

Digital Transformation and its Impact on Employee Training and Development Needs

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Opinion

The rapid digital transformation has imposed great challenges on institutions and companies about training and developing their employees, as possessing digital and technological skills has become imperative for success and continuity. Therefore, it has become necessary to reconsider training programs and develop effective strategies for developing human resources in a way that suits the requirements of the times.

Definition of Digital Transformation

Digital transformation (in English: Digital transformation); It is the transition from traditional organizational structures focused on operations, to modern structures that use digital technologies and tools in all operations and activities of organizations and companies, including the following:

- a. Using applications, software, artificial intelligence and data analysis.
- b. Reliance on e-commerce and digital marketing.
- c. Adopting digital communication tools and channels with customers and employees.
- d. Conducting operations and providing services through digital means instead of traditional methods.
- e. Using information management systems and digital databases.

Digital transformation aims to increase the efficiency and speed of doing business, improve customer experience, and open new paths for growth.

The Impact of Digital Transformation on Employee Training and Development Needs

Many large companies give great importance to technology and internal processes in each company's digital transformation journey, which achieves high productivity and remarkable success, while some companies find it difficult to achieve the same results and reach the same level of productivity. This is due to the weak development and training of its workers. The most important element in motivating individuals in digital transformation is initiating training courses and practicing development processes, which in turn works to attract new employees and talents to the business. There are some ways that the training and development process can help in digital transformation, and contribute to helping people train themselves and develop their skills, and the most important of these methods are the following:

- a. Digital Transformation Helps Drive Digital Culture in Organizations

Successful digital transformation requires changing the culture of the organization, so that it adopts new methodologies and ways of thinking. This is achieved by developing a culture that encourages cooperation, open communication, and transparency between the various departments and levels of the organization. Many companies have succeeded in achieving a successful digital transformation by

adopting digital collaboration tools that allowed the participation of.. More than half of its employees and improved the ranking of its website, and therefore changing the organizational culture is essential to ensure the success of the digital transformation path in institutions.

b. Offers the Possibility of Continuous Learning

The pace of change in the digital world is rapidly accelerating, which requires employees to constantly develop their skills and competencies to keep pace with these changes. Therefore, organizations must promote a culture of continuous learning and provide platforms and technologies that enable employees to improve their skills in accordance with digital developments. Investing in human resources and providing them with professional growth tools It is essential to build competitive energy in the digital environment

c. Attracts new talent Today's employees are looking for development and learning opportunities in addition to promotions when choosing workplaces. Professional growth opportunities are important for millennials when applying for a job. Some companies have succeeded in attracting new talent by offering a self-learning program for their employees, which has strengthened internal communication and allowed engagement. Learning outcomes with potential candidates, resulting in increased employee engagement and improved hiring rates, underscores the importance of offering development opportunities to attract talent.

d. Orienting and qualifying employees Before the digital transformation, all company or organization documents and all documents related to many matters, including the company's rights, policies, terms and conditions, as well as documents related to human resources, were scattered left and right in different departments, as well as paper copies and electronic publications, and this scattering causes great chaos.

With the presence of digital transformation, the issue has become very easy, and dealing with paper files has become simpler, easier and faster, as it allows the creation of a central store within the company to collect documents. It has become very easy to obtain any paper at any time, especially for new employees. With the digital transformation, filling out and signing the employment form has become completely electronic. Digital tools provide a step-by-step guidance guide for creating profiles for new employees, giving them the opportunity

to learn about the company, its value, benefits, and policy through an introductory video that explains important information to facilitate the preparation process, and also helps simplify filling out. Recruitment forms through saved ready-made templates. Digital transformation contributes to improving employee training and qualification through the possibilities it provides for displaying training content in an interactive and three-dimensional manner, in addition to enabling trainees to visualize and process data more effectively, which raises their level of understanding of the required skills and their ability to better apply them practically. The importance of digital transformation Digital transformation has brought about radical changes in the field of learning and development, as new digital learning tools and techniques have emerged, such as: virtual reality and e-learning. Access to online educational content has also become easy and available, enabled self-learning and distance learning, and contributed to developing the role of trainers.

Which enhanced learners' skills in managing their learning. Therefore, the importance of digital transformation for companies is represented by several things, which are as follows:

- a. Increase the efficiency of internal operations.
- b. Improving customer experience.
- c. Opening new business models.
- d. Collect valuable data about customers.
- e. Reducing costs.
- f. Creating new job opportunities.
- g. Maintaining competitive advantage through innovation.

Conclusion

Companies have witnessed a shift from traditional organizational structures focused on processes, to modern structures focused on results, relying on data and comparisons to choose the best methods that achieve targeted results. Digital transformation and its applications in the field of training and development have made it possible to design focused training programs directed at employees' needs, thus contributing to developing their daily skills necessary to effectively achieve the organization's goals.

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