mLAC Journal for Arts, Commerce and Sciences (m-JACS)
Volume 2, No.4, December 2024, P 1- 13
ISSN: 2584-1394 (Online)

IMPACT OF DIGITALIZATION ON SOCIETY: A CRITICAL STUDY

Sushma S Naik [*1], Onkaragouda Kakade[2]
[1]Research Scholar, Department of Journalism and Mass Communication, Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India
[2]Professor, Department of Journalism and Mass Communication, Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India
*** Corresponding author email address**: naiksushma967@gmail.com

DOI: https://doi.org/10.59415/mjacs.v2i4.7

Abstract

The digitalization process began in the 20th century which is considered the digital revolution in the nation. Digitalization is the process of converting analog processes to digital forms in all the fields such as healthcare, banking, education, business, media, etc. Now a day, we all are dependent on digital technologies which spread in every aspect of human life and society as well. Digital technologies such as Artificial Intelligence, Drones, the Internet of Things, Robotics, 3-D technologies, and much more help to generate, store and process related data with the help of electronic tools and devices. The innovation of digitalization has rapidly increased in society which also has both positive and negative impacts on society. It plays an important role in the social and economic development of the nation. The advantages of the digitalization process include the increase in efficiency, productivity, improved communication skills, increase in transparency, helps for fast decision making, help in the social and economic progress of the nation; offers more job opportunities, and so on. It also has negative impacts like the problem of data security, increases in terrorism and crime, privacy issues, manipulation of data, copyrights, etc. Thus, the present study aims to find out the impact of digitalization on society. For the present research "Random Sampling Technique" is used to choose the samples. This study will be conducted in Vijayapura city of Karnataka State with 180 respondents. The primary data will be collected with the help of a structured questionnaire.

Keywords: Digitalization, Digital Technologies, Society, Impact.

1. Introduction

Digitalization or Digital technologies have become part of our life. Because it affects every aspect of society such as business, education, art, trade, employment, law enforcement, healthcare, banking, media, and many more. It has a huge impact on society and individuals as well. The digitalization process began in the 20th century which is considered the digital revolution in the nation. Digitalization is the process of converting analog technologies to an age of creativity that is in digital form in all fields. This transformation takes place gradually. According to Gartner's glossary, "Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities. It is the process of moving to a digital business".

Now a day, we all are dependent on digital technologies which spread in every aspect of human life and society as well. Digital technologies that have been developed significantly such as Artificial Intelligence, Drones, the Internet of Things, Robotics, 3-D technologies, and much more help to generate, store and process the related data with the help of electronic tools and devices. All these have changed the society and economy of the nation.
The innovation of digitalization has rapidly increased in society which also has both positive and negative impacts on society. It plays an important role in the social and economic development of the nation. This digitalization provides easy access to all the required resources and services for people within less time. But to use all these digital technologies the knowledge of digital literacy is very important to every person. Unless he/she is not aware or not able to use digital platforms they cannot access digital technologies.

The advantages of the digitalization process include the increase in efficiency, productivity, improved communication skills, increase in transparency, helps for fast decision making, help in the social and economic progress of the nation; offers more job opportunities, and so on. It also has negative impacts like the problem of data security, increases in terrorism and crime, privacy issues, manipulation of data, copyrights, etc. Thus the present study aims to find out the impact of digitalization on society.

2. Review of Literature

This section gives reviews of the scholarly articles related to 'Impact of Digitalization on Society: A Critical Study' and the advantages and disadvantages of the digitalization process.

Bansod Mohit S, Rathod Meet A, Mahalle Prajwal P and Seth Monika R (2021) in their research 'Impact of Digitalization- An Analysis' discussed the purpose of digitalization to automate, add data quality, and collect and organize all that data and also discussed the social and ethical issues that arise as a result of digital integration. The study shows that the new wave of digital integration is putting pressure on social norms. To successfully shape the digital community in a socially and ethical way, participants need to have a clear understanding of what those problems might be. Management is greatly improved in areas of privacy and data protection.

Shallu, Sihmar Deepika, and Meena Ravi Kumar (2019) in their research 'Digitalization in India: An Innovative Concept' focused on the different aspects of digitalization, its impact on the economy, society, and environment, and the nine pillars of digital India. They also discussed the benefits of digitalization and different challenges which brings hurdle to the successful implementation of the digital India program. They stated that a digitally empowered economy develops much faster, effectively, and efficiently due to better utilization of its capital as well as human resources.

Sumathi C P and Savitha H S (2019) in their research 'Impact of Digitalization on Indian Economy' examined the barriers in the pre-digitalization of transactions and also the difficulty in accepting digitalization. They explained how the digital India concept is helping in different sectors like industry, business, trade, education, sports, science, employment, banking, and other different sectors to achieve their strength in providing better service to society. They also stated that, for utilizing the full benefits of digitalization, Government should select the proper digital format for digitization and digitize only those items that will provide the maximum benefit to all.

Jain Anvi (2018) in her research 'Digitalisation: The Era of Transformation in India' reported the positive impact of digitalization on all the sectors of the economy. However, some challenges are restraining India from becoming digitalized which needs to be addressed for this transformation to take place and for the economic growth of the country. She stated that a knowledge-driven economy is the need of the hour to achieve economic prosperity, build competitive advantage in international business and move towards a cashless society.

Singh Pranjali (2017) in her research 'Impact of Digitalization on Small and Medium Enterprises in India' revealed that there is a significant rise in the growth rate for Small and Medium Enterprises. This was majorly due to digitalization. It automates the product and process as a result of which both quality and production increase. Digitalization improves the performance of SMEs and helps in reducing financial obstacles by providing alternative financing options to SMEs.

3. Statement of the problem & Objectives

Analyzing the review of literature available in this area, it is felt necessary to carry out a study entitled "Impact of Digitalization on Society: A Critical Study" with the following objectives:

- To examine the impact of digitalization on society.
- To know the quality of digital technologies.

- To assess the usage of digital technologies by people.
- To find out the advantages and disadvantages of digital technologies.

4. Research Methodology / Research Design

This part deals with the method of the research procedure, sample, sampling technique, total number of respondents, methods of the data collection, and the statistical methods used to analyze the data.

The present study focused on the impact of digitalization on society. For the present research "Random Sampling Technique" is used to choose the samples. This study will be conducted in Vijayapura city of Karnataka State with 180 respondents. The primary data was collected with the help of a structured questionnaire. Its main purpose is to find out how digitalization impacted society both positively and negatively.

5. Data Analysis / Findings

It analyses the data collected through a structured questionnaire. The results of the study are presented under the following subheadings with a table.

Table 5.1 Distribution of respondents based on Gender

Gender	Frequency	Percentage
Female	123	68.34
Male	57	31.66
Total	**180**	**100%**

Table 5.1 reveals that among the total respondents selected for the study 68.34% (N=123) were female and 31.66% (N=57) were male. The number of female respondents is higher than male respondents.

Table 5.2 Distribution of respondents by Age

Age	Frequency	Percentage
18 to 21	06	3.34
21 to 25	69	38.33
25 to 30	63	35
Above 30	42	23.33
Total	**180**	**100%**

Table 5.2 shows that among the total respondents 38.33%(N=69) were from the age group of 21 to 25, followed by 35%(N=63) were from the 25 to 30 age group, 23.33% (N=42) respondents were from above 30 age and remaining 3.34% (N=06) were from the age group of 18 to 21. So it is clear from the above table that more number of respondents were belongs to the 21 to 25 age group.

Table 5.3 Distribution of respondents by Educational Qualification

Educational Qualification	Frequency	Percentage
PUC	24	13.33
Graduate	93	51.66
Post-graduate	57	31.66
PhD	06	3.35
Total	**180**	**100%**

Table 5.3 reveals the educational qualification of the respondents. According to this table, more than half of the respondents 51.66% (N=93) were graduates, then followed by 31.66% (N=57) were post-graduates, 13.33% (N=24) were completed PUC, and the remaining 3.35% (N=6) respondents were completed Ph.D.

It is clear from the above table that more than half of the respondents were graduates and very less respondents completed higher education.

Table 5.4 Distribution of respondents based on Employment

Employment	Frequency	Percentage
Self-working	42	23.33
Government employee	21	11.66
Private sector	60	33.34
Agriculture	06	3.34
Business	15	8.33
Others	36	20
Total	**180**	**100%**

Table 5.4 shows that among the total respondents, more respondents 33.34% (N=60) were working in the private sector. Followed by 23.33% (N=42) were self-working, 20% (N=36) respondents were doing other jobs, 11.66% (N=21) were government employees and in remaining 8.33% (N=15) respondents run their own business and 3.34% (N=6) were working in agriculture.

So, it is clear that among the total respondents, more respondents were working in the private sector and very less were working in agriculture.

Table 5.5 Distribution of respondents based on location

Location	Frequency	Percentage
Urban	117	65
Rural	63	35
Total	**180**	**100%**

The data presented in table 5.5 stated that most of the respondents 65% (N=117) were from an urban area, while 35% (N=63) belonged to a rural background. It is clear from the present study that the majority of the respondents were from urban areas.

Table 5.6 Knowledge about Digital Technologies

Digital Technologies	Frequency	Percentage
Yes	180	100
No	00	00
Total	**180**	**100%**

Table 5.6 reveals that all the respondents 100% (N=180) know of digital technologies. It is to note that not a single respondent says no to knowledge about digital technologies.

Table 5.7 Usage of Digital Technologies

Usage of Digital Technologies	Frequency	Percentage
Yes	165	91.66
No	09	5
Sometimes	06	3.34
Total	**180**	**100%**

Table 5.7 shows that the majority of the respondents 91.66% (N=165) say that they use digital technologies in their daily life and then followed by 5% (N=9) say that they don't use digital technologies daily and the remaining 3.34% (N=6) respondents say they sometimes use digital technologies.

It is clear from the present study that the majority of the respondents say they use digital technologies in their daily life.

Table 5.8 Use of different types of Digital Technologies

Types of Digital Technologies	Frequency	Percentage
Personal Computer	42	23.33
Laptop	108	60
Television	156	86.66
Smartphone	168	93.34
iPad	39	21.67
Tablet	18	10

Table 5.8 shows the usage of different types of digital technologies regularly. It reveals that the majority 93.34% (N=168) of the respondents use smartphones regularly. While 86.66% (N=156) of the respondents use Television, followed by 60% (N=108) using Laptop, 23.33% (N=42) uses Personal Computer and in remaining 21.67% (N=39) respondents uses iPad, and 10% (N=18) respondents use Tablet as digital technology regularly.

It is clear from the above table that a large number of respondents uses Smartphone regularly as digital technology and very less respondents use Tablet regularly.

Table 5.9 Time spent on using different types of digital technologies

Using Digital Technologies per day	Frequency	Percentage
1 to 2 hours	06	3.34
2 to 3 hours	66	36.66
More than 3 hours	108	60
Total	**180**	**100%**

Table 5.9 indicates that more than half 60% (N=108) of the respondents use different types of digital technologies daily for more than 3 hours, then followed by 36.66% (N=66) of respondents who use digital technologies for 2 to 3 hours, and remaining 3.34% (N-6) used digital technologies only for 1 to 2 hours.

It is clear from the present study that more than half of the respondents spent more time using different types of digital technologies daily.

Table 5.10 Purpose of using Digital Technologies

Purpose of using Digital Technologies	Frequency	Percentage
Education	90	50
Information	162	90
Entertainment	114	63.33

Social Interaction	153	85

Regarding the purpose of using digital technologies, table 5.10 shows that the majority 90% (N=162) of the respondents uses digital technologies for accessing information, while 85% (N=153) of respondents use digital technologies for social interaction purpose. Followed by 63.33% (114) for entertainment purpose and 50% (N=90) of respondents uses digital technologies for education purpose.

It is clear from the present study that the majority of the respondents say that they access digital technologies for information and social interaction purposes.

Table 5.11 Knowing Digital Technologies

Knowing Digital Technologies	Frequency	Percentage
Artificial Intelligence	113	62.77
Drones	120	66.66
Internet of Things	123	68.33
Robotics	125	69.44
3-D technologies	128	71.11

The information in table 5.11 shows that the majority 71.11% (N=128) of the respondents opined that they know about 3-D technologies. While 69.44% (N=125) of the respondents know robotics, followed by 68.33% (N=123) of the respondents who know about the Internet of things, 66.66% (N=120) know drone technology and 62.77% (N=113) of the respondents know about the artificial intelligence technology.

It is understood from the above table that the majority of the respondents know of 3-D technologies and robotics.

Table 5.12 Digital Technologies affected ideas

Digital Technologies affected ideas	Frequency	Percentage
Yes	147	81.66
No	03	1.68
Sometimes	30	16.66
Total	**180**	**100%**

Table 5.12 indicates that the majority 81.66% (N=147) of the respondents opined that usage of digital technologies has affected their ideas, while 16.66% (N=30) respondents says digital technologies sometimes affected their ideas and the remaining 1.68% (N=03) respondents say digital technologies doesn't affect on their ideas.

It is clear from the above table that the majority of the respondents opined that usage of digital technologies has affected their ideas while very less respondents say it does not affect their ideas.

Table 5.13 Digital Technologies have affected which way

Digital Technologies affected which way	Frequency	Percentage
Positively	30	16.66
Negatively	00	00
Both	150	83.34
Total	**180**	**100%**

Table 5.13 reveals that the majority 83.34% (N=150) of the respondents opined that usage of digital technologies has affected their ideas both positively and negatively, while 16.66% (N=30) respondents say digital technologies affected their ideas positively. It is to note that none of them opined that digital technologies have not affected their ideas negatively.

It is clear from the above table that the majority of the respondents say usage of digital technologies has affected their ideas both positively and negatively.

Table 5.14 Advantages of Digital Technologies

Advantages of Digital Technologies	Frequency/Percentage		Total
	Yes	**No**	
Increase of efficiency	174 (96.66%)	06 (3.34%)	**180 (100%)**
Increase of productivity	150 (83.34%)	30 (16.66%)	**180 (100%)**
Increase in transparency	111 (61.66%)	69 (38.34%)	**180 (100%)**
mproved communication skills	171 (95%)	09 (5%)	**180 (100%)**
elps for faster decision making	102 (56.66%)	78 (43.34%)	**180 (100%)**
elps in the social and economic progress of the nation	165 (91.66%)	15 (8.34%)	**180 (100%)**
Offers more job opportunities	96 (53.34%)	84 (46.66%)	**180 (100%)**

Regarding the advantages of digital technologies, table 5.14 reports that majority 96.66% (N=174) of the respondents felt that there is an increase in efficiency with the help of digital technologies, whereas 3.34% (N=06) respondents

opined that there is no increase in efficiency. While, the majority 83.34% (N=150) of the respondents felt that there is an increase in productivity with the help of digital technologies, whereas 16.66% (N=30) respondents opined that there is no increase in productivity. More than half 61.66% (N=111) of the respondents felt that there is an increase in transparency in digital technologies, whereas 38.34% (N=69) respondents opined that there is no increase in transparency. While, the majority 95% (N=171) of the respondents felt that digital technologies help for improved communication skills, whereas 5% (N=9) of respondents opined that there is no improvement in communication skills. The majority 91.66% (N=165) of the respondents felt that digital technologies help in the social and economic progress of the nation, whereas 8.34% (N=15) respondents opined that it is not helpful in social and economic progress. While more than half 53.34% (N=96) of the respondents felt that digital technologies offer more job opportunities, 46.66% (N=84) respondents opined that digital technologies do not offer more job opportunities.

So it is clear from the above table that the majority of the respondents felt that digital technologies are helpful for an increase in efficiency, productivity, and communication skills and help the social and economic progress of the nation.

Table 5.15 Disadvantages of Digital Technologies

Disadvantages of Digital Technologies	**Frequency/Percentage**		**Total**
	Yes	**No**	
Data security	153 (85%)	27 (15%)	**180 (100%)**
Increase in terrorism	114 (63.34%)	66 (36.66%)	**180 (100%)**
Increase in crime	117 (65%)	63 (35%)	**180 (100%)**
Privacy issue	159 (88.34%)	21 (11.66%)	**180 (100%)**
Manipulation in data	153 (85%)	27 (15%)	**180 (100%)**
Copyrights	171 (95%)	09 (05%)	**180 (100%)**

Regarding the disadvantages of digital technologies, table 5.15 reports that the majority 85% (N=153) of the respondents felt that data is not secure in digital devices, whereas 15% (N=27) of respondents opined that data is secure in digital devices. While more than half 63.34% (N=114) of the respondents felt that there is an increase in terrorism because of digital technologies, 36.66% (N=66) respondents opined that there is no increase in terrorism. More than half 65% (N=117) of the respondents felt that there is an increase in crime rates because of digital technologies, whereas 35% (N=63) of respondents opined that there is no increase in crime rates. While, majority 88.34% (N=159) of the respondents felt that there are privacy issues while using digital technologies, whereas 11.66%

(N=21) respondents opined that there are no privacy issues. The majority 85% (N=153) of the respondents felt that there is manipulation in data in digital technologies, whereas 15% (N=27) of respondents opined that there is no manipulation of data storage. While, the majority 95% (N=171) of the respondents felt that there are copyright issues in digital technologies, whereas very few 5% (N=09) respondents opined that there are no copyright issues in digital technologies.

So it is clear from the above table that the majority of the respondents felt that disadvantages like data security, increase in terrorism, privacy issues, and manipulation of data are there in digital technologies.

Table 5.16 Credibility of Digital Technologies

The credibility of Digital Technologies	Frequency	Percentage
Yes, I always do	114	63.33
Yes, I sometimes do	60	33.34
No, I never do so	00	00
I don't know	06	3.33
Total	**180**	**100%**

Regarding the credibility of digital technologies, table 5.16 shows that more than half 63.33% (N=114) of the respondents always question the credibility of the digital technologies they use. Whereas 33.34% (N=60) of the respondents opined that they sometimes question the credibility of the digital technologies they use, followed by 3.33% (N=06) of respondents says they don't know about questioning the credibility and none of them said they never question the credibility of the digital technologies.

It is clear from the present study that the majority of the respondents opined that they always question the credibility of the digital technologies they use and none of them says they never question the credibility of the digital technologies.

Table 5.17 Quality of Digital Technologies compared to analog technologies

Quality of Digital Technologies	Frequency	Percentage
Yes	159	88.33
No	06	3.34
Sometimes	15	8.33
Total	**180**	**100%**

Table 5.17 reveals that the majority 88.33% (N=159) of the respondents opined that digital technologies gave higher image, video, and sound quality compared to analog technologies, and in remaining 8.33% (N=15) respondents opined that sometimes digital technologies gave higher quality and 3.34% (N=06) were opined that digital technologies did

not give higher quality compared to analog technologies. So it is clear that the majority of the respondents opined that the quality of digital technologies is better than analog technologies.

Table 5.18 Storage capacity of Digital Technologies

Storage capacity of Digital Technologies	Frequency	Percentage
Yes	159	88.33
No	12	6.64
Can't say	09	5
Total	**180**	**100%**

Table 5.18 shows that the majority 88.33% (N=159) of the respondents opined that storage capacity is larger and faster in digital technologies than in analog technologies and in the remaining 6.64% (N=12) digital technologies do not have much storage capacity compared to analog technologies and 5% (N=09) were opined that they can't say about the storage capacity of digital technologies. So, it is clear that the majority of the respondents opined that storage capacity is larger and faster in digital technologies than in analog technologies.

Table 5.19 Rate the following usages of digital technologies

Usages of Digital Technologies		Agree Frequency/ Percentage	Neutral Frequency/ Percentage	Disagree Frequency/ Percentage	Total
Helps in using computer gadgets		162 (90%)	18 (10%)	00	**180 100%)**
Improved services through electronic devices		141 (78.34%)	39 (21.66%)	00	**180 100%)**
Helps for better audio quality		159 (88.34%)	18 (10%)	03 (1.66%)	**180 100%)**
Helps for better video quality		159 (88.34%)	18 (10%)	03 (1.66%)	**180 100%)**

Table 5.19 reveals that the majority of 90% (N=162) of the respondents agreed that usage of digital technologies helps in using computer gadgets, while 10% (N=18) of respondents says neutral and none of them disagreed with this point. Whereas the majority 78.34% (N=141) of the respondents agreed that usage of digital technologies helps in improving services through electronic devices, while 21.66% (N=39) of the respondents says neutral and none of them disagreed with this point. Regarding better audio quality in digital technologies, the majority 88.34% (N=159) of the respondents agreed with this, followed by 10% (N=18) of the respondents says neutral and 1.66% (N=03) disagreed with this point.

Whereas the majority 88.34% (N=159) of the respondents agreed that digital technologies help for better video quality, followed by 10% (N=18) of the respondents say neutral and 1.66% (N=03) disagreed with this point.

Table 5.20 Development or Empowerment activities occurred through Digital technologies

Development or Empowerment activities occurred through Digital technologies	Frequency	Percentage
Yes	168	93.34
No	06	3.33
Can't say	06	3.33
Total	**180**	**100%**

Table 5.20 indicates that the majority 93.34% (N=168) of the respondents opined that development or empowerment activities occurred through the help of digital technologies, while 3.33% (N=6) of the respondents say development or empowerment activities did not occur through the help of digital technologies and the same number of respondents 3.33% (N=6) says they can't say about this.

So it is clear that the majority of the respondents say that development or empowerment activities have occurred with the help of digital technologies.

Table 5.21 Empowerment is done in which sector

Empowerment is done in which sector	Frequency	Percentage
Social empowerment	150	83.34
Economic Empowerment	120	66.66
Political Empowerment	117	65
Cultural Empowerment	105	58.34
Educational Empowerment	111	61.66

Regarding the empowerment activities that occurred with the help of digital technologies, table 5.21 reveals that the majority 83.34% (N=150) of the respondents opined that social empowerment is done through the help of digital technologies, while 66.66% (N=120) of the respondents say economic empowerment is done. Followed by 65% (N=117) of the respondents says political empowerment is done with the help of digital technologies, 61.66% (N=111) say digital technologies help with educational empowerment and 58.34% (N=105) respondents say digital technologies help with cultural empowerment.

It is observed that the above table shows the majority of the respondents opined that social and economic empowerment is done through the help of digital technologies.

6. Conclusion

The present study reports that a greater part of the respondents expresses that they use different types of digital technologies like Smartphones, Television, and Laptop in their daily life for information and social interaction purposes. They use digital technologies for more than 3 hours a day. It is observed from the above study that the majority of the respondents know of 3-D technologies, robotics, the internet of things, drones, and artificial intelligence. It is also found that the majority of the respondents opined that the usage of digital technologies has affected their ideas. It is also observed that the majority of the respondents felt that digital technologies are helpful for an increase in efficiency, productivity, and communication skills and help for the social and economic progress of the nation, and the majority of the respondents felt that disadvantages like data security, increase in terrorism, privacy issues, manipulation in data are there in digital technologies. It is also found that the majority of the respondents opined those digital technologies gave higher image, video, and sound quality compared to analog technologies and also felt that storage capacity is larger and faster in digital technologies. It is also observed that the majority of the respondents opined that social and economic empowerment is done through the help of digital technologies.

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