



## Digital Platforms – Opportunities and Threats from A Managerial Perspective

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### ABSTRACT

The managers are facing challenges due to regulatory constraints, growth pressures, shifting of technology, technology disruption. The main purpose of this research paper is to evaluate the main benefits and disadvantages of digital platforms used by the managers.

The literature review highlights different forces of digital platforms, which are being used in other companies. It helps in better understanding digital platforms with other scholars' reviews. Further, in research methodology, effective data collection tools and methods are used. There is a selection of descriptive research design, primary qualitative data collection process and inductive approach. The interview is conducted among the three managers with 12 open-ended questions. Further, in the results, there is an analysis of the answers provided by them. It helps to find the answers to research questions and meets the research objectives.

Interview with three managers reveals that digital platforms have good ability to integrate and offer information within real-time. The results of the interview reflects that basic computer skills, web-research capabilities, idea related to social media platforms, effective analyzing of web-based research, better coding, setting of right programming and application development can help in handling the digital platforms. These platforms are enhances the overall performance of the employees. It contributes in organisation success by offering information to the employees and manager within real time and reducing confusion from workplace. However, some challenges like transaction cost, data theft and breach issues are face while using digital platforms, which can be manage by developing company culture and training programs. It can be said that digital platform create growth opportunities and empower employees to adapt with new technology. It has both pros and cons so manager should ultize these platforms rationally.

### 1. INTRODUCTION

Digital platforms refers to online space use for interaction and information exchange process (Sutherland and Jarrahi, 2018). It helps in streamlining the business process and operations by facilitating flow of information between internal managers of the organization (Presser et al., 2019). Social media platforms like Facebook, Instagram,

Gmail, Snapshot and others are the most common types of digital platforms which are used to get engage with other people and maintain customer relationship (Ebrahim, 2020). Digital transformation has resulted in evolution of workplace and utilization of digital platforms by managers (Nuseir et al., 2023; Shree et al., 2021).

The following research has been prepared to understand the role of digital platforms in supporting manager's duty and evaluate the pros and cons of these platforms.

### 1.1. Problem Statement

Digital platforms provide value for everyone and are set within the ecosystem of platforms. It helps in turning a profit for the organisation. However, some challenges are faced by managers in setting up digital media (Baig et al., 2022; Zutshi and Grilo, 2019). Such issues include new regulatory constraints, growth pressures, shifting of technology, technology disruption and many more. These issues can affect the development of digital platforms for different businesses and managers. The digital platform holds the era of explosives and focuses on different strategies for developing the techniques (El Khatib et al., 2020b; Ibrahim et al., 2021).

These are the issues because these changes are rapid, and it changes the whole scenario of better digital platforms. For managers, the problems of digital platforms affect the different possibilities (M. T. Alshurideh et al., 2023a; Alzoubi and Ahmed, 2019; Bala and Verma, 2018).

It is presently a challenge as digital platforms are strong and help bring about fundamental changes. The platform landscape is set with different sections, which leads to future growth and productivity. The challenges also affect the technology reinforced over existing platforms, and it unleashes a new wave of players.

### 1.2. Hypothesis

H1: Digital platforms advantages, features and opportunities for managers and how to maximize them.

H2 Digital platforms disadvantages, and threats for managers and how to minimize them.

### 1.3. Research Questions

The research questions include the following:

- What are the possible challenges faced by managers in setting up digital platforms?
- What are the recommendations for developing digital platforms for the employees?

## 2. LITERATURE REVIEW

### 2.1. Concept of Digital Platforms

The digital platform is mainly taken as the total of

places for exchanges of information, goods, and services (H. M. Alzoubi et al., 2022a; Lee et al., 2023; Nadzri et al., 2023; Yasir et al., 2022). It may mainly occur between the producers and consumers. In digital platforms, the community is able to interact in the proper way (M. T. Alshurideh et al., 2023c; Muhammad Turki Alshurideh et al., 2022d). So, the community itself is taken as the essential piece of the digital platform. Without having that community, a digital platform plays little inherent value (M. Alshurideh et al., 2022; Arshad et al., 2023; T M Ghazal et al., 2023c; Mubeen et al., 2022). As opined by (M T Alshurideh et al., 2022; H. M. Alzoubi et al., 2022g; Taher M. Ghazal et al., 2023), the digital platform is set frequently, and it brings success to the digital platform approach (Khan et al., 2022). The digital platform takes many different forms, depending on the business model they employ. It also holds the specific purposes, which they mainly seek to serve. There are different digital platforms, which include social media platforms, knowledge platforms, media-sharing platforms and service-oriented platforms (Alzoubi et al., 2019; M. El Khatib et al., 2021). The digital platform helps to bring a new approach and is narrowly used in different terms taking the specific use of different cases (Aljumah et al., 2023; Nuseir, 2020)(Bawaneh et al., 2023). The digital platform mainly helps to provide value to everyone who is set within the ecosystems. Hence, it helps turn a profit for different people (Akour et al., 2023; I. A. Akour et al., 2022; A. Al-Marroof et al., 2021; Alzoubi et al., 2022). The digital platform brings better connectivity and provides value to all the parties involved (H. M. Alzoubi et al., 2022f; El Khatib et al., 2020a).

### 2.2. Role of digital platforms in different business

For different businesses, there is the use of different digital platforms (Nuseira and Aljumahb, 2020)(Nuseir and Aljumah, 2020). The different aspects of digital platforms are mainly considered throughout the business culture and practices of the organisation (H. M. Alzoubi et al., 2022b)(Akour et al., 2021; A I Aljumah et al., 2022a). In business, there is better adoption of the digital mindset through the medium of experimentation and willingness (A I Aljumah et al., 2022b)(El Khatib, 2015). The organisation's digital platforms are mainly set up through different business models. It includes advertising,

subscriptions, pay-as-one-go, and other profit-turning methods (Mohammed T. Nuseir et al., 2022). As stated by (M. El Khatib et al., 2022b, 2022a), the digital platform mainly talks about taking the necessary steps from the essential aspects. It helps in different ways taken by each company as per their models (El Khatib and Ahmed, 2020; M T Nuseir et al., 2022a). The critical aspects of digital platforms in companies help bring better ease of use and set the immediate appeal for users (Aljumah et al., 2021a)(Nuseir and Aljumah, 2022)(Alfaisal et al., 2022). It also sets the trustworthiness and security by setting clear terms and conditions with better privacy protection and assurances for having better intellectual property and data ownership (Aljumah et al., 2021b; T M Ghazal et al., 2023a)(Alfaisal et al., 2022). Besides, the digital platforms also bring better connectivity by using the APIs, which allows the third parties to extend their ecosystem of the right platforms along with its capabilities (Ahmad Ibrahim Aljumah et al., 2022b; El Khatib and Ahmed, 2018; Khatib et al., 2016). As commented by (Abudaqa et al., 2022; AlDhaheri et al., 2023), there is also the facilitation of exchanges between users, such as producers and consumers. Furthermore, the platform can also provide value to the community and also function to the size of the community (Ahmed et al., 2022; El Khatib et al., 2021; Varma et al., 2023). It also asserts over-developing the ability to scale without causing performance degradation (Ahmed and Nabeel Al Amiri, 2022; Louzi et al., 2022b; Mat Som and Kassem, 2013; Sakkthivel et al., 2022).

In the present day, the digital platform is more effective for marketing purposes (H. M. Alzoubi et al., 2022c; Gulseven and Ahmed, 2022; E. Khatib et al., 2021). They are designed in such a manner to express themselves, and this marks the use of different digital technologies. It builds a reliable network for adding value (Muhammad Turki Alshurideh et al., 2022c; El Khatib et al., 2019; Gaytan et al., 2023). It allows the users to exchange various information and is also connected with the platform's ecosystem (H. M. Alzoubi et al., 2022d)(Al-Kassem et al., 2012; Blooshi et al., 2023). It allows one segment of participation to benefit from the presence and interaction of others (M. T. Alshurideh et al., 2023d)(M. T. Alshurideh et al., 2023a).

### 2.3. Pros and cons of digital platform

There are both pros and cons of digital platforms

(M. T. Alshurideh et al., 2023b). The digital platform helps bring better connectivity, making the communication process more software socialisation (Al-Dmour et al., 2023; Aziz et al., 2023; Louzi et al., 2022a). Besides, it also determines the quality of stored information. The stored information is set in the proper way, and hence there is no duplicate (M. Alshurideh et al., 2023; Farrukh et al., 2023; T M Ghazal et al., 2023b). Again, digital platforms are learnt in a pre-defined manner (Muhammad Turki Alshurideh et al., 2022b). With the help of platforms, one can find the solution to all the problems. The platform enables the private study and increases employee engagement that arose over specific platforms. As opined by (Al-Kassem, 2014; Aljumah et al., 2020; Muhammad Turki Alshurideh et al., 2022a), the digital platform brings a rewarding experience and benefits from faster innovation. Besides, the changes are laid down with higher quality with more reliability. There is also a cost structure reduction, which makes the employees happy (I. Akour et al., 2022; Al-Awamleh et al., 2022).

Well, on the other side, there are also some cons of digital platforms. There is excessive flexibility as it has been increased with smart contracts, used by hackers to manipulate, and attack the network (I. Akour et al., 2022; Al-Marroof et al., 2022b)(R. S. Al-Marroof et al., 2021b). The network also has a slower speed of 15 TPS (transaction per second) (Abudaqa et al., 2021; Al-Kassem et al., 2013; H. Alzoubi et al., 2020; H. M. Alzoubi et al., 2020; Amiri et al., 2020). Besides, there are also inefficient consensus mechanisms (Al-Marroof et al., 2022a). Often the transaction costs are much higher compared to other networks. There is also a lack of autonomy, as when the network goes down, it affects intelligent contracts (R. S. Al-Marroof et al., 2021a; Alzoubi et al., 2021). Besides, there can also be poor adoption of digital platforms (Aityassine et al., 2022; Al-Kassem, 2017; Alzoubi et al., 2022; Emad Tariq et al., 2022). There can be technical issues and vulnerabilities, which can be discovered in the form of platforms. As opined by (Ghazal et al., 2021; E Tariq et al., 2022), these issues can be faced by new users and launchers (Ahmad Ibrahim Aljumah et al., 2022a; Alshawabkeh et al., 2021)(Basheer et al., 2016; Hani Al-Kassem, 2021). Often, there is innovation and new projects in digital platforms, but such shortcomings affect the better functionalities and quick adoption of digital

platforms (Al-Kassem et al., 2022; Nuseir and Elrefae, 2022; M T Nuseir et al., 2022b; Nuseir, 2021). The practical implementation of new technologies for digital platforms always takes time (H. M. Alzoubi et al., 2022e; El Khatib and Ahmed, 2019). It ultimately leads to pressing issues for different entrepreneurs in better finding the right technology (Almasaeid et al., 2022; El Khatib and Opulencia, 2015; Kassem and Martinez, 2022; Khatib et al., 2022). Besides, the implementation of many optimising platforms can mainly lead to chaos.

#### 2.4. Gap Analysis

There are some gaps in the literature review. At first, the literature review lacks information on better accelerating actions taken by different companies for digital platforms. There is also no pertinent information relating to the uncertainty faced by different employees in different companies. The digital adoption platform is also not well considered in the literature review.

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### 3. RESEARCH METHODOLOGY

#### 3.1. Research Design

Research design is the arrangement of data collection with their conditions. The research design brings better considerations about different sites and methods, with that be used in data collection. It helps examine the variables' measures and is specific to the research problems. In the specific paper, the researcher has chosen a descriptive research design (Nuseir et al., 2021). The descriptive research design mainly permits the researcher to observe the respondents with different participants within the unchanged and natural environment. It helps in identifying different variables and hence allows the multi-faceted process and approach for better data collection.

#### 3.2. Data Collection Tools

Data is collected for developing the research paper, and it includes the collecting of facts and figures and takes different forms of sources. The collected data helps to assert better taking of decisions. Here, data is collected taking different points and in a specific time frame over the selected topic. There are two different methods of data collection tools, which include primary and secondary. In the

specific paper, the primary qualitative data collection process is conducted. The interview is conducted among the three managers of UAE for a better understanding of taking analysis about digital platforms. The interview process helps to understand the digital platforms set within the organisation.

#### 3.3. Research Approach

The research approach is taken as the process or plan and includes different stages of broader applications. It brings detailed data congregation, with better analysis and interpretation. In the specific research paper, there is an inductive research approach. The inductive research approach helps bring observations and completes the development of hypothesis statements. It helps better analyse patterns and develops an understanding of the relationship between the different variables. It helps to gain knowledge about the interrelationship with designing hypotheses. The inductive approach helps to consider suitable exploration of the hidden facts.

#### 3.4. Data Analysis Techniques

The data analysis techniques are significant for better-analysing data, which has been collected from the data collection process. In the paper, there is an interview conducted on primary data. Here, the research is conducting the interview in the face-to-face interactions, which is further drawn in tabular form. Besides, the interview is further analysed, taking the employees' considerations about the digital platforms of different employees. Quantitative data analysis techniques bring the accuracy and organising of data. It brings the sense of data collection methods and boosts the correct information—the techniques in extracting relevant conclusions to get the correct answers to the research questions.

### 4. RESULT ANALYSIS

The interview has been conducted among the three (add 2 more) employees working in different organisations. They know about the digital platforms being activated in the organisation for better functions and actions.

From the first question, it can be considered that digital platforms significantly influence daily working activities. With concern to the first manager, the digital platforms help in integrating

rapid and personalised responses. On the other hand, the second manager considers that a digital platform helps in analysing quick responses to meeting customer requirements. The third manager accepted that digital platforms helps in gathering information within real-time to make easy decisions. Hence, it can be considered that digital platforms are quite effective and significant in daily working functions. In the second question, the determination of digital platforms is mainly considered and helps change performance. As per the first manager, the digital platform mainly allows for quick and rapid growth of performance, and it is summed up with technological changes. The second manager is concerned that digital platforms help to keep them more updated on the different technology and process. The third manager said that digital platforms empower to adapt with new technology and changes in management process. The third question, there is analysing different skills which can be required for handling digital platforms in the workplace. As per the first manager, handling digital platforms in the workplace needs to be more effective. It brings better analysis of web-based research for better solving of problems. As per the second manager, a better structure for digital integration helps to bring more sustainment of holding the right frameworks. Such factors help in building and encompassing future innovations. According to the third manager, basic computer skills, web-research capabilities and idea related to social media platforms are enough to handle digital platforms. In the fifth question, there are the main advantages of using digital platforms in the workplace. Well, three managers bring more effective determinations of digital platforms. Here, they have considered that digital platforms help improve the employees' experience with the proper expansion of digital culture. The second manager is concerned that digital platforms bring more revenue growth with the setting of the digital workplace. All these factors help in setting a dramatic positive impact on the company. The managers have considered that digital platforms help to step up shaping revenue streams. In the sixth question, there is a consideration of the role of digital platforms. Here, digital platforms have been considered for monitoring and controlling managers. First manager opinion, it can be considered that digital platforms bring more

revenue growth with the setting of the digital workplace. Second and third manager said that digital platforms create trustworthy transaction and offer information to the employees and manager within real time and reducing confusion from workplace. The employees are also able to combine different controlling systems and are further included in the monitoring of technology. Such aspects help manage employee turnover and improve the employee's working habits. It can be considered under the uplifting of employees' functions and focuses on developing working habits. In the seventh question, there is the determination of digital platforms which can help to contribute to organisational success. Organisational success is mainly set up from digital platforms and has been employed in different organisational functions and activities. As per first manager, it can be considered that digital platforms help in better identifying and accessing management. It helps to bring a better experience for different users in creating the best internal and external experiences. As per the second manager, digital platforms help to bring better ease of use, hold trustworthy transactions, and help in protecting different users. As per third manager, digital platforms offer information to the employees and manager within real time and reducing confusion from workplace. Such factors help in holding the ability to provide incredible levels of success for better managing actions. Hence, digital platforms take different regards in correct figures of functions. Digital platforms bring different approaches, and these are the most critical actions for better functions. In the eighth question, digital platforms focus on influencing communication between managers and involving stakeholders. The first manager mainly considers digital platforms. It helps bring correct digital strategy and can appropriately target and inform stakeholders. The second and third manager marks that digital platforms have eradicated traditional forums and sustain more accessible modes of communication forms. Hence, communication helps focus on the possible sustaining of managers and stakeholder relationships. In the ninth question, there is a consideration of digital platforms helping in time management. The first manager states that the digital platform helps in time management, and it allows to get excellent work done in an efficient

manner. It helps in determining the range of optimisation not to waste time. As per the second manager, the digital platform brings the correct number of technologies and is also assisted with improving time management and resource management. It mainly allows for more transparency. The third manager said that accessibility of information is quite easy with the help of digital forums. In the tenth question, there is stating of practical challenges that have been encountered with using digital platforms. Digital platforms involve the issues of regulations, growth, and new technologies. The second manager states that lousy leadership decisions are involved in the digital workplace. This may lead to further business problems. The third manager said that autocratic leadership and restriction on flow of information can lead to failure of digital platforms. In the last question, there is a drawing of proper planning shaped by the organisation to deal with different challenges. As per the first manager, the organisation mainly brings the effective drawing of schedule planning to deal with the challenges. Here, schedule planning mainly affects the individuals and departments in a coordinated manner. As per the second manager, the organisation also goes with a better communication approach and is further articulated the withholding of value propositions. The third manager said that training to the managers regarding usage of advanced digital platforms can help in preventing challenges. Hence, all the managers hold adequate information relating to digital platforms. The interview helps to consider digital platforms set up in the organisation.

## 5. DISCUSSION

From the primary qualitative data collection process, there is the propagation of a better understanding of digital platforms. It can be considered that digital platforms hold significant patterns in shaping organisational functions. Digital platforms change the performance of the company in different ways. With considering three managers, the digital platforms in the workplace involve better designing and setting of the right actions. As justified by Nooren et al. (2018), developing quick responses can help integrate with rapid and personalised responses. Besides, digital platforms also help in setting comprehensive customer journey capabilities and hence propagate

broad integrative functionality. Digital platforms play a significant role and are integrated into the different working of employees. The employees mainly help to take regard for holding the right abilities. Digital platforms help to sustain the success factor for managing employees.

As opined by Grossi et al. (2021), digital platforms mainly bring the correct contributions for better organisational success. It can be considered that there is a system with the protection of different users. It helps to feature a delicate balance of proper actions. It can be shaped by communication channels and offer information within real-time. The communication channels with digital platforms help to sustain managers and stakeholders (Cenamor, Parida & Wincent, 2019). It holds the correct formation of digital strategy, and hence it also targets and informs the stakeholders. Digital platforms also help in time management, and hence there is involvement with more range of optimism in not wasting time (Steinberg, 2022). In drawing time management, the digital platform holds an acceptable range of time management and is resourceful. There are different challenges which are mainly encountered in using digital platforms.

Such challenges mainly include many issues. It involves regulations, growth, and new technologies. These challenges help in holding transaction costs and affect solving fundamental business problems. There are some reasons for the failure of the digital workplace. As opined by Zutshi & Grilo (2019), the failure in the digital workplace may be due to different reasons. It is placed with different factors and failures in the workplace. It involves a lack of company culture and lousy leadership decisions. This lack of propagating challenges affects the failure of digital platforms. It mobilises the different factors and meets with company culture. Digital platforms primarily influence daily working abilities (Kraus et al., 2018). Digital platforms affect daily working functions and hence sustain quick responses. Besides, there is also the involvement of skills for better handling digital platforms in the workplace. It shapes digital platforms, such as quick starting of growth and keeping good updating to set the different technologies (Croxon et al., 2022).

From the primary qualitative data collection process, it can be summed up that digital platforms have pros and cons in the workplace. As opined by

Zutshi & Grilo (2019), the digital platform changes working habits in the setting of technological workplaces. It marks the primary influence in different workplaces, and it propagates several technologies. The consideration of solutions from the employees can formulate the possible changes in digital transformations.

## 6. CONCLUSION

Hence, it can be considered that digital platforms play a significant role in different businesses. It helps to consider more platforms and helps to take the fastest ruling of competitive necessities. So, it can be considered that there is a foundation for new value creation. There are different developing factors in digital platforms, and it has mainly avoided physical touchpoints. It helps both employees and companies with better propagation and actions. In the present scenarios, there is more development of digital platforms in different manners, and it can further regulate the possible changes and design of working scenarios.

### 6.1. Future Research

In future research, there can be more focus on the significant challenges faced by the different UAE companies while setting up digital platforms. It will take examples of different companies and can help understand the challenges or future challenges due to digital platforms. Besides, in future research, excellent propagation and solutions can be considered to meet the challenges in the proper manner. So, future research will mainly understand the challenges and determine to regulate the associated applications with better boosting the functionality of websites. The present research is unable to consider all these factors to understand more about digital platforms.

### 6.2. Recommendations

There is a drawing of practical recommendations for overcoming the challenges and developing digital platforms. It includes with:

- There must be propagation of more of the platform's offerings, which involves more applications.
- There needs to be better interfacing over the platforms, which can help to draw better access to mobile devices and providers.
- There needs to be an effective drawing of data strategy, mainly defined as end-users' rights around privacy.

- There needs to be a shifting of the platform model, which can help to serve the foundation of a new business model.
- Designing training plan for managers to help them adapt with new digital platforms.

### 6.3. Limitations of Research

There are some limitations in the research paper. At first, due to lack of time, the researcher is unable to go with the primary quantitative and secondary qualitative data collection process. Besides, there can also be more consideration of taking more employee interviews. Besides, in the research paper, there is also a lack of articles reviewed in the literature review. The data collection process needs to be more propagated. There was also a lack of money, so researchers could not meet with different channels and factors. Besides, there were some articles which needed to be bought, and they have not been bought. So, there is a limited source of information in the whole research paper.

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## Appendix

Q.1 How have digital platforms influenced your daily work?

Employee 1	In my daily work, I am able to integrate my rapid and personalised response.
Employee 2	Digital platforms mainly help to analyse about quick responding to meet the customer requirements.
Employee 3	Digital platforms helps me in gathering information within real-time to make easy decisions.

Q.2 How have digital platforms changed your performance?

Employee 1	Digital platforms allow me for quick growth by taking different technological changes.
Employee 2	Digital platforms help me to keep updating to different technology and processes.
Employee 3	It has empowered me to adapt with new technology and changes in management process.

Q.3 What skills are required to handle digital platforms in the workplace?

Employee 1	For handling the digital platforms in the workplace, there is effective analysing of web-based research for better solving of problems.
Employee 2	Well, there needs some user experience design, better coding, setting of right programming, web, and application development along with data analysis.
Employee 3	I believe basic computer skills, web-research capabilities and idea related to social media platforms are enough to handle digital platforms.

Q.4 What are the key features of digital platforms?

Employee 1	The key feature for digital platforms mainly helps to bring comprehensive customer journey capabilities and brings the broad integrative functionality.
Employee 2	For better structuring of digital integration, the digital platforms mainly sustain to hold the frameworks to build encompass future innovation.
Employee 3	Ability to integrate, real-time data, open and shared data and ease of use are the

	key features of digital platforms.
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Q.5 What are the main advantages of using digital platforms in the workplace?

Employee 1	In the workplace, the digital platform helps to improve employees' experience for expanding the digital culture.
Employee 2	It helps in revenue growth by adopting the digital workplace for dramatic positive impact over the company revenue streams.
Employee 3	It will boost the performance of workplace by keeping everyone up to date.

Q.6 Explain the role of digital platforms in monitoring and controlling employees.

Employee 1	The digital platform helps to improve the communication for better monitoring and controlling of employees.
Employee 2	The employees are able to combine different control systems with monitoring of technology. It helps in managing employee turnover and hence improves the employee working habits.
Employee 3	Digital platform create scope for monitoring and controlling of employees by providing analytics for measuring performance.

Q.7 How do digital platforms contribute to organisational success?

Employee 1	Digital platforms help to better identify and access the management. It brings a better experience for users to create the best internal and external experiences.
Employee 2	Digital platforms bring better ease of use, trustworthy transactions and also protections for users. It marks the delicate balancing of act, and it holds the abilities in providing the incredible levels of success for better managing the actions.
Employee 3	It contributes in organisation success by offering information to the employees and manager within real time and reducing confusion from workplace.

Q.8 How have digital platforms influenced the communication between managers and other stakeholders?

Employee 1	Digital platforms help to bring correct digital strategy and are able to target and inform stakeholders.
Employee 2	Digital platforms have eradicated traditional forum and have made easier forms of communication.

Employee 3	Digital platforms have established clear line of communication between managers and other stakeholders.
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Q. 9 Do digital platforms help in time management? If yes, explain why?

Employee 1	Digital platforms help in time management as it allows to get work done in an efficient manner. It determines the range of optimisations for not wasting time.
Employee 2	Digital platforms bring a number of technologies, assisted with improving the time management and resource management. It allows more transparency.
Employee 3	Yes, it helps in time management by offering 24*7 hours accessibility to information and helps in instant decision-making process.

Q.10 What kinds of challenges are encountered while using digital platforms?

Employee 1	While using digital platforms, there are issues of regulation, growth, and new technologies.
Employee 2	There are many expenses in transaction costs, and it affects the solving of basic business problems.
Employee 3	Data breach issues, data theft issues and hacking are common challenges encountered while using digital platforms.

Q.11 Highlight some of the reasons behind the failure of the digital platforms.

Employee 1	One of the concerned reasons for failure is lack of company culture. It affects the proper success measures in the digital workplace.
Employee 2	There are also bad leadership decisions in the digital workplace, leading to further business problems.
Employee 3	Autocratic leadership and restriction on flow of information can lead to failure of digital platforms.

Q12. What planning does your organisation adopt to deal with the challenges?

Employee 1	Organisation brings effective and proper schedule planning to deal with the challenges. The planning is mainly considered through various individuals and departments in a coordinated manner.
Employee 2	Organisation also goes with better communication approach, which is being articulated with a value proposition.
Employee 3	Training to the managers regarding usage of advanced digital platforms can help

	in preventing challenges.
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