



CASE STUDY OF
PAPERLESS ORGANIZATION IN DIVISION OF MARKETING COMMUNICATION
AT BSN

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ABSTRACT

The aims of this study is to create awareness in order to adopt the paperless organization since nowadays, the environment are getting worsen through global warming. Updated technology will also help the organization to ease the adoption of paperless in the organization. Qualitative research has been used for this research whereby interviews and observations to gather information and evidences. The information was analyzed using Textual Analysis, whereby themes and categories are created from the interview transcripts. Initial findings show how the respondent reacts towards the adoption of paperless and all of the respondents are prefer to go paperless instead of using paper even though it is also proven that the organization is based on paper-centric. This case study provides are a lot of benefit if the organization is implementing the paperless organization such as increasing efficiency. There are also more rooms for improvements and further enhancements in ensuring a successful of paperless in that organization.

Keywords: Adoption of Paperless, Benefit of Paperless, Paperless Organization, Paperless Office.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

As we all know, in order to get the papers, man-made will be needed to cut off the tree like the forest which is the source to produce papers and it will give a bad impact for all creatures for instance human, animal as well as their habitat which might result in extinction since it will affecting environment such as global warming. As according to (Earth Observatory Nasa, 2016), warming modifies rainfall patterns, amplifies coastal erosion, lengthens the growing season in some regions, melts ice caps and glaciers, and alters the ranges of some infectious diseases. With the emerged of technological advancement, as a human; we can save our environment by implementing a paperless office.

According to (Dinora, Paperless Office: a new proposal for organizations, 2015), new working way in the company is by changing the technology industry. Paperless in organization bringing the meaning of avoiding or limiting the usage of paper in the organization or workplace by using technology advancement. Besides that, technological advancements are helping the organization into a paperless office (Sherman & Eric Freeman, 2007). Changing the working environment which is, from the usage of papers to a digital form such as an email to share information or fill the form such as approval form, skipping the filing part by using cd or external hard disk to store the data.

According to (McFall, 2015) it may increase employee's efficiency, productivity and information security. A part from that, according to (Murthy, 2013), advocates said that going paperless have a lot of an advantages such as save money, boost productivity, save space, make documentation and information sharing easier, keep personal information more secure, reduce global warming and also help the environment. There are a few benefits if the