	17
	Percent%	1.1%	2.1%	37.9%	41.1%	17.9%
Data storage and retrieval issues	Count	0	8	35	35	17
	Percent%	0.0%	8.4%	36.8%	36.8%	17.9%
Compatibility issue	Count	0	12	27	41	15
	Percent%	0.0%	12.6%	28.4%	43.2%	15.8%
Cost and resource Issues	Count	0	11	28	40	16
	Percent%	0.0%	11.6%	29.5%	42.1%	16.8%
Human error issues	Count	0	13	20	45	17
	Percent%	0.0%	13.7%	21.1%	47.4%	17.9%
Regulatory compliance Issues	Count	0	14	26	42	13
	Percent%	0.0%	14.7%	27.4%	44.2%	13.7%
Technical support Issues	Count	1	14	26	38	16
	Percent%	1.1%	14.7%	27.4%	40.0%	16.8%
User interface Issues	Count	2	8	27	44	14
	Percent%	2.1%	8.4%	28.4%	46.3%	14.7%

from the above table, it is inferred that 33.7% of the sample respondents face security and privacy issues to a very higher degree, and 41.1% of them suffer highly because of data storage and retrieval issue. 36.8% of them suffers from network connectivity issues, 43.2% of them suffers from compatibility issue, 42.1%of them suffers from cost and resource issues, 47.4% of them suffers from human error issues, 44.2% of the suffers from regulatory compliance issues, 40% of them suffers from technical support issue,46.3% of them suffers from user interface issue.

Table 3-Descriptive statistics -Issues in Digitalization

Dimensions	Mean score	Rank
Security and privacy issues	2.6842	10
Data quality and Accuracy issues	3.0842	9
Network connectivity issues	3.7263	1
Data storage and retrieval issues	3.642	3
Compatibility issue	3.621	6
Cost and resource Issues	3.641	4
Human error issues	3.694	2
Regulatory compliance Issues	3.584	7
Technical support Issues	3.564	8
User interface Issues	3.631	5

This table shows the mean scores and ranks of various dimensions of technology-related issues. Network connectivity issues have the highest mean score of 3.7263 and rank of 1, while security and privacy issues have the lowest mean score of 2.6842 and rank of 10. The other dimensions have mean scores ranging from 3.0842 to 3.694 and rank from 2 to 9.

Table-4 Hypothesis -MANOVA.

Social Profile	Levene's Test		Test of between-subject effect	
	F	Sig.	F	Sig.
Age	1.547	.101	64.604	<.001
Gender	1.449	.139	21.220	<.001
Educational Qualification	.891	.658	50.572	<.001
Occupation	2.911	.001	38.231	<.001
Income	2.084	.017	108.642	<.001

Source: Primary data

Levene's Test is used to determine if the variances of the groups are equal. The results of the test indicate that the variances of the Age, Gender and Educational Qualification groups are not significantly different from each other. However, the variances of the Occupation and Income groups are significantly different from each other. This suggests that the differences between the groups are not due to chance, but are instead due to some other factor.

The results of the MANOVA test indicate that there are significant differences between the groups in terms of age, gender, educational qualification, occupation, and income. This suggests that these factors have an effect on the outcome of the study. The results also suggest that the differences between the groups are statistically significant, as all of the Sig. values are less than 0.05.

6. Findings

The findings suggest that the majority of the sample respondents are male, graduates, and belong to the banking industry with an income range of 30,001 to 40,000. The study identifies various technology-related issues faced by the respondents, with network connectivity being the most significant issue and security and privacy being the least significant issue. The variances of age, gender, and educational qualification groups are not significantly different, while occupation and income groups are significantly different. The MANOVA test results indicate that age, gender, educational qualification, occupation, and income have a significant effect on the study outcome, with statistically significant differences between the groups.

7. Suggestion

The suggestion is that companies should invest in the latest technologies, develop a digital strategy, educate and train employees, develop a culture of collaboration, and monitor and evaluate progress to ensure successful digitalization. By doing so, businesses can stay competitive and keep up with technological advancements. Reference: No specific reference given.

8. Conclusion

Finally, digitalization has also created a number of ethical issues. As technology advances, it is becoming increasingly difficult to regulate the use of digital technology. For example, the use of facial recognition technology has raised concerns about privacy and the potential for misuse. Additionally, the use of algorithms to make decisions can lead to bias and discrimination, as well as a lack of transparency. Overall, digitalization has created a number of contemporary issues that need to be addressed.

It is important for individuals and organizations to be aware of these issues and take steps to ensure that digital technology is used responsibly and ethically. By doing so, we can ensure that digitalization is a force for good and can help to create a better future for all.

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