

PRI-AIN786

by Plagi Check

Submission date: 28-Apr-2023 12:12AM (UTC-0700)

Submission ID: 2078043551

File name: PRI-AIN786.docx (73.55K)

Word count: 3482

Character count: 21069

DIGITAL SKILLS AND PROFESSIONAL DEVELOPMENT

Executive Summary

This report focuses on evaluating industrial development scope and recent digital transformation trend to identify effective strategies that can help business growth and sustainability. Additionally, a detailed discussion on digital skill section in demand due to digital transformation and technology application have also been highlighted.

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Task 1: Individual report

1.1 Introduction

Globalisation and increasing market competitiveness ⁶ in recent years has led to growth of digital developments and technological advancements in conducting organisational operations. The increasing digitisation in businesses has led to need for efficient skills and professional development. Leaders or managers in companies essentially need to possess digital skills to guide technical teams and digitised processes in a firm. Amazon is a well-recognised retail business that operates with complete digitised processes. This study focuses on identifying essential digital developments and scope for industrial development in recent years driven by digital skills and capabilities. This study also emphasises section of digital skills demanded by businesses like Amazon in recent years.

1.2 Recent digital developments

Digital developments in recent years have become a significant trend in global business market to improve competitiveness. Amazon uses a wide range of emerging technologies comprising big data, robotics, and artificial intelligence (globaldata.com, 2023). Digitisation in Amazon is used as a key to enhance service and operational capabilities leading to attainment of competitive edge. The two most recent digital development trends in recent years are Internet of Things and 5G that influences business development in global competitive market. 5G and IoT have become two revolutionary technologies in digital transformation promising to bring efficiency excellence across various industries like manufacturing and retail (Tran-Dang and Kim, 2021). Using industrial IoT has enabled manufacturing sector to take a leap in digital transformation. These technologies are helping producers and retailers like Amazon to update their operational activities and make them more innovative, safe, fast, and flexible.

Digitisation in recent years has become an essential adoption need for global companies like Amazon to represent international market operation and performance efficiency. According to globaldata.com (2023), Amazon is involved in numerous collaborations and partnerships in strategic technology for rollouts or digital developments. The company has extensively focused acquisitions and investments over last few decades. For instance, Amazon in 2019 announced a launch of two new shipping warehouse with robotic incorporation in Ohio for enabling robots and employees to work collaboratively (globaldata.com, 2023). This led to

improvement of company's inventory operations by speeding up inventory production and management procedures along with eliminating human error risk.

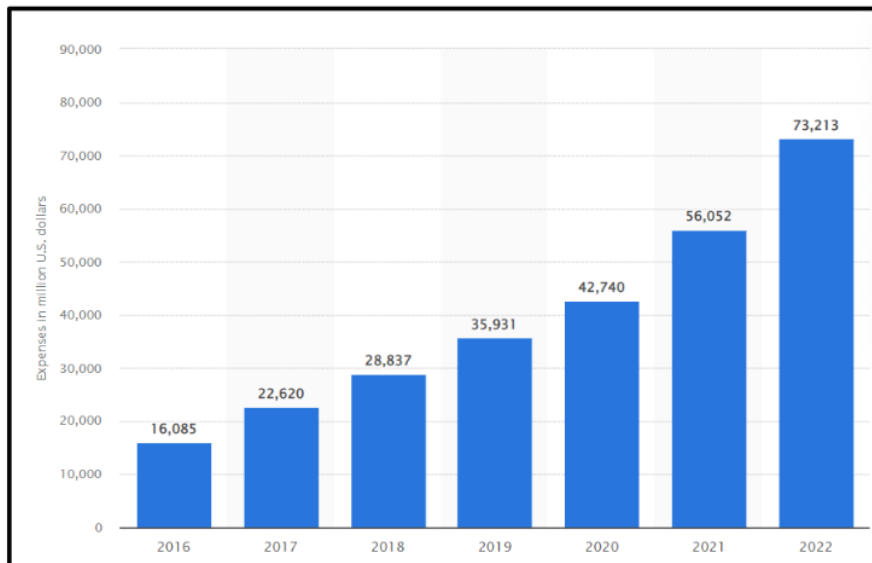


Figure 1: Annual technology and digital development investment of Amazon

(Source: Statista, 2023)

Amazon has been constantly expanding its expenses in digital technology adoption and application to improve its market competitiveness. Amazon's value of operating expenses in content and technology has been growing steadily since 2016 to 2022. Investment of Amazon in 2022 concerning content and technology development amounted to \$73.2 billion with an increase from \$56 billion in 2021 (Statista, 2023). This led to increasing demand for digital skill and professional development by Amazon to effectively manage its operational digitisation. As mentioned by Hughes (2021), the outbreak of COVID-19 pandemic imposed a restriction on availability of technically skilled labour. This is because of numerous death and limitation on cross-border recruitments leading to local market hiring of both skilled and non-skilled workforce to fulfil dramatically increasing customer demands.

Lockdown regulations due to COVID-19 pandemic enforced businesses to transform and improve online selling/buying processes along with remote working operation activation. In this context, it has been stated by Pass and Ridgway (2022), that remote working led to employee dissatisfaction due to lack of digital skills. Moreover, the increasing demand for online shopping during COVID-19 is also a primary factor that facilitated digital skill and professional development needs. However, Amazon to cope with these remote working issues offered more flexible operational permit to its employees (Amazon.com, 2021).

Therefore, opening doors for professional and digital skill development to continue performing effectively in Amazon.

1.3 Industrial development scope

Implementation of advanced technology

Implementation of advanced technology permit businesses to identify scope for market and operational growth by improving machinery efficiency and reducing human error risks. Additionally, technological advancements also help retail companies like Amazon to improve its operational efficiency leading to attainment of a competitive edge. According to Kumar (2021), digital advancements have been influenced by global competitive market growth and expanding demand for online or e-commerce business formats. The most suitable example of digital transformation in retail firm operations is augmented or virtual reality. As argued by Oosthuizen et al. (2021), AI in recent years has been most evident digital transformation adopted by most of the retail businesses especially in developed countries. AI permits retail organisations to automate their operations and confidential data storage by the help of digitally skilled workforce.

Despite enhanced adoption of digital transformations retail firms like Amazon face numerous issues in machinery or operations breakdown, lack of skilled workforce, and high costs of professional development trainings. Similarly, as mentioned by Miraz *et al.* (2020), application of blockchain technology in supply chain of retail firms is another suitable example of digital transformation in business operations. Application of IoT and 5G into retail businesses is an evident ongoing trend that enables firms to achieve improved customer interaction and operational effectiveness. Therefore, implementation of advanced technology like AI, IoT, and robotics have been identified to be most suitable strategy for industrial development.

Employee technology knowledge upscaling

Upscaling technical or digital knowledge of employees with effective operational expertise and experience is also a suitable way leading to industrial development. According to Hughes (2021), changing landscape of technology implementation in global firms has led to extensive need for technology knowledge upscaling among employees to ensure operational effectiveness achievement. Furthermore, knowledge upgradation also provides employee satisfaction due to personal capabilities and skill enhancement. Technical or digital skills ensure attainment of improved organisational performance in digitally operated business

procedure era. Frequent trainings driven by technical operation processes is most effective and sustainable way to attain industrial development through technology knowledge upgradation of employees.

² **1.4 Overview of Digital Skill Sections in Demand (Examples from Different Industries and Modern Workplace)**

The skills ^{that} are effective to enhance the process of identification and evaluation regarding the implementation of advanced technologies are considered as digital skills. The digital skills are effective to implement effective technologies for the work process of companies like Amazon. Besides, digital skills are essential to ensure the success rate of the business process.

Content marketing

Content marketing refers to the process of attracting potential customer base by sharing relevant articles and videos. As mentioned by Wang and Chan-Olmsted (2020), content marketing is a process that is helpful to enhance the audience level of online marketing channels to enhance the profitability of the company. This process is essential to ensure the success rate of the business process with the help of advanced technologies. The content marketing is helpful to distribute the benefits of the products that attract the customer base for the enhancement of the profitability. Content marketing is essential to enhance the purchasing habits of the customers by enhancing their knowledge regarding the products.

Email marketing

This is a marketing process that helps to ⁴ make customers through emails by sharing information regarding the existing products. ⁴ According to the views of Rosmalasari *et al.* (2020), ⁵ the usage of email marketing is effective to enhance the profitability of the company by engaging customers with brief knowledge regarding the products. This marketing process requires effective knowledge regarding the process of online marketing. Email marketing is helpful to ensure the engagement of the customer from a tough working schedule. This process is helpful to enhance the demand of certain products by analysing the quality of the products to the customers. This process is helpful to ensure the loyalty and potentiality of the customers regarding the products ⁵ of the company.

Search engine marketing (SEM)

The **search engine marketing is** effective to enhance the audience rate of the online pages and websites of Amazon. This process is effective to enhance the customer engagement rate that is essential to enhance the profitability of the company. According to the views of Jie *et al.* (2021), the usage of the search engine marketing is essential to enhance the popularity of online platforms of the business. Therefore, the usage of SEM is essential to enhance the profit structure of the company bus ensuring the enhancement in the customer engagement rate. The usage of SEM is helpful for the companies like Amazon as the 70% sales of the company depends on the online transaction process (amazon.com). Therefore, the company officials of Amazon need to ensure the profitability of the company by using the SEM process.

1.5 Conclusion

This report concludes that the usage of digital skills is effective to enhance the marketing of the company by ensuring an easy transaction process. This report has evaluated the recent digital development to identify the effective process of digitalisation. Besides, this report has explained the scopes of industrial development by using advanced technologies. This is essential to enhance the process of implementing advanced technologies for the work process of the company. This report has concluded that the usage of advanced technologies depends on the digital skills among the employees. This report has concluded that the implications of the advanced technologies require effective digital knowledge among the employees of the company.

Task 2: Reflection

Management soft skills

Description (Effective Team working skills)

The management soft skills includes effective team work as it helps to enhance the work process of the organisation accordingly by considering the demand of the automation process. According to the views of Adeani *et al.* (2020), I have identified that this study describes that effective team work is essential to enhance the work process with advanced technological implementation. Besides, I have analysed that effective teamwork is helpful to enhance the business process that is necessary for organisational development. The usage of effective

teamwork is helpful to enhance the customer and employee satisfaction rate regarding the usage of advanced technologies for the work process. I have identified that teamwork is effective to enhance the work process accordingly and that it is helpful to enhance the digitalisation of the business.

Problem solving skills

I have identified the importance of problem solving to enhance the work process of the organizations such as Amazon as mentioned by Rahmatullaev and Abraev (2020), the usage of problem-solving techniques is helpful to reduce the conflicts regarding the technological implementation process. Besides, I have analysed that this study describes the importance of problem solving regarding the process of automation of the work process. The usage of the problem solving process is effective to enhance the work process of companies like Amazon. The problem solving methods are helpful to enhance the digital skills among the employees to ensure the implementation of digital skills. The problem solving skills are effective to enhance the digital knowledge among the employees that is helpful to ensure the success rate of the business. The usage of problem solving techniques is helpful for me to ensure the implementation of the automation process for the business techniques of Amazon.

Feelings (Critical thinking skills)

I have felt that this study is helpful to enhance the quality of critical thinking as the automation of the business process requires effective thinking. In the views of Adeani *et al.* (2020), the critical thinking process is essential to enhance the implementation process of digital technologies for the business process. Besides, the usage of critical thinking processes is helpful in identifying the issues regarding the business process with advanced technological implementation. On the other hand, the usage of critical thinking processes is essential to reduce the chances of mistakes regarding the business process for companies like Amazon. I have identified that this study has increased my potentiality to enhance the business process with proper implementation of advanced technologies. Besides, the critical thinking process is helpful to mitigate the issues regarding the supply chain management system. This is necessary to ensure the prepare flow of financial resources for the implementation of advanced technologies. The usage of critical thinking is helpful to enhance the working process of the organisations accordingly by considering the requirements regarding technological implementation. I have identified that a critical thinking process is

effective to enhance the work process of the organisations by ensuring the implementation of automated technologies.

Leadership soft skills

Analysis (Open Communication)

Communication is an important soft skill which can help leaders to enhance the workplace culture by interacting and communicating with the employees. I have comprehended that successful communication helps to sufficiently understand individuals and their situations. It helps me overcome faith and respect, diversity and make conditions for sharing innovative concepts and solving issues. I have analysed that leadership depends on open communication. As per my observation, successful leaders are usually active listeners who are open-minded to acceptance and feedback of their team's viewpoints. As per my knowledge, to establish communication skills properly in a leadership role implies including the capacity to involve “discussion techniques, interpret non-verbal cues and correspond” with team members. I have analysed that, communication skills in leadership are significant as they encourage one to take responsibility for the team and provide the message in unambiguous terms and clear terms. Apart from that, I have analysed that, with perfect communication, the leader is able to establish a technique for the workplace and construct it easier for the team members to comprehend their work expectations. Thus it can be stated that interacting and communicating with the team members frequently can be effective in developing leadership skills gradually.

Evaluation ¹ (Strategic Thinking)

Strategic thinking in leadership is the ability to analyse and understand the big picture of a team or project, anticipate potential challenges and opportunities, and make informed decisions that align with long-term goals. I have evaluated that strategic leadership is extremely important because it helps to permit the leaders to see the forecast of future challenges and opportunities. Apart from that, it helps me to construct informed decisions aligned with the team's goals and vision along with allowing them to create and implement practical strategies that navigate success and growth. In addition, comprehending the counterarguments and keeping up to date along with the new trend help to enhance the strategic thinking skill gradually. I have evaluated that, strategic thinking is a long-term introspection approach to reach a successful company and team.

Conclusion (Effective team management)

Effective teamwork represents a synergistic method of working with each person engaged and working towards a shared purpose because teamwork enhances the personal strengths of team members to obtain their best. I have come to the conclusion that leaders' proper communication is extremely important to enhance productivity among the team members. I have gained that communication helps to enhance the relationship with the team members, as well as it also helps to understand the various information about the team members such as their needs, expectations and problems. Apart from that, I have derived the conclusion, problem-solving; collaborating and problem-solving can positively help leaders to develop effective teamwork among the team members. In this regard, it can be concluded that effective teamwork helps to reach greater productivity in the workplace. Thus, I have derived the conclusion that to enhance workplace productivity it is important to develop effective teamwork by communicating, planning and negotiating.

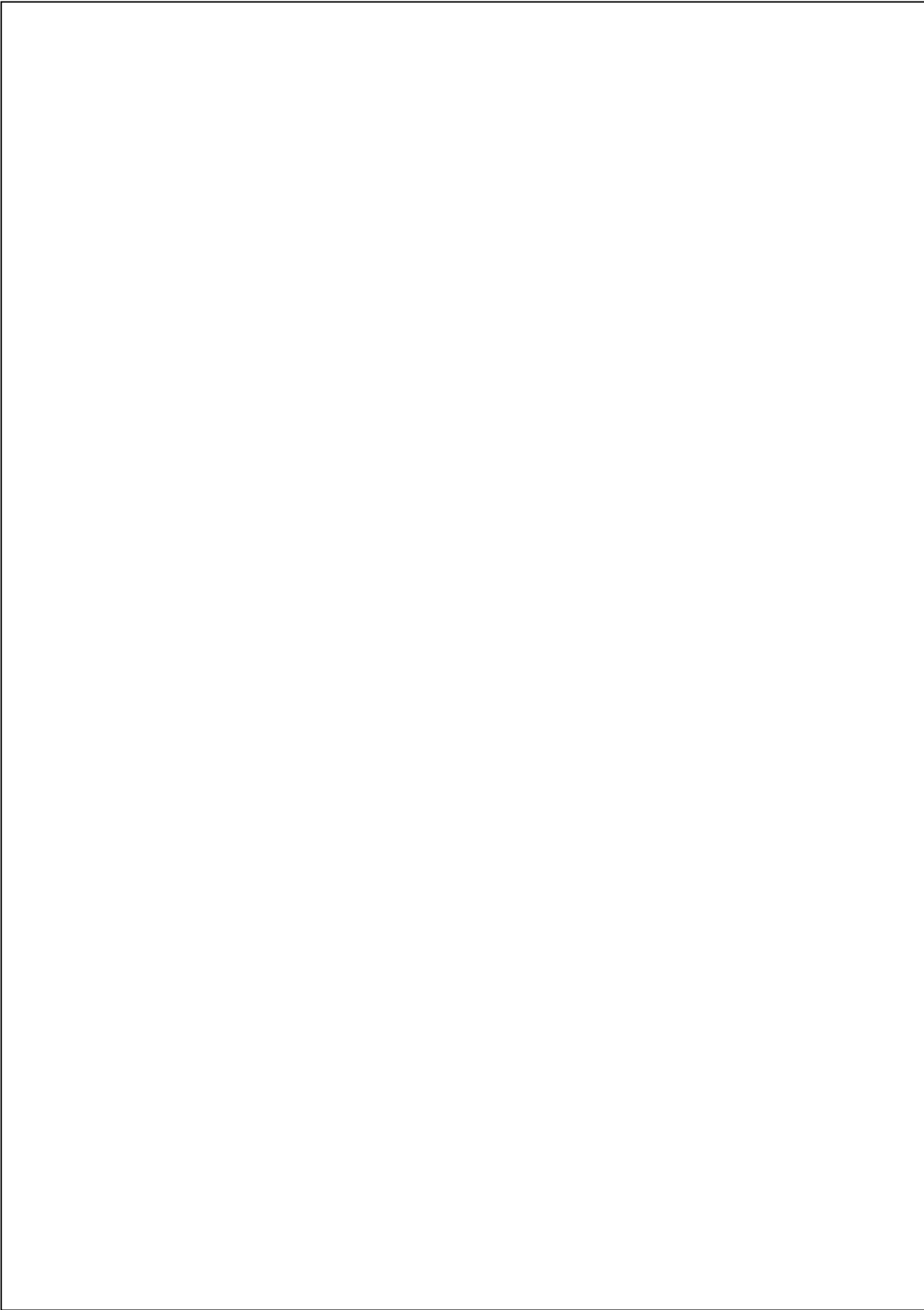
Personal development plan (Action Plan)

Objectives	Success criteria	Actions	Implementation	Time frame
To develop the communication skills	Communication help builds a strong relationship between the team members	Observed and learn more experienced leaders by attending online classes	Active listening and making eye contacts	By 15 May 2023
To enhance problem-solving skills	Problem-solving skills help to think of better ways to execute tasks and understand team members properly	Accomplish a leadership development programme	Identifying the problem and analysing the root causes	By 30 May 2023
To develop	Strategic planning	Communicate the	Define vision and	20

strategic planning and preparation	helps to staff satisfaction and retention	company's strategic vision and objectives	mission, forecast and create strategic objectives	June 2023
To improving self-confidence	Self-confidence helps to manage risk and achieve high goals	Delegating ask to subordinates during the meetings	Build a positive relationship, accept the challenges and be kind and humble	30 June 2023

The personal development plan is most important for enhancing leadership skills because a PDP plan helps to concentrate on developing objectives and personal goals. According to the statement of Subasinghe *et al.* (2022), Personal development is helping to increase problem-solving skills which enhance leadership quality positively. I have analysed that, a proper PDP plan helps leaders to create a positive attitude and work ethic in the workplace. Based on the above personal development plan it can be stated that due to my lack of communication skills, I have faced challenges in maintaining relationships with the team members. Based on my weakness I have prepared a personal development plan while including a time frame. I have planned to achieve the first PDP objectives which are the lack of communication skills by observing and learning more skilled leaders by following online classes. As per the comment of Subasinghe (2022), communication skills help to make better relationships with the team members and able to build empathy along with increase self-awareness. I considered that these online classes help me to develop my knowledge and build strong relationships with my team members. It is accepted that by May 15 in 2023 I can complete the online classes, which help me to enhance my communication skills properly.

Accordingly, for developing my problem-solving skills I have completed a leadership development programme (By 30 May 2023). I have analysed, this programme has helped to enhance my leadership knowledge and develop more straightforward guidance for the company's employees. I have planned to develop my strategic planning and preparation by transmitting the company's strategic vision and objectives (by 20 June 2023). I have analysed that, improving my self-confidence requires commissioning tasks to subordinates during meetings and enhancing my self-confidence to manage and achieve high goals and risks (by 30 June 2023).



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