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On

Recent Trends and Issues in Economics, Commerce & Management in India

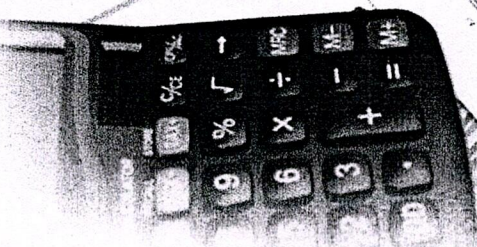


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Changing Paradigm of Business Communication

Dr. Rupa D. Jaju (Gilda)

Dayanand College of Commerce Latur

Abstract

Today is the age of Information Technology. It has changed the lifestyle of the people. There is hardly any field of human life that is not affected by the Information Technology. Various Technological trends like Cloud Computing, Mobile Computing, Social media, Ubiquitous computing are growing very fast. Cloud computing enable us to share hardware and software resources as a service over the internet on the pay per use basis with any user over the globe. Mobile computing help us to access and process data on handheld mobile devices like smart phones, iPads etc. Social media like Facebook, twitter, Whatsapp, YouTube, LinkedIn help peoples to interact with each other around the world. Social media is also contributing to make this world a better place to live by raising issues of social importance. Internet of Things (IoT), a network of large amount of objects, computing devices embedded with microchips, sensors, actuators making this world a smart place to live. In this paper we will discuss about the various trends of information and communication technology like Cloud computing, Mobile computing, Social media and Internet of Things (IoT) that is evolving very rapidly and also discuss their role in professional and social life.

Keywords— Information Technology, Cloud Computing, Mobile Computing, Social Media, Internet of Things (IoT)

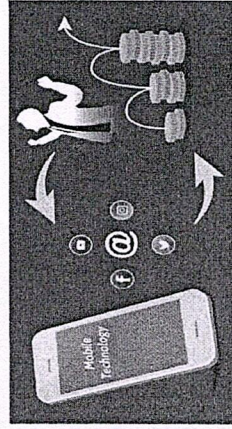
INTRODUCTION

Information Technology has affected the human being almost in all sphere of life whether

it is education, healthcare, business, communication or our day to day tasks. Information Technology helps us to gather, handle and interconnect large volume of data and information. Various technologies in IT is growing very fast like cloud computing, mobile computing, social media etc which is changing the way of doing the jobs. With the help of cloud computing we are able to get hardware and software resources virtually on pay per demand basis. This helps an individual as well as organizations to avoid installing heavy and costly software on their systems. Through cloud computing we are able to get applications, platforms as well as infrastructure over the internet. Mobile computing enables human beings to access and process data on their mobile devices as with the speed of personal computer. Social media helps to interact with the peoples over the globe in a very user friendly manner. Wireless devices are becoming very popular these days. Over the past decade, and with the arrival of new, disruptive technologies, enterprise communication has rapidly evolved. As a result, enterprise spaces have very different communication needs. With mobility becoming ubiquitous in workplace, business involves less face-to-face communication. It's fairly common to have teams working round-the-clock across different time-zones. The onus is on us to use technology to improve communication among globally dispersed business units. Which technologies are impacting the way we communicate today? Here are five trends presenting new opportunities for business communications:

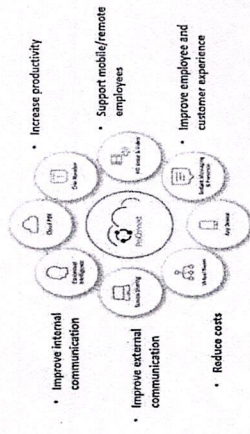
TRENDS IN COMMUNICATION

Trend#1: Mobile technology remains at the centre of change



Mobile tech trends will continue to impact the communication landscape. As BYOD (Bring Your Own Device) and BYOA (Bring Your Own Application) practices become mainstream, businesses need to focus on providing a secure and controlled environment to combat security and privacy threats that accompany these trends. Mobile apps and purpose-built devices for businesses can drive better adoption of enterprise mobility while still meeting the needs of employees.

Trend#2: Cloud communication services keep growing



With proven benefits for the business community – improving business outcomes, lowering operating costs, ensuring better client services, reducing data redundancy, and scaling as required – cloud communication technologies are a necessity in achieving business goals. Hosted VoIP emerges as a preferred solution for businesses looking for alternatives to high-maintenance and expensive on-premise solutions. Integrating VoIP with CRM helps customer-facing employees, such as front office executives, sales reps, and agents, utilize client data in the most effective manner.

Trend#3: IT spending increases

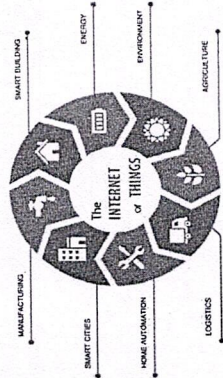
With a growing need for tech solutions in internal and external business communications, solid IT support is critical. For many organizations, solid IT support will improve both the customer and employee experience.

Trend#4: Investing in Unified Communications (UC) becomes more profitable

Premise-based UC solutions are fast

giving way to cloud-based solutions. This makes UC affordable, widely accessible, and truly viable for businesses of all sizes. Computer Economics' annual Technology Trends study identifies unified communications as one of the technology strategies with the maximum ROI. Coupled with the fact that cloud-based UC offers the lowest risks of deployment, UC will become a highly profitable investment.

Trend#5: Internet of Things (IoT) is the new face of change



It is predicted that by 2020, nearly 26 billion objects or "things" will be connected in the Internet. The Internet of Things, or IoT, is driving the formation of a hyper connected ecosystem of new and existing devices. Business communication will take on a whole new meaning with new devices. Smart sensors, home automation systems, health monitoring, and wearable devices are already communicating and exchanging information with existing systems of apps, clouds, and diverse data sets. A recent global survey points to 2015 as the year when IoT will have tangible effects on business applications. IoT is definitely a trend to watch

CONCLUSION

Technology is advancing at a rapid pace and more and more communication devices are emerging to add to business efficiency to facilitate quick exchange of information with employees, customers and business associates located in different parts of the globe.

Most businesses are today confronted with the problem of communication overloads. It is only to be expected that newer and more

sophisticated technologies will emerge to help manage better the ever-growing complexities of business communications.

This article can be concluded with a statement that technological engagement has become an integral part of any business. In this regard, dynamic communication technologies are the strategies that have been helping businesses to go beyond customer-centric management to a platform of collaborative management in which all the players engaged within the sphere of business can participate to achieve organizational objectives defined in terms of performance, profits and excellence. And, such a range is so wide that it cannot be constricted to narrowed specifications.

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