

UNIT- 6

EMPLOYABILITY PROSPECTS IN DIGITAL PUBLICITY WORLD

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6.1 INTRODUCTION

In the beginning of Internet reform and economic growth by country, end user expectation and need have formed a shape where comfort and delight services has become vital criteria for product choice. Several brands in the market keep working to evaluate the changing needs of consumers, developing appropriate product and finding a marketplace to reach the proper customer. This digital reform has covered a new marketplace on the Internet, where everything and anything is available to explore and review and have a virtual feel. India is a growing economy country and has been considered different trends of digital marketing and publicity. So, the objective of this unit is to learn about digital publicity in the digital world, found digital publicity features and scope in the digital world as an employment for new

generations. This unit will bring insights into the scope of different digital trends and future scope.

6.2 OBJECTIVES

After the successful completion of this unit, you will be able to-

- Understand about the digital publicity.
- Needs of digitalization for e-governance
- Know about the different types of tools for digital publicity.
- Explore the various digital tools for digital publicity.
- Scope in digital world as an employment for new generations

6.3 DIGITAL PUBLICITY: AN OVERVIEW

Publicity is the notice or attention given to someone or something by the media. Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. Publicity is not paid for by the organization. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations. Publicity involves giving public speeches, giving interviews, conducting seminars, offering charitable donations, inaugurating mega events by film actors, cricketers, politicians, or popular personalities, arranging stage show, etc., that attract mass media to publish the news about them.

Publicity is undertaken for a wide range of purposes like promoting new products, increasing sales of existing product, etc. It also aimed at highlighting employees' achievements, company's civic activities, pollution control steps, research and development successes, financial performance, its progress, any other missionary activities, or social contribution. Publicity has been defined as:

William J. Stanton: "Publicity is any promotional communication regarding an organization and/or its products where the message is not paid for by the organization benefiting from it."

Philip Kotler: "Non-personal stimulation of demand for the product or service, or business unit by placing commercially significant news about it in public media or obtaining favourable presentation of it upon radio, television, or stage that is not paid for by the sponsor."

In today's media marketplace your brand needs digital media and social media exposure along with your public relations campaign. 70% of online readers prefer to buy products they read about in articles vs. a digital ad? If your brand isn't getting social on Instagram, you may be missing out on building key relationships within the health, wellness and lifestyle influences. A top public relations team of innovative social media strategists and event

planning publicists can help convey your brand's social voice to get, the more digital value delivered to awareness of your brand. So-

Digital publicity is the practice of delivering promotional content to users through various online and digital channels. It leverages mediums such as social media, email, search engines, mobile apps, affiliate programs and websites to show advertisements and messages to audiences.

Characteristics of Digital Publicity

Key characteristics of digital publicity have been briefly described in following part:

- **Meaning:** Publicity is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. It involves obtaining favourable presentation upon radio, newspapers, television, or stage that is not paid for by the sponsor.
- **Control of Producer:** The company has no control over publicity in terms of message, time, frequency, information, and medium. It comes through mass media like radio, newspapers, television, etc. It is given independently by the third party. It is presented as a news rather than propaganda.
- **Credibility/Social Significance:** Publicity has a high degree of credibility or reliability as it comes from mass media independently. It is given as news for social interest. It has more social significance compared to other means of market promotion.
- **Part of Public Relations:** Publicity is a part of broad public relations efforts and activities. Public relations include improving, establishing, and maintaining direct relations with all publics. Publicity can help improve public relations.
- **Costs:** Publicity can be done at much lower cost than advertising. The company needs to spend a little amount to get the event or function publicized.
- **Effect:** Publicity message is more likely to be read, viewed, heard, and reacted by audience. It has a high degree of believability as it is given by the third party.
- *Importance of Publicity: Like advertising and sales promotion, sales can be increased by publicity, too. Publicity carries more credibility compared to advertisement. Publicity is cost free; it doesn't involve direct cost. Publicity offers a lot of benefits to the producers and distributors.*

Importance of digital publicity-

- Digital publicity is the practice of delivering promotional content to users through various online and digital channels.
- The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently

says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.

Difference between publicity and advertising

Publicity is not advertising, since you do not pay for time or space, nor is it public relations. Public relations are a broader task, which includes publicity, but involves promotion, public affairs, advertising, and opinion making as well.

- Advertising is paid form of ideas, goods and services while publicity is not paid by the sponsor.
- Advertising comes from an identified sponsor while publicity comes from a neutral and impartial source.
- Advertising is controllable by the organization while publicity is not controllable because it comes from a neutral source.
- Advertising is less credible in comparison to the publicity while publicity is more credible because it comes from an impartial source.
- Advertising always carries a positive message about your organization because it is the content you pay for but publicity can be positive or negative because it comes from an impartial source.
- In advertising you have a full chance to show your creativity, but in publicity creativity is limited because it comes from a non-paid source.
- Advertising is targeted to the particular audiences by the sponsor while in publicity it is not focused

6.4 NEED OF DIGITALIZATION

Today's consumer is tech savvy, socially empowered, information rich and lacking time. At the same time, technology is quickly evolving and embracing the needs resulted from new consumer motivations. Digitalization has played a crucial role in the fast advancement of the global economy. In developed markets, Digital market is one of the most prominent and established platforms. Digitalization is maintaining its impressive growth in all markets, whether big or small.

In 2019, there are 1.92 billion online buyers in the world, accounting for a quarter of world population with 4.39 billion users on the Internet and 3.48 billion users active on social media to increase of 9% YOY. India, with world's second highest population, is a developing country where 627 million users are active on Internet with active buying at 273 million and with a growth rate of 20% increase for online buyers.

There are growing concerns that the increased use of various digital technologies will lead to job losses as human work is replaced by automation and AI. Many studies have tried to assess the possible impact, based on different methodologies and covering various

geographical areas and time periods. Most of them focus on the risks of job losses without considering the fact that new jobs will emerge in connection with digital disruptions. Similarly, as digitalization is more likely to affect specific tasks than full occupation, the real impact may not be reflected so much in terms of job losses as through changes in the nature of work. Predicting what the employment impact of digitalization will be is extremely difficult, and opinions vary. Overall estimates also vary widely.

A major, still open question is whether this time will be different from previous technological revolutions due to the rapid pace of technological change, which may make the transition period more painful.¹⁰⁶ The net outcome is likely to be highly contextual, depending on different factors, such as the level of development, production and labour market structures, skills and technological capacities, as well as the social characteristics of each country.

The current technological revolution need not become a race between humans and machines, but rather an opportunity for work to truly become a channel through which people recognize their full potential. To ensure that we achieve this vision, we must become more specific and much faster in understanding the changes underway and cognizant of our collective responsibility to lead our businesses and communities through this transformative moment.

6.5 PROMOTIONAL TOOLS

The 4Ps of marketing are product, price, place and promotion. All four of these elements combine to make a successful marketing strategy. Promotion looks to communicate the company's message across to the consumer. The four main tools of promotion are advertising, sales promotion, public relation and direct marketing.

Advertising-

Advertising is defined as any form of paid communication or promotion for product, service and idea. The advertisement is not only used by companies but in many cases by museum, government and charitable organizations. However, the treatment meted out to advertisement defers from an organization to an organization. Advertising development involves a decision across five Ms Mission, Money, Message, Media and Measurement.

Mission looks at setting objectives for advertising. The objectives could be to inform, persuade, remind or reinforce. The objective has to follow the marketing strategy set by the company. Money or budget decision for advertising should look at stages of product life cycle, market share and consumer base, competition, advertising frequency and product substitutability. A message's development further is divided into four steps, message generation, message evaluation and selection, message execution, and social responsibility review.

Once the message is decided the next step is finalizing the media for delivering the message. The choice of depends on reach of media, frequency of transmission and the potential impact on the customer. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. After which timing of broadcast of the message is essential as to grab attention of the target audience. Checking on the effectiveness of communication is essential to the company's strategy. There are two types of research, communication effect research and sales effect research.

Sales Promotion-

Promotion is an incentive tool used to drive-up short-term sales. Promotion can be launched directed at consumer or trade. The focus of advertising to create a reason for purchase the focus of promotion is to create an incentive to buy. Consumer incentives could be samples, coupons, free trial and demonstration. Trade incentive could be price off, free goods and allowances. Sales force incentives could be convention, trade shows, competition among sales people.

Sales promotion activity can have many objectives, for example, to grab attention of new customer, reward the existing customer, increase consumption of occasional users. Sales promotion is usually targeted at the fence sitters and brand switchers. Sales promotional activity for the product is selected looking at the overall marketing objective of the company. The final selection of the consumer promotional tools needs to consider target audience, budget, competitive response and each tool's purpose. Sales promotion activity should undergo pretest before implementation. Once the activity is launched it should be controlled as to remain within the budget. Evaluation program is a must after implementation of the promotional scheme.

Public Relations-

Companies cannot survive in isolation, they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relations office. The major function of the public relations office is to handle press releases, support product publicity, create and maintain the corporate image, handle matters with lawmakers, guide management with respect to public issues. Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. The direct responsibility of marketing public relation (MPR) is to support corporate and product branding activities. MPR is an efficient tool in building awareness by generating stories in the media. Once the story is in circulation MPR can establish credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost-effective tool than other promotional activities.

Direct Marketing-

The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. Direct marketing can be used to deliver message or service. Direct marketing has shown tremendous growth in recent years. The internet has played a major part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces cost for companies. Face to face selling, direct mail, catalogue marketing, telemarketing, TV and kiosks are media for direct marketing. Advertisement, Promotional activity, Public relation and direct marketing play an essential role in helping companies reaches their marketing goals.

E-Promotional TOOLS:

When preparing a promotional campaign, electronic tools are used to achieve your online promotional objectives. There is a plethora of tools available to facilitate promotional activities and eMarketing, the companies must use such facilities as per the marketing campaign. A promotional plan can be part of a traditional marketing campaign, or function as a standalone online marketing campaign. These tools, as follows:

Search Engine Optimization: Organic search

AdWords

Analytics

Social Media

Search Engine Optimization:

Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches on a certain keyword. In simple terms, it means the process of improving your site to increase its visibility for relevant searches. Essentially, SEO is an umbrella term that describes any technique used to move your website higher in search results for keywords related to your business. Effective search engine optimization can help your brand, build trust and credibility in the eyes of Google, which can lead to more traffic. Here are some advantages of SEO, which can help your business promote:

- There are people searching for your products or services on search engines
- SEO is more cost-effective than paid advertising
- SEO will help you gain market share

- SEO will increase your social media followers, blog traffic and email newsletter



subscribers.

- SEO builds trust and credibility
- SEO can decrease your cost per acquisition

Adwords:

Google AdWords is one of the services, advertisers use for online promotion of their content, brand, website, etc. through certain defined keywords to achieve traffic or leads. It is a form of brief advertising copy with keywords that are displayed on Google web pages and partner websites (called publishers) after matching their content with the keywords.

Analytics

Taking data-driven decisions are the key to successful marketing. Choosing the right marketing analytics tools, measuring your data correctly and optimizing your marketing efforts by it, will make the difference between failing to reach your marketing goals and completely crushing them. Marketing analytics tools, like Mixpanel, track the behaviours of individuals within the product so teams can monitor channel activity, tie activities back to revenue, gather insights, and test new ideas.

Social Media

In the era of Facebook, WhatsApp, Twitter, and Instagram, social marketing has evolved as an integral part of promotional strategy. It is all most impossible to think of a promotional strategy without taking into account the importance of social media. Adopting some form of online promotion through social media has become essential for all business houses. In an industry where trends are changing in faster than light, adoption of social network is very vital for companies to survive in that race. Every company, big or small, young or established, needs to have an active presence on such social media.

6.6 TYPES OF EMPLOYABILITY IN DIGITAL ERA

As digitization continues across industries, companies across the world from start-ups to established corporates are seeking digital professionals with relevant experience. Digital titans such as Google and Airbnb are always on the lookout for new talent, particularly in the area of emerging technologies as artificial intelligence becomes more mainstream and offers scalability. In terms of customer value using AI can help drive personalization and response times to queries using technology such as chatbots. The digital economy is embedded in every corner of our lives, and it's not going anywhere. There's a solid budget going into digital marketing now as opposed to traditional marketing.

What types of digital jobs?

There is a wide range of digital marketing jobs out there meaning there are a huge variety of career options.

- Video/audio production.
- Interactive technology (such as AI).
- Mobile marketing.
- Search engine optimization (SEO).
- Search engine marketing (SEM).
- Social media.
- E-commerce.
- Email marketing.
- Marketing automation.
- Content management and creation.
- Web development.
- Web design.
- Copywriting and editing.
- Analytics.
- Business/marketing strategy.

Career in Digital World

As technology continues its rapid ascension into all aspects of public and private life, an increased demand for digital careers has emerged. New sectors, industries, and career paths have been created in the blink of an eye meaning that many of today's most in-demand careers barely existed a decade ago.

A lot of today's business exist almost exclusively online. Of those which still maintain a brick-and-mortar presence, a strong digital footprint is required to be successful and present new opportunities for graduates pursue.

However, not all of these career paths are created equally. In order for educators to better understand the effect technology has had on ushering in the age of digital careers, it is helpful to examine which of these paths' students are gravitating towards. There has been a rise in demand for digital skills amongst graduates and working professionals and the education sector needs to respond accordingly. Let's examine some of the roles which are most sought after and explore their ambitions and what they need to get there.

Major Roles in Digital Career-

- **Digital Marketing Manager or Digital Director:** The Digital Marketing Manager/Director looks after the overall marketing development, devising strategies that will drive more traffic, undertaking digital marketing campaigns, making improvements in website and updating it regularly etc.
- **Web Developer & Web Designer:** As a web developer/designer, you'll be responsible for designing, coding and modifying websites making it appealing and user-friendly. Prior knowledge of JavaScript, JQuery, HTML, CSS and web programming is required to get into this role.
- **Social Media Executive and Social Media Manager:** As a social media executive/manager you are required to keep a check on the latest social media trends and plan strategies accordingly, co-ordinate with the content team and client servicing team on regular basis, creating quality content or video etc. Knowledge about all the social media platforms and a lot of creativity are a must for this job role.
- **SEO Executive/Expert:** SEO executives are responsible for getting traffic on the website and improving the Google rankings. They have to make sure that the content on the website is search friendly, conduct keyword research, research about SEO tools, build sitemaps and submit them etc.
- **PPC/SEM Expert:** As a PPC/SEM expert, you are supposed to manage PPC keywords, split ad groups, refine landing pages, generate reports, provide suggestions for ad copies and graphics, etc.
- **Content Marketer:** If you think that you can write better than what is already there on the web then you are perfect for this role. Responsibilities of a content marketer include creating content that has all the qualities of going viral, making sure that the content is promoted well through SEO, coordinating with other teams and incorporating their inputs in content, following content trends, etc.
- **Other Roles:** There are many other roles or designations in Digital marketing that depend upon the company and their requirements. Some of them are: Analytics Manager, CRM Manager (Customer Relationship Management), Email Marketing Manager, E-Commerce Manager, Digital Agency Account Director, Creative Director,

UX Specialist, Mobile App Developer, Interactive Marketing Manager, Head of Digital, Chief Experience Officer, etc.

6.7 ***EMPLOYMENT AND EMPLOYABILITY CHALLENGES IN DIGITAL ERA***

Employment and employability are two major challenges for in the world especially in India. Employability is a word that can be used in different contexts and with different meanings. In this course, we are discussing employability as it relates to higher education, so we will use the following definition. Employability is:

“a set of achievements – skills, understandings and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.”

Employability skills are the essential skills, personal qualities and values that enable you to thrive in any workplace. Most of the young generation worries about the employment opportunities in his or her country. Even the white collared jobs have been disappearing at a rapid pace.

Studies show that only 40 per cent is employable based on attributes of employability, such as domain knowledge, communication skills, numerical and logical attributes and vertical thinking. Skill-building policies and strategies need to be made more demand-driven and responsive to the needs of the industry, whose participation in the entire skill-building process will have to be proactive than has been the case at present.

For the past two decades, the new jobs have been created in IT, telecom, retail and pharmaceutical industries. E-Commerce has been the other major employer in India as more and more Indians are getting comfortable going online. Currently the top five companies of the world (Apple, Alphabet, Microsoft, Amazon, Facebook) are tech companies. Their combined market value stands at \$3.5 trillion. The entire stock market in India stands at \$2.3 trillion. Elsewhere in the world, just two companies Tencent and Alibaba have a combined market cap of \$1 trillion.

Now days we do banking, pay our taxes, get training, and apply for basic services on the Internet. Put simply, digital skills are essential to live, work and participate in a rapidly growing digital economy. But according to an AICTE reported 60% of the 8 L engineers graduating from technical institutions across the country every year remain unemployed. So there will be a big opportunity to get a job in the information or digital fields. But that brings students to the next challenge – how to build employability. A number of government figures show that an enormous gap exists between skills and employability

Here are some points which can help in making employability in the digital environment. Awareness of digital trends: With technology, developing at an unbelievable rate,

professionals who are up-to-date on digital trends avoid being run over by rapid change. Learn Social media skills: Social media platforms are now an integral part of building a business. Navigating social media have become a required skill for everyone. A strong online presence and personal brand can help you grow your professional network and make you attractive to potential employers.

Understanding how data are ethically used and shared:

Understanding how materials available online can be used properly without stealing or committing plagiarism is an essential skill. This includes being well-versed about Open Educational Resources, copyright laws, and licensing systems or movements (for example, Creative Commons and other licensing systems).

Content creation:

This is the ability to create materials that are appropriate for the office or online use. This skill requires an understanding of how audiences receive and use information and the types of materials they consume. It includes being able to create PowerPoint presentations, flyers, reports, posters and others. It also means knowing how to package information in manageable chunks, making use of hyperlinks and multimedia, producing and editing infographics, video, and audio and being able to post them in the appropriate platforms, among others.

Curation and research skills:

This is the ability to find, assess and verify reliable, accurate and usable data. It is also weeding out fake, misleading or false information. It involves knowing how to navigate search engines efficiently, understanding online content and having critical thinking skills to evaluate information.

Fluency in choosing and using the right devices and software:

This is the ability to use the right software to create faster and better outcomes.

6.8 FUTURE PROSPECTS: EMPLOYMENT, SKILL AND TRENDS

Today, we are at the beginning of a Fourth Industrial Revolution. Developments in genetics, artificial intelligence, robotics, nanotechnology, 3D printing and biotechnology, to name just a few, are all building on and amplifying one another. This will lay the foundation for a revolution more comprehensive and all-encompassing than anything we have ever seen. Smart systems—homes, factories, farms, grids or cities will help tackle problems ranging from supply chain management to climate change. The rise of the sharing economy will allow people to monetize everything from their empty house to their car.

During the Industrial Revolution many challenges like- recession will also come but such types of up and downs comes in every movement. Every Recession has presented numerous challenges for every country, making it difficult for industries to survive and strive, but they have also ushered an era of opportunities for new-age industries to sprout and shape consumer behaviour for decades. The digital revolution will fundamentally change the way humanity works, and socialises, for years to come. The various digital tools and programming like YouTube, amazon and AI will be a catalyst to unprecedented changes in every industry. Every industry will be forced to reform and restructure in order to transform into the new realities that will emerge.

In the current era of global value chains, many companies are locating different job functions and categories in different geographic locations to take advantage of the specific strengths of particular local labour markets. The following three factors will lead the transformation of every industry:

(i) Agility: (Planning and Execution)- Agility will be about making quick changes by the organization leadership, and communicating the same decisively to the organization, partner ecosystems, and customers.

(ii) Digital Transformation: (Products and Services)- Digital technology will be help to exploring the canvass of opportunities presented by cloud, big data, analytics, AI (Artificial Intelligence), IoT (Internet of Things), and other emerging realities that are shaping a new wave of customer behaviour. The end goals of business continuity and profitability, stakeholder's value and customer satisfaction will drive this transformation.

(iii) Trend to Work from Remote: (People and Process)- Due to increasing the technology on every field, the "Work from Remote" Culture will play an important role, for Government and Organization and industry to save trillions of dollars. In many cases, it's priceless.

6.9 POINTS TO REMEMBER

- Publicity is undertaken for a wide range of purposes like promoting new products, increasing sales of existing product, etc.
- In today's media marketplace your brand needs digital media and social media exposure along with your public relations campaign.
- Digital publicity is the practice of delivering promotional content to users through various online and digital channels.
- The credibility level of publicity is much higher than advertising and other means of market promotion.
- The 4Ps of marketing are product, price, place and promotion.
- Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches on a certain keyword.

- As digitization continues across industries, companies across the world from start-ups to established corporates are seeking digital professionals with relevant experience.
- Employment and employability are two major challenges for in the world which can be addressed by upskilling and keen market orientation, planning and policy.

6.10 GLOSSARY

- **Analytics:** The discovery of how data is performing. In digital advertising, analyzing your information helps predict and improve your business.
 - **AI:** Artificial Intelligence
 - **CRM-** Customer Relationship Management
 - **CSS-** Cascading Style Sheets.
 - **HTML-** Hypertext Markup Language
 - **Google AdWords-** is an online advertising service developed by Google to help marketers reach their customers instantly.
 - **PPC:** Pay Per Click.
 - **ITeS-** Information Technology enabled Services.
 - **SEM Expert:** Search Engine Marketing
 - **SEO:** Search engine optimization
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6.11 CHECK YOUR PROGRESS

Descriptive type questions-

- What is employability and why is it important??
- “The current technological revolution need not become a race between humans and machines but rather an opportunity.” Justify this statement.
- What are the differences between Marketing and Publicity?
- What are the 4 Ps of marketing? Explain about the various promotional tools.
- Define briefly the role and publicity in the digital world.
- Explain how the digital technologies play the major role in unemployment?

Objective type questions-

[1] ‘Value-added services’ means

- | | |
|-------------------------------|--------------------------------|
| (a) Better value at a premium | (b) Costlier services |
| (c) Additional services | (d) Better value at a discount |

[2] Computers manipulate data in many ways, and this manipulation is called

- | | |
|---------------|----------------|
| (a) Upgrading | (b) Processing |
| (c) Batching | (d) Utilizing |

[3] Web marketing involves-

- | | |
|-------------------------|------------------------|
| (a) Selling web cameras | (b) Web advertisements |
| (c) E-mail chatting | (d) Browsing the web |

[4] Digital Marketing is similar to

- (a) Online marketing (b) Cold calling
(c) Web designing (d) Market forecast

[5] Modern styles of marketing are

- (a) Telemarketing (b) Web marketing
(c) E-mails (d) All of these

[6] Web marketing involves

- (a) Selling web cameras (b) Web advertisements
(c) E-mail chatting (d) Browsing the web

[7] Internet marketing means

- (a) Marketing to oneself (b) Marketing to the core group
(c) Marketing to the employees (d) None of these

Answer (Objective Type Questions)-

[1] c [2] a [3] b [4] a [5] d [6] b [7] d

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