

# The Role of Technology in Modern Management and corporate Workplace: An Analytical Study

Suruchi Sharma

Associate Professor, School of Management, Graphic Era Hill University,

Dehradun Uttarakhand India

## Abstract

The rapid advancement of technology has brought about significant transformations in the realm of modern management and the corporate workplace. This comprehensive study aims to delve into the intricate role of technology in shaping various facets of management practices and organizational dynamics. By conducting an extensive analysis of existing literature, this study seeks to examine how technology impacts communication, collaboration, decision-making, productivity, and overall organizational effectiveness. The findings of this study shed light on the transformative influence of technology on communication channels. It has revolutionized the way individuals interact by enabling real-time exchanges, fostering global connectivity, and facilitating seamless information sharing across geographical boundaries. Consequently, these advancements have resulted in enhanced collaboration and improved work efficiency within organizations.

**Keywords:** Modern management, Corporate workplace, Communication, collaboration, Organizational effectiveness, Big Data analytics, Artificial intelligence, Automation cybersecurity.

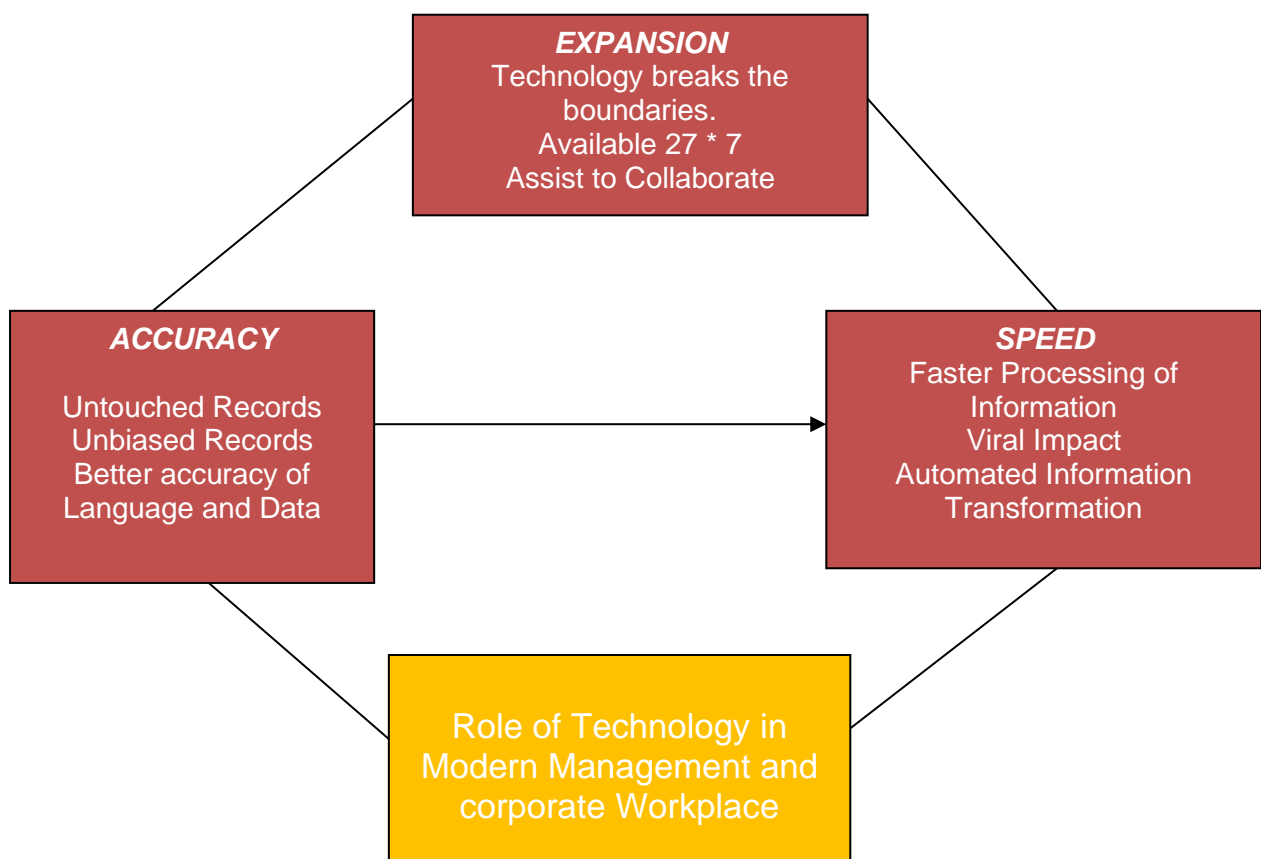
**Tob Regul Sci.™ 2021;7(5-1): 4371-4376**

**DOI: <https://doi.org/10.52783/trs.v7i5-1.1376>**

## Introduction

The integration of technology has become crucial for organizations to remain competitive in today's business landscape. In addition to profitability, the success of an organization relies on the behavior and work ethic of its employees. Employee behavior serves as a vital indicator of their attitude towards the organization and can be influenced by various factors. These include the work environment, relationships with mentors and colleagues, job satisfaction, leadership styles, and the rewards system. The introduction of new technologies within the organization also has a significant impact on employee performance and behavior. The introduction of technology brings some changes into the organizational structure and processes, holds both positive and negative effects on employee behavior, progress, and interpersonal relationships. It is important for organizations to highlight and manage such impacts effectively to produce a conducive work environment along with promoting positive employee behavior and performance. The business workplace has been greatly transformed by technology, extending far beyond communication and decision-making. Digital tools have empowered employees to handle complex processes, share knowledge, and collaborate on projects more effectively. Virtual meetings, video

conferences, and instant messaging platforms have played a pivotal role in promoting efficient communication among teams, clients, and stakeholders. While technology brings many benefits, it also presents challenges for organizations. One of these challenges is ensuring data security and privacy, which requires strong cybersecurity measures. Additionally, the rapid pace of technological advancements means employees need to keep learning and improving their skills to stay relevant. To help employees adapt to new technologies and minimize resistance, organizations should provide proper training and support. Figure 1 shows the



**Figure 1 Role of Technology in Modern Management and corporate Workplace**

Technology has completely changed the way businesses are managed, revolutionizing communication, decision-making, and productivity in the corporate world. Virtual interactions, data-driven insights, automation, and cloud computing have become essential aspects of modern management strategies. However, organizations must also deal with challenges related to implementing technology, such as ensuring data security and skilling their employees. By effectively utilizing technology and overcoming these challenges, businesses can improve their operations, boost organizational efficiency, and succeed in the digital age.

## Literature Review

Yan-Hong Yao et al. (2014) conducted a study on leadership, work stress, and employee behavior. The research indicates that work stress is positively associated with negative employee behavior. The study also reveals that transformational leadership has a negative impact on work stress and employee behavior, while transactional leadership has a positive influence. Another study by Patel (2005) focuses on the Technology Acceptance Model (TAM) and its components of perceived usefulness and perceived ease of use. These factors play a significant role in molding individuals' intentions to use information technology (IT) and influencing their actual usage behavior. However, more research is needed to understand the specific relationship between these beliefs and their impact on the intention to adopt technology. Previous research suggests that perceived ease of use indirectly affects IT adoption by influencing perceived usefulness rather than having a direct influence on its own. Alam (2016) conducted a study to examine the relationship between technostress and crew productivity, along with the impact of role overload and equity sensitivity. The research focused on three dimensions of technostress: techno-complexity, techno-uncertainty, and techno-overload. The findings revealed a detrimental correlation between productivity and techno-overload, suggesting that increased levels of techno-overload were associated with reduced productivity. In another study by Gajendra and Harrison (2007), the uncertainties surrounding telecommuting were explored. The research indicated that technology generally has more positive than negative effects. It was found that telecommuting offers various advantages, including favorable impacts on perceived autonomy, work-family conflict, job satisfaction, performance, turnover intent, and stress levels. Surprisingly, telecommuting does not have straightforward detrimental effects on workplace relationships or perceived career prospects, contrary to expectations in both academic and practitioner circles. However, it should be noted that more intense telecommuting can negatively impact coworker relationships while leaving supervisor relationships unaffected. Although further exploration is needed to fully understand the complexities of these consequences, the evidence and theories reviewed suggest that effective management and informed human resources policies can help address potential challenges associated with telecommuting. In McCure's (2018) work, attention is drawn to the rapid adoption of new technologies like robotics and artificial intelligence (AI) and the need to study their effects. However, little focus has been placed on people's concerns about the rapid pace of technological change and its impact on their lives. The research reveals that individuals with technophobia are more likely to experience anxiety-related mental health issues and worry about unemployment and financial insecurity. These findings highlight the genuine concerns about job loss due to advancing technology among a significant portion of the American population. Sikh's (2011) research brought attention to the role of workplace factors in shaping employee attitudes and behaviors. The study investigated how supervisor and peer relations, employee readiness, and demographic characteristics influence employee readiness for organizational change. The findings revealed positive associations among these factors, indicating that interactions with supervisors and peers shape employees' attitudes and behaviors.

Interestingly, employees with more dependents demonstrated higher openness to organizational change. The study also found correlations between present employment status and readiness for change, as well as marital status and supervisor and peer relations. These findings underscore the importance of considering these factors in fostering employee readiness and openness to organizational change.

Autor (2015) addressed the long-standing concern about the potential replacement of middle-class jobs by automation and new technologies. Historical examples, from the protests of English textile artisans to the fears expressed in the 1960s, reflect ongoing discussions on "The Automation Jobless." President Lyndon B. Johnson's establishment of a commission in 1964 highlights the significance of this issue. These historical instances underscore the continuous debates and concerns surrounding the impact of automation on employment. While past experiences have shown that automation does not eliminate the need for human labor, recent discussions among scholars have reignited worries about widespread job displacement. The challenge lies in ensuring fair income distribution and maximizing the benefits of increased productivity for a large number of individuals. Rosenblat (2018) explores the impact of algorithms on work dynamics, specifically focusing on Uber. The book exposes the exploitative relationship between Uber and its drivers, revealing unequal power dynamics and the absence of safeguards. It highlights how Uber's algorithms limit driver autonomy by controlling pricing, acceptance rates, and scheduling while withholding crucial information. These issues have broader implications, including the erosion of worker rights, the influence of technology companies on public policy, and the inequalities present in the market economy. However, it is important to acknowledge that technology also fosters innovation, cultivating a culture of creativity within organizations. Digital transformation, collaborative platforms, and virtual communication tools facilitate knowledge sharing, remote work, and cross-functional collaboration (Ramaswamy, 2018). This enables seamless teamwork, keeps organizations ahead, and creates new growth opportunities. Additionally, technology empowers organizations to gather and analyze vast amounts of data, enabling informed decision-making and strategic planning. Through big data and analytics, managers extract valuable insights from customer behavior, market trends, and internal operations, identifying opportunities and anticipating challenges to drive business growth and maintain a competitive edge. Another vital role of technology in modern management is enhancing operational efficiency and streamlining processes. Automation tools, advanced software applications, and data analytics enable managers to make data-driven decisions, optimize workflows, and improve productivity, minimizing errors and achieving operational excellence.

## Conclusion

Technology plays a pivotal and transformative role in modern corporate management. It brings forth a myriad of benefits and opportunities that revolutionize business operations and propel organizations towards success. One key aspect is automation, which streamlines processes,

reduces human error, and enhances operational efficiency. Through the integration of advanced marketing tactics, businesses can reach a wider audience, tailor their messaging, and drive customer engagement. Furthermore, technology plays a crucial role in ensuring data security, safeguarding sensitive information from cyber threats and unauthorized access. In addition to operational improvements, technology fosters a culture of collaboration and innovation within organizations. The integration of state-of-the-art digital communication tools enables seamless information sharing, facilitates remote collaboration, and enhances employee engagement. This not only improves internal communication but also fosters a sense of unity and shared purpose among team members. Moreover, technology provides organizations with valuable insights and predictive analytics capabilities. By collecting information, companies can comprehend the likings of customer better and competitive landscapes. These insights empower businesses to make informed decisions, anticipate customer needs, and seize new growth opportunities. Machine learning algorithms and artificial intelligence further enhance the ability to analyze vast amounts of data, uncover patterns, and deliver personalized experiences to customers. Embracing technology has become a necessity in the present competitive portrait. Organizations that hold technology effectively gain a competitive edge, adapt to evolving market conditions, and foster sustainable growth. By continuously exploring and adopting innovative technologies, organizations can stay ahead of the curve, drive operational excellence, and create a culture of innovation that fuels ongoing success. In conclusion, the role of technology in modern management and the corporate workplace is multifaceted and impactful. From automation to enhanced marketing tactics, data security to growth opportunities, technology empowers organizations to optimize operations, enhance productivity, foster collaboration, and make data-driven decisions. Embracing technology is not only a strategic imperative but also a means to thrive and succeed in today's dynamic business landscape.

## References

- [1] Alam, M. A. (2016). Technostress and productivity: Survey evidence from the aviation industry. *Journal of Air Transport Management*, 50, 62–70.
- [2] Autor, D. H. (2015). Why are There Still So Many Jobs? The History and Future of Workplace Automation. *The Journal of Economic Perspectives*, 29(3), 3–30.
- [3] Gajendran, R. S., & Harrison, D. A. (2007). The good, the bad, and the unknown about telecommuting: Meta-analysis of psychological mediators and individual consequences. *Journal of Applied Psychology*, 92(6), 1524–1541.
- [4] McClure, P. K. (2018). “You’re fired,” says the robot: The rise of automation in the workplace, technophobes, and fears of unemployment. *Social Science Computer Review*, 36(2), 139–156.
- [5] Patel, Hemant (2007). Factors Influencing Technology Adoption: A Review. *Information Management in the Networked Economy: Issues & Solutions*, 416–431.

- [6] Ramaswamy, K. V. (2018) "Technological Change, Automation and Employment: A Short Review of Theory and Evidence," International Review of Business and Economics: Vol. 2: Iss. 2, Article 1.
- [7] Rosenblat, A. (2018). The New Age of Uber—How Technology Consumption Rewrote the Rules of Work. In *Uberland: How Algorithms Are Rewriting the Rules of Work* (1st ed., pp. 197–208). University of California Press.
- [8] Sikh, G. (2011). Analysis Of Attitudes and Behaviours of Employees Towards Organisational Change. *International Journal of Human Resource Management and Research*, 1(1), 1-13.
- [9] Yao, Yan-Hong & Fan, Ying-Ying & Guo, Yong-Xing & Li, Yuan. (2014). Leadership, work stress and employee behavior. *Chinese Management Studies*. 8. 109-126.