

Aspects concerning electronic innovation and technological advances and how they affect the performance of SMEs

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ABSTRACT

Technology has become integrated into many areas of life and the workplace, bringing benefits and challenges to businesses, workplaces, and employees. Businesses can benefit from digital transformation by developing new workplaces and fostering an environment that encourages the use of technology in the workplace.

This will help them avoid losing customers and employees and increase productivity. Effective use of digital workplace strategies and encouraging employee behavior through training and leadership are critical to the success of the digital workplace. It must be compatible with technological solutions, supporting their adoption and use in collaboration, communication, and work. Business education must change to match the digital environment to educate organizations and individuals about the digital workplace.

KEYWORDS: *Digital Transformation, Innovation Adoption, SMEs Performance, Entrepreneurship*

I. INTRODUCTION

Digital technologies are increasingly present in our daily lives, bringing benefits and challenges to businesses, workplaces, and employees. Companies can benefit from this digital transformation in many ways, including greater productivity, lower costs, greater efficiency and flexibility, and increased flexibility and marketability through the digitization of the workplace. Nowadays, companies engage with the global community and employ workers from other countries.

Workers may remain connected, chat with co-workers, work remotely, or get up updated on latest developments in technology thanks to their cellphones. Organizations must develop new policies and procedures and reconsider their leadership from the standpoint of workspace digitalization if they are not looking to lose clients, workers, or productivity.

The secret to a successful digital workplace is to implement the concept of a digital workplace with education and culture. Owners of business firms must ensure that employees accept technology equitably, encourage its usage, or constantly use it for work, communication, and teamwork since culture impacts behavior.

To prepare businesses and people for the digital workplace, business education must be adapted to reflect the digital environment.

This section covers many topics, including the framework that serves as the basis for digital engagement in the workplace and the Digital European Workplace program, as well as some recommendations for professional skills building.

This is a brief overview of the function of entrepreneurs and how entrepreneurship education and entrepreneurship can help prepare entrepreneurs for working online with digital transformation. This chapter focuses on two topics: first, it talks about recent studies in digital transformation that help academics address issues including behavior and changes in culture. On the other hand, it makes use of the authors' experience learning how to gain the skills and competences required to develop and change a digital workplace, particularly for individuals employed by small and medium-sized firms.

II. TRANSFORMATION IN DIGITAL

Information and communication technology's advancement and proliferation have undoubtedly changed how workers connect, cooperate, and communicate.

- In addition, the following models have been accelerated to accommodate these changes:
- older workers and the need to retain their skills;
- Workforce requirements to suit the needs of different generations:

- When workers are overwhelmed with information, technology can help them locate what they need to complete tasks more quickly.
- The digital era and workplace facilities are needed for these advancements.

Digital transformation can be defined as using digital technologies to improve business processes. This includes improved employee engagement customer engagement, deeper partnerships, improved collaboration, and enhanced capability building through the transformation of our work. Specifically, "digital transformation" often refers to the process of change that takes place in enterprises as a result of client demands using digital technologies. It is a process of change that impacts all facets of our lives, not a conclusion. Different organizations implement digital transformation similarly, and employer and employee requirements also vary.

Managers wish that

To enable employees to work together effectively they should use digital tools as per their skills, tasks, and jobs having a workplace that allows employees to communicate effectively makes their jobs more efficient, as there is pressure to increase productivity and reduce costs.

Meeting business needs. As workplace transformation is driven by digital technology and the complexity of change management, achieving these goals can be long and difficult. Creating and developing a digital workplace plan can be challenging for even visionary executives. Enterprise digital transformation initiatives vary:

- Some people make a plan and see its benefits.
- Some people haven't developed a strategy yet, while others are still in the early stages and don't know what to do.
- This is a useful concept for explaining their transformation in digital goals.

III. Workplace transformation in the digital era

The increasing digital workplace is an unavoidable development that can assist businesses in overcoming the difficulties mentioned earlier.

The term "digital workplace" refers to all the digital tools and services people use to find work in today's workplace, including tools currently in use and those soon to be in use. This includes everything from commercial social networking platforms and virtual meetings to instant email HR software and key business processes.

According to Frank Schoenfeld "The structure, applications, and tools that knowledge workers need to perform their jobs and collaborate".

Digital workplaces have the following capabilities:

- Encourage changes in work practices to use social media more effectively and work more ethically.
- giving workers access to portable devices services and business-related data at all times, employees may communicate offline and online.
- Enhance employee experience by providing employees with a consistent user experience both outdoors and indoors. They offer personalization, choice, and flexibility.
- Create a virtual office that balances operational risk and client privacy while keeping employees connected to the virtualized office.
- Employers who give workers the correct information can lower expenses and boost productivity.
- Supplying resources and instruments at the appropriate moment.
- To win the talent war, hire the top applicants that possess the abilities and originality that are in demand right now.
- The term "solutions that integrate information and services into the customer interface" refers to the digital workspace as a portal that connects various web services and objects to the user interface.
- Mixed data can be utilized in other applications by using this interface. Users can combine current info to create new applications.
- Employees may work and collaborate from any location with sufficient security when they have access to the appropriate IT tools, platforms, and services, which enhances their productivity and experience. This is part of the push for a digital workplace. It will be flexible and versatile enough to accommodate new habits, technologies, and user types.
- Employees are at the heart of the board's digital work process, supported by a strategic plan that validates a unique user experience. Employees should be able to access a variety of business services anytime, anywhere on multiple mobile devices through a simple and secure authentication

IV. Strategies for the Digital Workplace

Any digital project must be implemented well to be successful, and the first stage in this process is cultural change aided by educational initiatives.

Digital workplace strategy involves dynamically adapting an organization's work behavior to increase efficiency and reduce costs in a digital workplace. Like any business strategy, digitalization helps achieve goals such as reducing real estate costs, increasing efficiency, connecting two or more industries or cultures, and filling or merging crowded spaces.

Here are some specific reasons to create and implement a digital workplace concept: Talent attraction: Many employees would prefer to work from home or the office, but costs are still a concern.

- Online communication has the potential to increase employee productivity.
- Implementing and utilizing social media platforms can improve worker satisfaction.
- When job engagement rises using new communication methods like instant messaging rather than email or group projects, employee retention becomes more reliable. As their opinion it's crucial, several companies represent digital office solutions that offer return on investment.
- To achieve these results, Giving staff members the resources they require for work, communication, and teamwork is crucial.
- . There is a need for a clear roadmap to ensure that digital workplace results are meaningful, deliverables, and reduced risk.

Here are some business reasons to create a digital workplace strategy:

- New workspaces and ways of working are appearing as the outcome of the rapid growth of technology.
- AI and big data, as well as the possibility of collaboration, are just a few examples. The rapid development of social technology and the interconnectedness of everything give rise to the need for it.
- creating new types of jobs for employees
- Citizens want digital services and new changes with the government, citizens desire online services similar to those provided by other service providers.

To do this effectively, offices must prioritize digital technology Office plans are typically designed by a construction company or office consultant. "Whether it's in People must be able to function well in an office setting, whether employed by the organization or not Hire an officer CE consultant.

He ought to assist with project monitoring, team participation, process definition, and outcome evaluation. Experts with expertise in business management, architectural and design, building construction, infrastructure and management, Emami resources, and buildings are examples of external consultants in the industry.

4.1 Collaborate, communicate, and build relationships

As part of their work duties, employees must be able to use technology to connect, collaborate, and communicate with others. Establishing business collaboration within and outside the organic workgroup facilitates the internal exchange of information. We will discuss this topic in more detail in the next section.

4.2 Technology: Multipurpose Digital Devices

Every business already has digital office tools, including different technologies that help different workplaces. Employees need to have the tools they need to do their jobs. The digital workplace toolkit supports multiple ways to communicate, collaborate, and provide daily services. Digital tools are often developed in opposition to the concept of a digital workplace with clear business goals. Organizational culture must be taken into account.

4.3 Controls: Risk, Compliance and Governance

Elements of digital workplace management include:

- Determine your company's objectives for the digital workplace and then convert them into guiding principles that will direct future advancements.
- Identify and coordinate the main objectives of a digital workplace plan using information management. Make a connection between this and the business's present information oversight or control plan.
- Identifying important stakeholders and developing a suitable and long-lasting engagement model are the roles and responsibilities.
- Verify that staff members have access to training so they can take advantage of digital innovations.
- Employees need to have learned policies to improve their technological proficiency.
- Changeling the strategies in the workplace via the company's well-organized presence.
- Crisis management is a capability to react to a crisis rapidly (within the first day).

4.4 Measurable business value is a key determinant of a corporation.

For organizations to get the intended outcomes, they must control how the digital workplace develops. This value can be attained in a few different ways:

- Raise revenue.
- Implementing more effective virtual meeting techniques, cutting back on travel and phone expenditures, and avoiding time lost at the airport may all help to save operating costs.
- Utilize R&D, testing, and expedited delivery techniques to shorten time to market for innovative goods and services.
- Encourage your imagination.
- Enhance the client experience.
- Increase flexibility and agility by equipping employees with the tools to adapt to changes in the workplace and organizational structures.
- The implementation of user-friendly tools can help increase employee satisfaction.
- Enhancing talent recruitment and retention.
- Improve the work environment for employees.

V. Cultural shifts and actions that facilitate digital transition

One of the initial stages of digital transformation is cultural change. Organizations and leaders must overcome the culture of helpless learning and the relentlessness of education, encourage continuous self-learning, and ensure that people adopt and use technological solutions in work, communication, and collaboration based on work behavior. Ultimately, culture builds character. Good training can help people better understand the relationship between company culture and technology, an important part of the digital workplace concept. It ensures that systems, processes, and equipment work at maximum capacity and do not fail.

- Organizational culture has an impact on employee behavior and work processes during digital transformation, which can make or break a company.
- How and where people connect, communicate, and collaborate in the digital workplace ultimately depends on their culture.
- It's critical to develop a change management plan and make sure that your electronic workplace strategies complements your business culture.

Together with technology, this cultural shift can enhance the following:

- Unite by integrating simple, intuitive technology that supports teamwork and adapts to employee preferences and work styles.
- Two-way communication, personalized content, and digital technology to create original content rather than simply fabricating it are ways to ensure the right message gets across.

The exchange of knowledge across internal and external relationships in the digital workplace can positively impact organizational agility and innovation by sending the right information to the right people at the right time, increasing employee engagement and satisfaction. How managers and other organizational leaders may affect employee behavior and attitudes to develop new goods and services that will help the shift from legacy business models to successful business models in the digital era is one question. Isaac Sekolic offers three suggestions for motivating staff members to take part in technological initiatives regularly.

5.1 Inspire others to pose inquiries.

Employees will be able to progress from a "this is how we've always done it" mindset to talking about what works best in the digital workplace if they are given the opportunity to ask questions. In this instance, the project team want to investigate automating interactions in order to eliminate them. Specifically, "How do we learn to be a Product Owner during Agile development?" There are some people in the community that prefer to abide by this guideline. One strategy for issue resolution is to ask questions.

5.2 Get out of the office and meet clients and potential clients

Consumers want to know about and value the products and services they choose. In addition to taking advantage of slower competitors gaining customer traction, startups, and industry leaders in other categories can gain market share by identifying the best customers for digital services.

Organizational leaders and speakers must go to the office to understand how to connect with customers, assess their needs, and deliver new experiences. Marketing professionals must lead with the brand's mission and message. Salespeople need to know who their new are and how to solve sales challenges. Practitioners must understand the technical skills required to be effective.

5.3 Prioritize data, insights, and views.

Thesis Organizations provide programs and resources to help people develop a thesis, which consists of an initial presentation of supporting facts, subsequent findings, conclusions, and ideas. Organizational change is driven by behavior.

Employee roles, responsibilities, and methods of generating corporate value will all shift in the context of digital transformation. By recognizing difficult circumstances, comprehending the demands of modern consumers, and coming to opinions based on sound data, the goal is to persuade more staff members to embrace digital tactics.

5.4 Employees' adjustment to digital transformation and workplaces

Employers and workers must react to changes in an organization's day-to-day operations, such the digital transformation; here, experts provide guidance on how to assist staff in adjusting to this transition.

5.5 Open the Dialog

It is important to discuss the benefits of digital transformation with employees because it is known that employees resist change when it comes from the top. Starting from the top, every employee should have as open a dialogue as possible. The relationship between the workplace, culture, and technology is the main responsibility of the leaders of digital transformation organizations.

5.6 Invest in training

Daniel Cable, director and professor of behavior at London Business School, advises, "Make sure the person understands the reason for the transfer and has a clear understanding of how he or she will develop upon arrival." This helps keep employees motivated in a fast-paced and dynamic workplace. Proper skills are essential to making the change happen. It is recommended that all employees be motivated to complete company training programs to promote adoption.

Create an environment that welcomes and encourages experimentation. Workers are free to experiment initially without fear of the repercussions of their errors. They frequently create new, quicker methods to do repetitive activities, which boosts output and effectiveness.

5.8 Encourage Cooperation

Integrating offline and online communications is easy and allows employees to connect from their devices. Employees from different generations meet through digital connections that transcend borders. New digital communications facilitate collaboration within departments and the entire company. Technology advancements come with other benefits the digital revolution should bring forth more productive working practices.

5.9 Engage employees

Engaging the appropriate staff may facilitate the process of digital transformation. Digital technology allows employees to effortlessly and directly contact clients.

Even if senior employees' knowledge, abilities, and comprehension are crucial, they frequently have a bad attitude regarding digital transition. By improving employee engagement, employees can feel more valued and productive. Adoption is achieved through participation, but digital transformation can also increase engagement. Employee participation is beneficial for flexible working hours. Change is easier than ever in the digital age. Employees can use digital tools to meaningfully connect with consumers and each other while working remotely and bringing their own devices.

6. Education, Training, and Entrepreneurship

A training and learning approach that includes three key focus areas is critical to success in an organization's digital transformation.

- How can society address the lack of trust and digital skills?
- How do companies hold their employees accountable for lifelong learning?
- How can companies encourage and inspire their senior employees to become digital leaders?

A few years ago, continuing education wasn't necessary for most employees because the training was on teaching people how to do their jobs (on the line).

Now, all businesses must grapple with the digital economy's ambiguity, complexity, and unpredictability and strive to be flexible and agile. Data and all decisions need to be distributed across the authorities' boundaries of the organization to give all teams and operations the freedom to learn and adapt to customer and business feedback.s

- Education during the digital revolution must be defined from different perspectives.

- Learning centers or communities are crucial to the digital workplace in term of adopting and implementing new practices.
- A good way to manage this is to combine figures having difficulty in Italian learning with informal, active, and social learning.
- To work in today's job, a person must have a minimum level of digital literacy. Leadership development programs should be designed to prevent the biggest changes in adult behavior. Today, training will become an integrated activity focused on learning new skills within technology or organizations. It will not be a one-person operation.

Regarding the skills entrepreneurs need to work in the digital workplace, the EU team highlighted the importance of teamwork, communication, entrepreneurship, innovation, and intercultural skills, which are "essential for fostering creativity and innovation and for managing complex and uncertain priorities." In addition to new macro-level skills such as digital fluency, "transforming the workplace" is the ability to use digital tools and available resources to accomplish tasks in the organization. The ability to change is another skill that is on the rise. When people need change, people with these characteristics can adapt to change. As we all know, data and information are increasingly being used for planning, decision-making and decision-making and achieving company goals. Entrepreneurs must be able to analyze and dissect data and information.

According to the Entercomp framework published by the European Commission in 2016, entrepreneurship should be applied not only in the business world but in all areas of life. The ability to establish financial, cultural, or social relations.

Innovation, business/job knowledge, and flexibility to try new things are important for business. Students who understand the meaning of entrepreneurship and apply entrepreneurial skills to achieve their goals will be better prepared for a successful career.

Vocational education and training refers to the use of a variety of skills to support an occupational culture, in order to encourage the development of credit-producing skills, attitudes, and behaviours.

Business development and business education are essential to business success.

Global leaders need to prepare young people for the digital workplace to solve global issues such as their jobs. Employers are struggling to find the right people with the skills and knowledge they need. It is well known that young people are digital citizens and only a small portion have digital marketing skills. Since there are employment issues for young people and job opportunities for people with digital skills, the issue of developing skills development and vocational education becomes even more important.

Problem-based, group, and experience learning are cited by Chunyoye and Akinlabi as the greatest methods of active learning while teaching entrepreneurship.

Future jobs sometimes require working closely with people from different countries, and students learn the basics of global citizenship through international collaboration.

Despite their number and importance in Europe, small and medium-sized enterprises (SMEs) have limited financial resources. In addition to business as usual, there is a need to explore new education and training, as employees need to acquire new knowledge and skills to adapt to the changes caused by digital transformation. Most business classes are designed for business owners or new business owners.

The connection between new resources, digital transformation, and employees' entrepreneurial skills in already-existing SMEs, however, has not received much attention from researchers.

The author is a part of the European initiative Reinnovate, which seeks to encourage all SME employees to adopt an entrepreneurial mindset and to give small firms a better chance of surviving the digital revolution.

According to www.iat.eu, the partners work from five European countries. SMEs, representatives of research institutions, and higher education should work together in this task. Helping with training and certification standards will help SME employees acquire or develop the knowledge they need to be more competitive, fostering a digital business culture, and increasing efficiency are all necessary.

Reinnovate uses the results of the European Archimedes project and case studies of 150 SMEs across Europe to understand the current skills and training required for digital transformation. A teaching approach called Reinnovate combines practical, efficient teaching and learning techniques with human interviewing, video games, games, assignments, workshops, and, if feasible, group discussions.

Always keep in mind that Entrepreneurs mostly employ a pair of approaches: informal learning and on-the-job training.

Consider quality and popular work to maintain employee morale and expand their work expectations in the digital workplace.

To facilitate workplace learning in organizations, regardless of any stage of life.

VI. Conclusions

Researchers, educators, business analysts, and entrepreneurs agree that changes in culture and behavior are just two of the many changes needed for digital transformation. They also agree that vocational education and training can increase the number and efficiency of small and medium-sized businesses or businesses entering the digital economy.

This section contains summaries of various articles as views of the authors, and some experts, and tells SMEs how businesses can help solve some of the problems associated with digital transformation. In conclusion, evolving from a small business to a successful business in the digital age is no easy task. However, through new practices and collaborations between educators, researchers, and the business community, it is possible to improve business thinking, including behavioral changes, and find new research studies and resources described in *Entre Comp.*

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