

Entrepreneurs and digital workforce

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During this pandemic era., entrepreneurs are one of the people that being effected by the pandemic and it effect their income too. One of the strategies to overcome this issue by learning on digital workforce. What is digital workforce? The digital workforce is a term recently coined to describe a range of robotic and automated technologies to improve employee productivity and efficiencies. Although many companies have adopted and implemented automated technologies, many innovations are still at the early stages. However, the paces of change are rapid, and the transitions are wide-ranging from big to small organizations and from old to new entrepreneurs. Digital Transition is best described as technological fusion, blurring the lines between the two areas of physics, digital, and biology. This rapid pace of change means that whole industries and organizations have a rapidly narrowing window of opportunity for future-readiness. Digital Workforce and advances in HR Technologies such as communications, combined with lifestyle trends, point to a future workforce that is more productive and more capable than ever before.

The digital workforce, in most cases, is not a physical worker but refers to software that assists in organization operation. Early users of the implementation and adoption of the digital workforce will gain an advantage from the fast-moving economy. Digital workforce technology has a major impact on physical worker. The digital-physical-workers can develop many competencies during their interactions with technology at their work. The most obvious of these competencies is their proficiency and digital fluency (Briggs & Makice, 2012). Digital fluency is not just knowing to use the technology but also proficient in conducting and mastering them. The competencies possessed by digital-physical-workers go beyond digital fluency; they are engaged in to be exposed to opportunities for the development of other skills as well. For example, results from research found that gamers may develop important leadership skills while playing multiplayer games (Yee 2014). Used of technology is beneficial to all generations not just in increasing their competencies but also in the employees who can gain a world of information on a fingertip and can collaborate with their co-workers across the world.

In the field of human resources, the adoption of HR technology can benefit an organization in several ways such as an increase in productivity while reducing the time taken in completion of a task, in turn, means better process efficiency. The evolution of human resources technology such as, first is the most mature technology solution, Robotic Process Automation (RPA) is the most widely adopted automation solution in business today. The technology enables the automation of repeatable business procedures, removing the less complicated tasks usually performed by back-office teams. Next is, Cognitive Computing, moving beyond RPA and chat-bots in the world of cognitive computing. Cognitive computing is the simulation of human thought processes in a computerized model. Lastly is Artificial Intelligence (AI) which means "an ideal 'intelligent' machine in computer science is a versatile rational agent that perceives its environment and takes action that maximizes its chance of succeeding to some goal." (Russell & Norvig, 2003).

Furthermore, the use of technology can increase the quality of data cleansing processes, therefore, can reduce the number of human errors. HR software can store all the information in a centralized secured place while also ensuring the accessibility of the data at any time. For example, the use of cloud base talent management to make sure employees' data is protected and always available (Elizabeth Quirk, 2018). A well-structured HR technology implementation will ensure to give the organization a competitive advantage and will attract new potential employees to the organization.

There are several challenges faces by the organization in the implementation of HR technologies in the organization such as employee orientation and acceptance of the change (Banerji, 2013). Work culture also affects the acceptance of the implementation of HR technology in the organization. Employees do not convince that the implementation of the new system will positively impact their performance. Cost is an important factor to be taken into consideration before the implementation of HR technology. The organization must ensure that the return of investment in implementation is acceptable and favourable. The cost also will come from the training and development of employee's competencies to effectively operates the technology. The most important challenge is an organization cannot heavily depend on the technology because technology needs regular maintenance and easily damage if not implemented carefully. Nowadays, the workplace Is changing rapidly with the advancement of technology in the world. Work has shifted from the traditional use of physical tasks to the users of the digital workforce. Change in lifestyle and preferences toward digital-oriented by employees will lead to a successful implementation and acceptance of HR technologies. The gen-

eral purpose of implementing technologies is for convenience and to lower the burden on humans while also ensuring the effectiveness and efficiency of the job. It is understandably that the use of HR technology will revolutionize due to the demands of the industrial revolutions trends in the future.

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