Estd.2012

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NAAC
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CGPA 3.59

BOOK CHAPTERS
TRENDS IN COMMERCE AND MANAGEMENT
ISBN: 978-81-956718-1-6

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CHAPTERS – CONTENT

IMPORTANCE OF LEVERAGING TECHNOLOGY FOR THE SUSTAINABLE ECONOMY AND ENTERPRENEURSHIP

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ABSTRACT: *Organizations that want to stay relevant within the business need to be as agile and agile as before. This is true not only for technology-intensive businesses, but also for traditional businesses. The inclusion of data science disciplines such as artificial intelligence (AI), machine learning (ML), and automation are central to many organizations. Leveraging technology can help increase a company's productivity. If business automates certain processes, productivity can increase due to the increased speed in which tasks are performed. For example, if a customer can make an online payment through the company's website, there is no waiting time, no physical interaction, and more processes can be done. A standardized management system achieves the above, allowing companies to take the initiative, bringing many benefits to employees, customers, management and stakeholders.*

Keywords: *Leverage, Technology, Artificial Intelligence, Economy, Entrepreneurship, Sustainable Economy.*

I. INTRODUCTION

A company can leverage technology in a variety of ways depending on its business needs. Before deciding on a plan, it can be helpful to think about the goals of the business. Find out where Business can improve, where Business can eliminate waste, what tools are available to Business, and how much Business can budget for technological improvement. Today's business is vibrant and customer expectations are increasing. Organizations that want to stay relevant within the business need to be as agile and agile as before. This is true not only for technology-intensive businesses, but also for traditional businesses. The inclusion of data science disciplines such as artificial intelligence (AI), machine learning (ML), and automation are central to many organizations.

LEVERAGE TECHNOLOGY

Leveraging technology is when a business or organization uses technology to optimize operations, create efficiency, and maximize revenue. This is a common practice that many companies use to streamline their work. Leveraging technology is about maximizing the use of digital tools in the workplace to help an organization succeed. To take advantage of

technology, Business can update internal systems, replace outdated tools, and train team members on best practices for using new technology.

II. APPLICATION OF TECHNOLOGY IN BUSINESS

Customer service

Customer support is an aspect of Business organization where Business can leverage technology in a powerful way. For example, Business can include a digital customer support option on Business or organization's website so that customers can use the Internet to find solutions to their problems. Business can also set up a phone number that customers can call to find solutions to problems that may arise quickly and easily.

Automation

If there are employees on business team performing repetitive tasks, automating these workflows can help prepare those members for strategic or creative tasks or create more. It can also save Business money. For example, Business can automate tasks like: Payroll, email, customer service and data backup

Data analysis

Business may use computer software and other types of computer technology to analyze data for Business. This can ensure that Business data is analyzed thoroughly, and Business can set specific criteria for the software or technology used to analyze this data. It can also save money by eliminating one employee's duties

Network security improvements

The good news is that IT security has evolved in leaps and bounds over the past few years, evolving to protect business critical business tools, collaborative applications, and customer data. These can include firewalls, anti-malware software, trusted VPNs, and password managers to enhance security and keep business daily operations running quickly and securely.

Cloud resources

By migrating mobile, web, or desktop apps to the cloud, employees can access them anytime, anywhere. All they need is an internet connection. Migrating to the cloud not only promotes better collaboration and facilitates access to mission-critical business applications,

but it also allows companies to scale easily and quickly as data storage needs arise. or their activities change.

Data visualization:

The dataset can be like a foreign language. Fortunately, modern data visualization tools take mountains of raw data and extract patterns with useful insights. For example, a national retailer might look at a customer's heat map by geometrical location and find that they never order enough shirts in a given market, but always have some pants left over. With this knowledge, they can start sending more shirts and fewer pants to that particular area to increase revenue and reduce waste.

Project management

Project management software is used to track the progress of different teams, individuals or projects, giving everyone involved a complete view of the progress. If Business have a team working on a quarterly campaign for a celebrity client, business can use a project management tool with a Gantt chart to see both an overall timeline and individual tasks. This keeps big projects moving forward so business can meet deadlines and hold individuals accountable for their tasks.

Collaboration apps

With most of the workforce now working remotely at least part-time, employees need a way to stay in touch with managers, colleagues, and customers. Without it, it's hard to keep them engaged, motivated, and working toward Business goals. Tools like Slack help Business by bringing together all Business communications in one convenient platform. With Slack channels, internal teams can be organized with a central space for chatting and sharing files. Slack Connect allows collaboration with teams from other companies, making it easy to keep track of external partners.

III. BENEFITS OF LEVERAGING TECHNOLOGY

Leveraging technology can benefit businesses:

Increase productivity

Leveraging technology can help increase a company's productivity. If business automates certain processes, productivity can increase due to the increased speed in which tasks

are performed. For example, if a customer can make an online payment through the company's website, there is no waiting time, no physical interaction, and more processes can be done.

Business strategy announcement

Business can help create and inform company's business strategy by leveraging technology. If Business know Business need to incorporate different elements of technology into Business, Business can include that element in Business plan. It can also help guide other aspects of business strategy, such as sales and marketing-related processes.

Stay competitive

As technology evolves and enters more into the business world, using it in Business own professional career can help business stand out in the market and become a leader in the field. If there are faster and easier ways to access products, programs, and services through technology, it's more likely that more potential customers will choose the company Business work for over others. Another company when purchasing, by leveraging technology, businesses can stay competitive in the marketplace.

Make conversions more likely

Business conversions happen when a potential customer becomes a customer by responding to some kind of call to action, often a marketing tactic. The risk of conversion could be increased if there were easier and more accessible ways to see, learn about, and access the business later. Making the company accessible by presenting it through some sort of technology can contribute to this. As a result, incorporating technology into a business plan can help maximize profits and attract more customers, thereby generating conversions.

To save money

Using technology to complete certain processes can also help business save money and use Business budget effectively. Automating processes with technology is the number one way technology saves money. For example, if business leverage technology to send informational emails, business will save money on handwritten letters to customers or prospects.

DELIVERING BUSINESS VALUE THROUGH LEVERAGING TECHNOLOGY

Today's business is vibrant and customer expectations are increasing. Organizations that want to stay relevant within the business need to be as agile and agile as before. This is true not only for technology-intensive businesses, but also for traditional businesses. From cloud environments, SaaS to XaaS and smartphone usage, consumer tastes and preferences have reshaped the competitive landscape. The inclusion of data science disciplines such as artificial intelligence (AI), machine learning (ML), and automation are central to many organizations. Even companies in the basic sector want to identify themselves as tech companies.

ORGANIZATION EFFICIENCY

Every organization wants the best for its customers and is always looking for ways to improve its productivity. Workflows should be periodically reviewed and redefined to increase efficiency. The maturity of the organization's policies and procedures plays an important role in ongoing activities and new projects. One of the main reasons for the success of a business is the way the supported processes are integrated into the software and systems. A standardized management system achieves the above, allowing companies to take the initiative, bringing many benefits to employees, customers, management and stakeholders.

IV. COMPANIES TO USE LEVERAGE TECHNOLOGY

Amazon

When Business think about enterprise technology at work for a business, look no further than Amazon's growth over the past decade. Since their inception, e-commerce platforms have used technology to drive their operations in almost every aspect of their business. However, Amazon has redefined the importance of adopting innovative ways to increase revenue and deliver a seamless shopping experience for its customers.

Apple

For companies that maintain a hybrid approach of manufacturing and retailing, Apple has set high standards for how these companies can use technology to create innovative

products and grow the supply chain. Technology powers nearly every aspect of our lives, and Apple has realized that for years now.

SPOTIFY

User data and business information are vital to businesses in the streaming industry. Spotify is an example of a company that has emphasized this importance as it has become one of the fastest growing in recent years. Spotify lives and breathes analytics as they create mobile apps designed for artists and musicians to better connect with their audiences.

UBER

The adoption of mobile technology is another major contributor to successful business growth. Uber has really "boosted" the trend of using mobile phones and entering the transportation industry to its advantage. Uber uses sophisticated data collection and storage methods as the primary means of managing its infrastructure. The result is an affordable and efficient way to provide convenient, safe and fast transit services to residents of multiple cities.

V. CONCLUSION

Leveraging technology is about maximizing the use of digital tools in the workplace to help an organization succeed. Leveraging technology can help increase a company's productivity. If business automates certain processes, productivity can increase due to the increased speed in which tasks are performed. A standardized management system achieves the above, allowing companies to take the initiative, bringing many benefits to employees, customers, management and stakeholders.

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