

The Mind Set Vital to Navigate on Digital Transformation

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Abstract:

The digital age has brought about significant changes in every aspect of human life, including the way we work, communicate, and interact with one another. Organizations across various industries have been forced to adapt and transform to remain relevant and competitive in the digital era. Digital transformation has become a buzzword in the business world, and it refers to the process of using digital technologies to improve business operations, services, and products. Navigating through digital transformation can be challenging, as it requires a certain mindset that enables individuals and organizations to embrace change, innovate, and continuously improve. This article will explore the mindset needed to navigate digital transformation and succeed in the digital age.

Keywords: business, digital age, digital mindset, digital transformation, navigation

Introduction:

The digital age has brought about significant changes in every aspect of human life, including the way we work, communicate, and interact with one another. Organizations across various industries have been forced to adapt and transform to remain relevant and competitive in the digital era. Digital transformation has become a buzzword in the business world, and it refers to the process of using digital technologies to improve business operations, services, and products.

Navigating through digital transformation can be challenging, as it requires a certain mindset that enables individuals and organizations to embrace change, innovate, and continuously improve. In this article, we will explore the mindset needed to navigate digital transformation and succeed in the digital age.

The digital era is characterized by fast development, growth, innovation, and disruption. Organizations that want to survive must be ready to adapt to the new digital landscape. The digital transformation process is more than just implementing new technology, investing in tools, or upgrading existing systems. These steps are important, but they are not the whole picture. If an organization wants to stay competitive, it won't just be able to respond to changes, it should expect them and stimulate innovation itself. To do this, companies need to plan ahead and be active designers for their future. This is where the digital transformation strategy comes in.

The digital media are the new interface between mind and world. They enable us to gain instant access to an infinitely expandable collective memory system. This is an indispensable breakthrough, but has the potential to seriously violate the ancient co-evolutionary pact between brain and culture which has kept the rate of cultural and technological change within tolerable limits. Traditional cultures, with all their flaws, stayed well within the adaptive capacities of the individual brain. However, the recent explosion of digital culture has placed all forms of traditional culture under serious challenge.

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The principal challenge is a cognitive one: the economic system is increasingly tethered to a machine-driven agenda that either ignores or downgrades the most basic needs of the human mind. The result is a governance system that is out of control, in which success depends upon fitting the individual mind to a largely machine-driven agenda, rather than vice versa.

Three especially serious concerns stand out: (1) how to maintain the autonomy of the individual mind in the context of massive and sophisticated external programming; (2) how to construct networks of trust in an environment of anonymity and manipulation; and (3) how to place the most basic needs of the human mind at the top of our list of governance priorities.

Theoretical Background:

Digital transformation has an impact on different perspectives and serves different goals (Nadeem et al., 2018; Reis et al., 2018). Fostering a digital transformation strategy, the organisation highlights the transformation of products, services processes, business models and the implementation of new technologies (Matt, Hess, & Benlian, 2015). In addition, digital technologies include changes related to customers as end-users of the products/services. As a result, digital transformation strategies surpass the concepts of process optimization or process automation. It is important to understand that digital transformation strategy is a designed plan which is implemented to manage transformations, caused by the integration of digital technologies, in a sustainable way (Bharadwaj et al., 2013; Matt et al., 2015).

In recent years, the role of digital transformation is highlighted in various applications areas such as service providers (Mazumder & Garg, 2021), smart cities (Ćukušić, 2021), public sector service (Tangi, Janssen, Benedetti, & Noci, 2021), healthcare, and infectious disease (Iivari, Sharma, & Ventä-Olkkonen, 2020; Kodama, 2020), marketing (Sun et al., 2020), Small And Medium-Sized Enterprises (SMEs) (Costa, Soares, & de Sousa, 2020), etc. However, digital transformation is very difficult for enterprises, especially entrepreneurial SMEs, due to many practical predicaments (Albukhitan, 2020), which are manifested in the fact that entrepreneurial SMEs have insufficient financial budgets and high-quality talent (Albukhitan, 2020; Pelletier & Cloutier, 2019) and do not easily adjust the organizational structure (Gray & Rumpe, 2017; Stich, Zeller, Hicking, & Kraut, 2020).

Mindset Vital for Digital Transformation:

Innovative capabilities are critical to the success of any business opting to participate in the digital economy. However, to ensure that these are accessible, companies must understand why it is needed. Businesses must undergo continuous mindset adjustments to adopt, integrate, and manage digital transformation effectively. Essential to the development of the digital economy is the activities of the actors, in this case, businesses, institutions, and consumers, notwithstanding having access to technology but the application and management of said technology. To effectively grow the applicability of new and emerging technologies, businesses must unlearn previous connotations associated with the unknown and unwillingness to embrace the digital environment through integration, application, and innovation capabilities. Hence to understand their role in driving the digital economy, businesses must rethink the opposing notions of technology and grasp the disruptive benefits and how to build capabilities that generate sustainable technological, innovative, and economic performance. To effectively manage this approach to reconstituting a digital mindset in businesses, the some of the necessary attributes can be:

Open-mindedness:

The first and most crucial mindset needed for digital transformation is open-mindedness. Being open-minded means being receptive to new ideas, technologies, and ways of doing things. In the

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digital age, new technologies and innovations are emerging at a rapid pace, and organizations need to be open-minded to embrace these changes and stay ahead of the curve.

Open-mindedness also means being willing to learn and unlearn. Digital transformation requires individuals and organizations to let go of old practices that no longer work and adopt new ones that are more effective. This requires a willingness to learn and unlearn, to let go of old habits and ways of doing things and embrace new approaches.

Adaptability:

Adaptability is the ability to adjust to new situations and environments. In the digital age, adaptability is essential, as technologies and market conditions are continually changing. Organizations must be able to adapt quickly to these changes to remain relevant and competitive.

Adaptability also means being agile and flexible. Organizations must be able to respond to changing customer needs, market trends, and technological advancements quickly. This requires a culture of innovation and experimentation, where failure is seen as a learning opportunity and not a reason to give up.

Growth mindset:

A growth mindset is the belief that one's abilities and talents can be developed through hard work, dedication, and perseverance. This mindset is essential for digital transformation, as it requires individuals and organizations to continuously learn and improve.

A growth mindset encourages individuals and organizations to take risks and step out of their comfort zones. It fosters a culture of innovation and experimentation, where individuals are encouraged to try new things and learn from their mistakes.

Customer-centricity:

Customer-centricity is the focus on creating value for the customer. In the digital age, where customers have more choices and are more empowered than ever before, customer-centricity is critical. Organizations that put the customer at the center of everything they do are more likely to succeed in the digital age.

Customer-centricity requires a deep understanding of the customer's needs, preferences, and behaviors. This requires organizations to collect and analyze data to gain insights into customer behavior and preferences. Organizations must also be willing to adapt their products, services, and business models to meet the changing needs of their customers.

Collaboration:

The fifth mindset needed for digital transformation is collaboration. Collaboration is the ability to work effectively with others towards a common goal. In the digital age, where technologies and markets are continually changing, collaboration is essential. Organizations must be able to work together to share knowledge, expertise, and resources to achieve their goals.

Collaboration requires a culture of openness and trust, where individuals are willing to share their ideas and expertise with others. It also requires effective communication and conflict resolution skills to ensure that everyone is aligned and working towards the same goal.

Data-driven decision making:

The sixth and final mindset needed for digital transformation is data-driven decision making. Data-

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driven decision making is the process of using data to inform business decisions. In the digital age, where data is abundant and readily available, data-driven decision making is essential. Organizations that use data to make decisions are more likely to make informed decisions.

Conclusion:

Over the next few years, digital transformation is expected to be the top strategic business priority of enterprises in almost all industries. As new technologies are being developed and improving rapidly, organizations are focused to stay updated with the newest trends and integrate these innovations.

Many organizations are incorporating technology into almost all aspects of their internal and external operations. This incorporation of technology is impacting their processes and operations significantly, leading to organizational and structural changes. Digital transformation does not only mean adopting new technologies but also adopting new business models. This indicates that organizations should well-understand digital transformation and consider every factor, starting with the way employees will react to the way it will impact their customers. For this, the digital mindset is the path. Businesses must continually monitor the most recent digital transformation trends in the market and strive to implement the technologies that will help them run more efficiently every day if they want to remain agile and achieve a competitive edge. Typical digital transformation trends include wider adoption of no code / low code platforms, increased migration to the cloud, leveraging AI and ML technologies, increased automation, and wider investment in Blockchain.

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