



Editorial Opinion: Digital Transformation: The Human Side of Change Management

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Over the ages, the vast integration of technological progressions has made the worldwide foundations to achieve sustainability. From automation to cloud computing, advanced digital tools have inevitably made businesses experience a profound swing in their practices. With this, these novel digital tools have also immensely raised the stakeholders' expectations in the trend of technological fruition. Digital transformation, the process of change, has today endlessly grown in demand due to these expectations. As technology continues to advance at an exceptional rate, at present, organizations are facing mounting pressure to bend towards these digital tools to achieve competitiveness and agility. The updated technological models power the firms' digital transformations. It makes an organization achieve long-term endurance and sustainability. Although many companies are not digital natives, their ability to embrace technology has become essential to gain technological change and sustainability, thereby meeting the evolved needs of the current market.

In particular, the disruptions in the company environment are unavoidable and rapidly demand quick adjustments. In this regard, digital transformation, emerging as a sweeping tool for growth and resilience, has become the common buzzword for rapid adaptation. As the core of the digital transformation is just beyond adopting the new tools and systems, its successful implementation depends on its people, attitude, behavior, and capacity to inure to the change. Recognizing the human side of digital change is crucial for every organization. Organizations of all sizes increasingly

hit by the IT revolution demand that employees harmonize the technological opportunities to automate the business processes as the key to navigating digital changes. But besides this digital revolution effect, integration of technology into organizations has become the most overlooked human aspect. Even though digital transformation is the heart of innovative change, today's employees are unfamiliar with the new advancements and their welfare. These digital changes, evoking anxiety and uncertainty in individuals, have considerably posed severe psychological complexities in individuals.

The psychological issues may emerge due to a lack of digital conformity, communication, involvement, and motivation among individuals. Where fear of job replacement, loss of control, empowerment, lack of digital literacy, and cultural resistance in individuals, etc., lowers the individuals' willingness to hold the new technological changes. This difference in interest and inability to see the agility benefit of technological change can make the employees feel frustrated and stressed about digital inventions. Hence, these rising psychological insecurities influencing the employees' acceptance of digital transformation initiatives reveal a complex interplay of their emotions and attitudes. These psychological confrontations make the employees feel left out and overburdened by the new digital potential. Therefore, this deficiency makes it integral to understand and address these psychological dynamics for effective change management. To overcome these challenges, today's organizations are widely endorsing a human-centric approach to leverage digital change management.

Digital transformation harmonizes continuous change as part of organizational practice and is today adopting a proactive approach to technology growth in the



organization. The change ensures a better organizational future. In big companies, change management and digital transformation going side by side help the firms to minimize the employee's psychological confrontation.

Employees' psychological issues increase if they remain unresolved by the top management. For this, the management needs to adopt change management strategies to achieve the digital vision. Future states that visioning is a powerful methodology to bring improvement in firm functions. By anticipating this fact and proactively modifying the strategies towards better handling digital upheaval today, organizations have adopted new possibilities to combat employees' psychological problems. Effective change management requires firms to address the employees' psychological issues with digital change and mitigate the organizational challenges with new embracement and policies. This change process can enhance the employee's experiences and create a culture of adaptability. Organizational culture plays a critical role in shaping the employee's behavior. A culture that values experimental learning and adaptability brings numerous opportunities for growth and development. Therefore, managers should build a culture of flexibility, adaptability, and participation, thus celebrating employees' readiness to change. With that, an open communication culture also raises 'employees' efforts toward achieving shared organizational goals. Therefore, today, managers should harmonize open communication to effectively manage the change process. A robust communication strategy brings clarity to the transformation call. Effective communication allows organizations to better understand the employee's perspectives, needs, and concerns, which can lead the firms to new avenues of progress and sustainability.

Similarly, leaders also play a pivotal role in managing the digital change initiative. Leaders act as facilitators between humans and organizations. By proactively narrating the change and developing a skillful plan, leaders create a compelling vision for employees. They align the stakeholder's values with the organizational objectives while creating a common understanding of transformation goals. The significance of change management lies in ensuring a shared vision of goal achievement. Real change requires the involvement of individuals acquiring the new skillset and mindset. Therefore, configuring the stakeholder persona to digital change is important to achieve the target. The employees play a key role in the firm's success. As a result, mapping their responsibilities through exciting digital tools can add to the firm's developments. Transformation projects often demand the massive efforts of individuals.

However, adapting to wide digital transformations seems to be easy in theory, but in practice, it is not. Digital transformation, complex to handle, requires a thorough

plan for its embracement. For that, the acceptance of transformation requires clarity as to where the change is occurring. Placing the spotlight on this notion unlocks the potential of understanding the psychological factors influencing the employee's acceptance to change from job displacement to fostering a culture of trust, empowerment, etc.

Digital technology is the focal point of evolution, with people using technology are the center. Digital tools guide employees concerning organizational challenges. Therefore, in organizations, managers need to listen and understand the employees' concerns to mitigate psychological barriers.

A cohesive digital transformation strategy supporting change management is the most needed to overcome the psychological difficulties in the way of adaptation. Considerably, visualizing these considerations not only helps organizations overcome psychological barriers but also makes the change strategy more successful. These actionable and participative strategies elevate the importance of the employee's participation as a prerequisite for organizational success. Indeed, equipping employees to thrive in a digital environment is a strategic imperative that makes firms succeed in their digital endeavors.

This current notion highlights the importance of change management in tandem with technological adoption. It cultivates a mindset of adaptability and continuous improvement by ensuring employee health, happiness, and performance. Ensuring employees use the new system and methods is a way to gain sustainability and agility. As in the past, many measures failed to bring positive change in the organizations. This work is a significant one reporting high organizational success. Indeed, the title, *Digital Transformation: The Human Side of Change Management*, underscores the relevant significance of organizational dynamics in the era of digital change. By flourishing literature on digital transformation with a strong focus on the human aspect of digital change, this topic seems to gain hype in today's world by opening new avenues for worldwide scholars, organizations, practitioners, and policymakers. Indeed, this topic encapsulates a profound recognition that today's environment is not merely about implementing new technologies but understanding the role of organizational employees' psychological factors influencing sustainable change. Altogether, this strategic work to justify organizational transformation is the most widely acknowledged notion, serving the foundation of digital culture change.

Significantly, the power of digitalization has made business future gain high relevance regarding change management. Organizations driven by intense technological

inventions have experienced major digital transformations. Because of this, organizations are dynamically altering their business practices towards meeting the work standards at smaller and bigger scales. Today, where new advancements have revolutionized worldwide industries, the human factor in digital change is becoming more crucial than ever. Given this, the digital age has come where it is the time to embrace the benefits of new technologies while identifying their weak points. It is important to put humans on the front foot to deal

with tech adaptation and endorsement. This demands the organizations to lead the transformational journey with the technical roles of employees. Navigating the transformative journey requires addressing human emotions, fears, and uncertainties. This significant development addressing human concerns provides a deeper understanding of the human side of change management- a more sustainable and human-centered approach to digitalization.