The Need for Digital Sustainability for the Growth of Businesses in India

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Abstract

Digital sustainability uses digital transformation tools like improved connectivity and the Internet of Things (IoT) to help the environment and assist sustainable company operations. However, because the internet is responsible for about 4.6% percent of global greenhouse gas emissions, it can be a difficult circle to square. Fortunately, some well-established, real-world examples of how it can function already exist.

Smart digital technology, for example, can assist building managers in reducing the carbon footprint of elements of our built environment by optimising energy use using IoT connectivity and artificial intelligence (AI). Big data analytics can help to support and strengthen social safety nets that would otherwise struggle to identify, reach, and serve all potential beneficiaries. The problem is figuring out how to apply technology to solve a problem or improve an existing solution.

We look at how digital technologies are assisting in the combating climate change and promoting sustainable development. New startups have used digital technologies to develop innovative solutions to unresolved societal problems. These are referred to as "digital sustainability activities" in general. We propose a deep learning objectives that identifies new issues in venture creation, marketing strategies, and ecosystems, as well as new perspectives on acceptance and organizational logical reasoning, by focusing on the digital toolset used by pioneering businesses. We believe that digital sustainability may catalyse empirical gains in entrepreneurship, innovation, and strategy, all of which have the potential to benefit society.

The findings of this research imply that digital sustainability for entrepreneurs has a huge impact on growing their business. If they do not utilize latest digital techniques effectively, the augment is slow and redundant in some cases. It does show that digital transformation impact sales numbers and lead numbers for startups.

Keywords— sustainability; businesses, technology; digital transformation; digital tools

INTRODUCTION

Organizations today must take the environment into account at every level of their operations, according to rising government regulations and customer expectations about sustainability. Additionally, pricing must take into account the modifications they make.

Despite the pioneers, many people are not prepared to accomplish this. Less than half of the companies surveyed said they are willing to alter current business practices at the risk of earnings, even though half of the companies have strategies in place to improve sustainability reporting. And only 39% of businesses are creating goods and services that are more energy-efficient.

Even still, companies frequently claim to have the technology solutions needed to achieve sustainability, and corporations are aware that there are options available. In order to achieve

sustainability targets, executives point to mobile, cloud, Internet of Things (IoT), and AI technologies. Implementation is the problem. By 2023, 5.3 billion people will be online, up from 3.9 billion (51% of the world's population) in 2018. Nearly two-thirds of the world's population will have access to the internet by then. By 2023, there will be more than three times as many IP-connected devices as there are people on the planet, up from 2.4 networked devices per person in 2018. By 2023, there will be 29.3 billion networked devices, compared to 18.4 billion in 2018.

Most big businesses want to manage a firm that is ecologically friendly, doesn't affect the environment much, and has happier staff and clients. Due to a lack of data, few businesses have been able to put this concept into effect. But they do today. Without the Internet of Things, Enevo, a Finnish firm that manufactures "smart" trash disposal equipment, would not exist. Its products include sensors and analytical software built right in. They make rubbish collection more efficient and less expensive by allowing waste providers to schedule pickups when waste bins are full rather than at predetermined times.

Any future vision a firm has must incorporate digital transformation in order to be successful. Five factors make digital transformation crucial for any business.
1. To connect the business process with the workflow: completed tasks progressively and in relation to the unnecessary activities and labor-intensive might be given a thorough overhaul. The business process is sufficient.
2. Improving the client experience: Data alignment connection between service lines, analytics, and give the consequences of collective action that assist enterprises in recognize the needs of customers and provide more to existing/new clientele.
3. Drives business process's adaptability and effectiveness: Provide insights into how information is used across departments, reducing the amount of work that needs to be done twice in order to keep up with shifting priorities and organizational objectives.
4. Capable of adapting to future change: Able to work effectively with the modern workforce and

be compatible with future growth opportunities as they look toward the trifecta that will be used to gauge business performance.

It's past time to improve the employee experience. Building a positive employee experience should not be something that organisations consider only at critical times like onboarding and performance reviews.Every day that employees are at work, their experiences are shaped and moulded. As a result, businesses should provide their employees with tools that promote a positive employee experience at regular intervals throughout their tenure with the company.

In today's digital-first world, businesses can use cutting-edge digital technologies to provide their employees with a fully personalised and engaging learning experience. A strong offer that includes a wide range of digital-first development solutions as well as workplace coaching is a winning combination for improving employee experience.

Research Objective

1. To find out the impact of digital tools on customer retention rate
2. To analyze how digital transformation affecting employee engagement rate
3. To examine the impact of digital technologies on employee mental health rate

Literature Review

Digital Technology for businesses in India must prioritize digital projects depending on their internal digital capabilities, culture, leadership bandwidth, and customer needs. To absorb and deliver value to their clients, they must develop the Digital Business Value Increment Map and plan the money and resources over time.

 Additionally, according to recent data, more than 70% of digitalized projects fail due to a variety of issues, including the fact that many industries are genuinely ignorant of the effects of digitalization, they have little overall growth capital, they are primarily managed by promoters who are unfamiliar with digital technologies, and there is also a component of

fear of failure and innate resistance to change. Additionally, certain companies lack a defined procedure for consistently understanding the needs, wants, and competitive environment of their clients. Many industries have used excel sheets to run their firms instead of automating their fundamental business procedures.

With companies rapidly reaping the benefits that a wide range of technical advancements can bring to their firm, digital transformation has moved up the business agenda. At the moment, the labour market is still exceedingly tight. There are numerous employment opportunities worldwide, but there aren't enough applicants from all industries to fill the positions. Candidates can now afford to be much choosier than in the past when it comes to the job openings they pursue, looking for a position that not only satisfies their professional objectives and wage expectations, but also fits with their overall lifestyle needs. For many years, there has been a change in the employer-employee relationship. That relationship is changing even more as a result of the various societal effects we have encountered over the past two years.

As a result, organisations are under pressure to consider what they can do differently to create workplaces that are more inclusive, meaningful, and supportive for all employees. This has resulted in a wide range of changes across all businesses, such as revamping talent management processes, changing employee benefits, providing more flexible working arrangements, and providing more professional development resources.

According to an Oracle and Workplace Intelligence survey, 85 percent of the global workforce wants technology to help them define their future. Organizations must respond to this request from their employees by providing the most up-to-date tools to help their workforce thrive. In recent years, digital approaches to learning and development have grown in popularity, with digital tools now playing an important role in workforce professional development. The digitization of development program ensures that employees have regular and convenient development opportunities, as well as the ability to receive individualized support.

For organisations that want to provide a better employee experience, leveraging technology for employee development has numerous advantages. Employees can access materials and support from anywhere, at any time, and on any device, making digital approaches much more accessible than traditional learning and development avenues.

D Tohãnean, AI Buzatu, CA Baba, B Georgescu (2020) suggested that businesses must continually adapt if they want to obtain a competitive edge and maintain high market shares. This means using the most recent technology as well as coming up with their own inventions that will increase the company's profitability and sustainability. Companies run a greater risk of changing their business strategy by adding technological and sustainable components.

PM Bican, A Brem (2020) examined that based on an organized procedure of findings within the government and social science domain, seven key phrases connected to digital were identified: digital, business model, digital business model, technology, innovation, transformation, and entrepreneurship. After that, they looked at earlier research to find a shared definition and understanding that may serve as the foundation for relationships inside a conceptual framework.

AM Gomez-Trujillo, MA Gonzalez-Perez (2021) demonstrated that it is possible to propose a framework for study that views digital transformation as a catalyst and a forerunner of sustainability. Businesses must improve their digital skills and manage their economic, environmental, and social implications if they want to survive the digital revolution.

G George, SJD Schillebeeckx (2022) discovered how rising geopolitical, organisational, and commercial conflicts are being presented to the multinational company (MNE) by environmental and pandemic problems when combined with digitization. A more complex global environment is being produced by institutional pluralism. The way that productive work is organised is changing, which puts pressure on how MNEs structure and plan their

operations. The concept of value generation is expanding due to shifting investor and consumer expectations, which has ramifications for business strategies. According to their argument, the tensions force MNEs to reevaluate the way they define, formalise, and achieve corporate mission.

M Stuermer, G Abu-Tayeh, T Myrach (2017) According to their analysis, Digital assets' capacity to influence sustainable development is increased by their sustainability. They offer the pertinent research on digital information, knowledge management, digital goods, and innovation literature based on a theoretical framework for digital artefacts and their ecosystem. Their ten essential requirements for sustainable digital artefacts and their ecosystem are based on these findings, and they guarantee that they will contribute as much as possible to sustainable development.

Research Methodology

Sample size of the survey conducted were of 78 employees who are IT managers in India. The data was taken from employees engaged with companies from FMCG, Automobile, Education, and Tourism & Manufacturing.

Data Analysis

1. Is it useful to have a digital tool that allows to understand customer feedback about the product they have used?

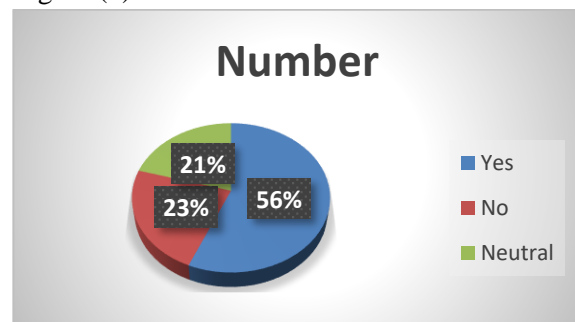| Responses	Number	Percentage
Yes	16	49%
No	26	27%
Neutral	3	24%

Figure (a)
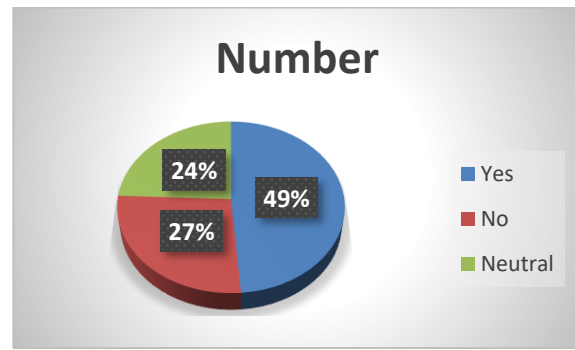
2. Does latest digital technology helped to train employees for changing trend in the workplace
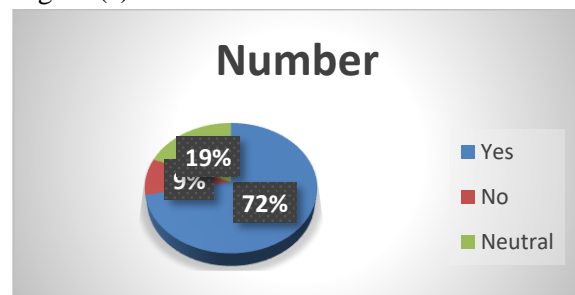
Responses	Number	Percentage
Yes	39	56%
No	2	23%
Neutral	4	21%

Figure (b)

3. Does digital transformation at workplace improved employees performance
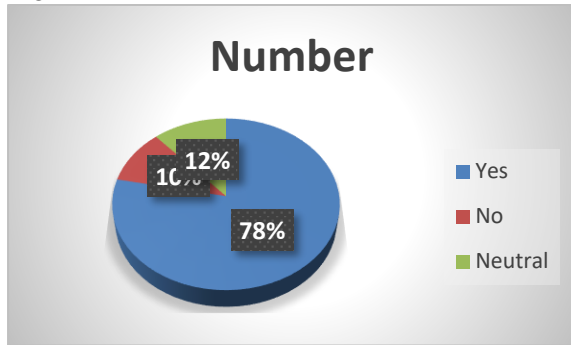
Responses	Number	Percentage
Yes	35	72%
No	2	9%
Neutral	8	19%

Figure (c)

4. Is it useful to include latest digital assets for employee motivation?

Responses	Number	Percentage
Yes	39	78%
No	1	10%
Neutral	5	12%

Figure (d)

5. Does digital tool implementation help in tracking customer responses?

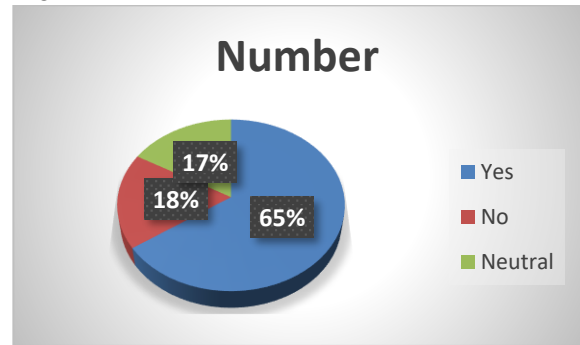| Responses	Number	Percentage
Yes	57	73%
No	7	9%
Neutral	14	18%

Figure (e)
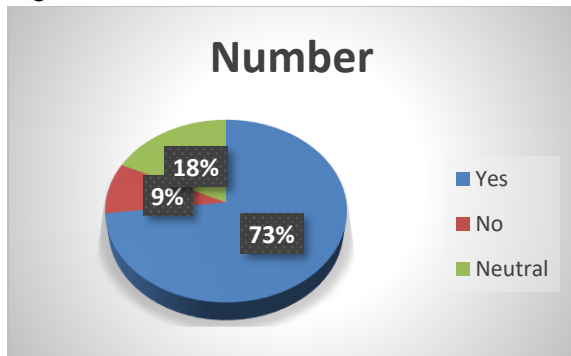
6.   Is adoption to latest digital technology helped employee experience during his tenure at workplace?

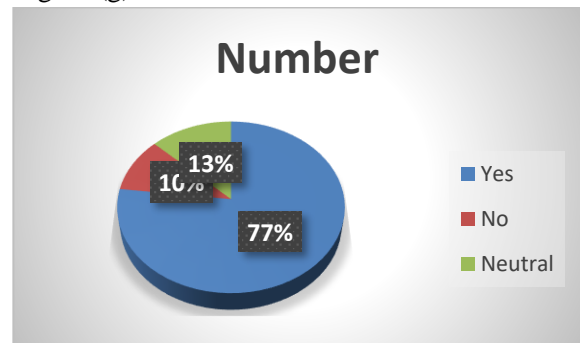| Responses	Number	Percentage
Yes	51	65%
No	14	18%
Neutral	13	17%

Figure (f)

7. Do you believe that business has observed better performance in employee after training them on digital tools to enhance productivity?

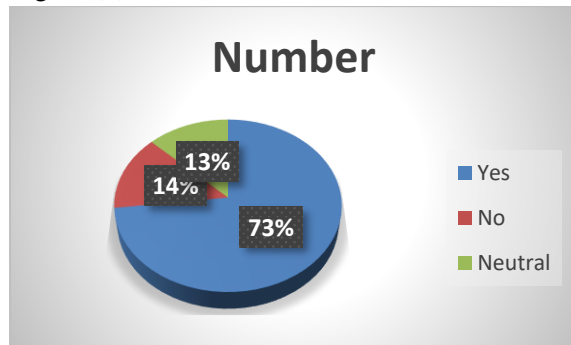| Responses	Number	Percentage
Yes	60	77%
No	8	10%
Maybe	10	13%

Figure (g)

8. Would you consider the impact of integration of latest digital technology in increased customer repeated sales

Responses	Number	Percentage
Yes	57	73%
No	11	14%
Maybe	10	13%

Figure (h)

Findings

• 49 percent of respondents believe that implementation of latest digital tools help to track customer feedback when they purchase the product

• 56 percent of respondents believe that using latest technical devices has helped to train employees efficiently.

• According to survey; 72 percent of respondents asserted that by incorporating new IT skills has improved employees work performance

• According to survey; 78 percent of respondents believe that company's work latest digital platforms have motivated their employees

• 73 percent of respondents believe that by bringing new software into marketing department has led to tracking of customer responses swiftly.

• According to survey; 65 percent of respondents believe that company's technology innovation has led to strong positive feedback from employees.

• 77 percent of respondents believe that employees' productivity has increased due to implementation of new digital skills

• According to survey; 73 percent of respondents believe that company's repeated sales have increased with adaptation of change in technology over the period of time

Conclusion

According to our survey we found today digital innovation in the form of tools, assets and technologies – they all are helping businesses to grow and meet their sustainability goals.

Business success in the age of knowledge, brought in by the IT revolution, is required on the commercial body becoming well about its environment and committed to information decision making - the latter being the new hallmark of leadership, distinct from the past in that no one can claim to be a leader solely on the strength of 'inheritance' or personal 'charisma.'

The Covid disaster disrupted not only the flow of relevant information from the outside that businesses required, but also the internal processes of communication and evaluation of where the organisation and its workforce stood in the grand scheme of things. Nowadays, digitalization in business has proven to be almost vital to business success. It occurs when a company begins to use new platforms to alter its business model and create new value-creating opportunities.

To summarize, Digitalization has provided us with an abundance of expertise and knowledge. Every company must be aware of the experience and understanding that occurs beyond the conventional boundaries. Companies should learn how to form collaborative groups that make a significant contribution to both the process and the development of surplus economic value. It is critical to understand not only how to establish relationships with external communities, but also how and when to capture value when owning and managing process elements. Overall, digitalization allows a wide range of people to collaborate, connecting IT and non-IT departments and influencing how businesses create value.

We conclude that digital sustainability has multiply purposes for the success of a company. It does not only enhances the productivity but has a huge impact on external and internal clients that are employees and their clients and customers. By incorporating and investing in new machine learning models; business can understand their customers and can retain them for long term cash flow. Thus; creating more employment and contributing to economic

growth. Low cost opportunities provided to employees not only motivate them but trigger active participation for the company activities and helping to create a peace environment which has been considered very important now days as employee health is a global concern. Work procedures are becoming more efficient and effective as innovative tools are executed, and there are very few misjudgments. All activities were carried out more efficiently as a result of these streamlined workflows, which allow firms to manage overhead expenses.

Limitations

The following are some of the research's limitations:
1. Due to a large number of companies in India, it was impossible to cover every industry in this study.
2. Generalizations across industries, firms, and places are challenging due to the limits of the acquired data.
3. Future research could focus on other objectives such as how to tackle climate change or create sustainable development goals through digital transformation.

Managerial Implications

Workforce in a successful online office gain from added flexibility in both their timetables and their organizational climate. Your professionals can connect from anywhere using digital tools such as mobile intranet software, reducing the need for a strict schedule. This allows them to achieve a work-life balance that is more in sync with their personal lives.

Using impactful software technology, such as an intranet with Google Analytics convergence, you will be able to determine KPIs such as bounce rate and time spent on site. You can use this data to identify areas for improvement in your processes, both internally and externally. By implementation of performance management tool; you can easily track coworkers output and how they are managing their time during

workplace. Its agility and accuracy can lead to make constructive decision by the companies. Integrating digital techniques by managers will not only enhance the work efficacy but also will contribute to create a happy place for workers to perform; taking care of their mental health and ultimately extracting their best output for the growth of the company.

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