**BUSINESS COMMUNICATION**

Table of Contents

[Article 1 3](#_Toc3914144)

[Article 2 3](#_Toc3914145)

[Article 3 3](#_Toc3914146)

[Article 4 4](#_Toc3914147)

[Article 5 4](#_Toc3914148)

[Article 6 5](#_Toc3914149)

[Article 7 5](#_Toc3914150)

[Article 8 5](#_Toc3914151)

[Article 9 6](#_Toc3914152)

[Article 10 6](#_Toc3914153)

# Article 1

Hildebrandt, T. T., Debois, S., Slaats, T., & Marquard, M. (2017). Managing Complexity in Process Digitalisation with Dynamic Condition Response Graphs. In *BIR Workshops*. Retrieved from: <https://pure.itu.dk/ws/files/83025285/paper16.pdf> [Retrieved on: 1 Jan 2019]

The digitalisation is one of the common issues in the business that mainly occur the business growth. Moreover, the digitalization is a process that mainly transfers the information in a digital part and also allows the values in producing. As per the analysis it also found that the digitisation process also maintains the business growth and improve the business process to a greater degree. The digitalization is basically affected the economic process and also decreases the profit margin as well. According to the journal the main impact of the digitalisation is that it mainly helps on the growth of the business and also identifies the process of digitalisation. Accordingly the main target of this article is employees. As per the analysis it mainly found that. Moreover, digitalization is an important part of the internet of the new ecosystem that mainly maintains every single element of the business ess. According to the business communication the the digitalisation also maintain the communication process so that the business can improve rapidly.

# Article 2

Warning, A., & Weber, E. (2018). *Digitalisation, hiring and personnel policy: Evidence from a representative business survey* (No. 10/2018). IAB-Discussion Paper. Retrieved from: <https://www.econstor.eu/bitstream/10419/182150/1/dp1018.pdf>[Retrieved on: 1 Jan 2019]

As per the analysis, it found that the digitalization is mainly helped to motivate the employees, increase the networking use and also associated with them in the change of the products. Moreover a new wave digitalization also provides the interlinking process of the virtual digital and the physical world as well. Similarly, the digitalization also decreases the market value and the profit margin as well. In order to use them, as a result, it also held in the permanent changes in the labor demand. Moreover, according to the business, the organization mainly follows two types of digitalization such as External digitalization and internal digitalisation. External digitalization is mainly referred to in the digital network process. Moreover, it also describes the network processor with the external stakeholders such as suppliers and the customers. According to the internal digitalization, it mainly refers the internal productivity. Moreover, it also identifies the internal stakeholders and also helps to develop and effective communication with them.

# Article 3

Zimmermann, V. (2016). SMEs and digitalisation: The current position, recent developments and challenges. *KfW research*. Retrieved from: <http://www.jb-partners.de/wp-content/uploads/2017/01/Fokus-Nr.-138-August-2016-Digitalisierung_EN.pdf> [Retrieved on: 1 Jan 2019]

According to this journal Zimmermann (2016) is mainly stated that, the current position of the digitalization, developments, and challenges. As per the analysis, it mainly found that the digitalization is mainly helped to develop business growth and also helps to increase the profit margin. Moreover, the current situation the digitalization is one of the common and popular topics that basically describe the process of the business organization. Moreover, the main challenges of the digitalization are that it mainly increases the issue of the agenda off EWCs. as per the analysis, it found that the work of the trade union also faces the allies because of digitalization. Moreover the digitalization also has a negative impact on the business and also provided the challenges. The main target of this article is that the customer and has the negative impact of the digitalization. Accordingly, the digitalization also helps to hire the employees and increase market growth in the market area. As per the analysis, it also found that the digitalization has various impacts on the business communication process.

# Article 4

Römer, B., Gemsjäger, B., Di Lembo, G., & Fröhner, W. (2017). How to shape digitalisation in the energy sector–a new approach for systematic business innovation. *CIRED-Open Access Proceedings Journal*, *2017*(1), 2767-2771. Retrieved from: <https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=8316115> [Retrieved on: 1 Jan 2019]

According to this journal Römer et al., (2017) is basically focus on the facts of use of digitalization in the communication business. Moreover, it also helps to develop effective communication within the employee and the customer as well. Accordingly, this journal also states the fact of the digitalization in the energy sector. Moreover, digitalization also helps in the business innovation of the organization. Accordingly, there are also has some negative impacts of the digitalization that mainly describe the challenges. The innovation of the new products can appears various threats that mainly decrease the customer. The main target of this article is the employees and customer relation. The main target is on the relation between the customer and the organization. of this article As per the analysis, it mainly found that the innovation of the organization can also have several issues such as influence the customer to buy the products. Accordingly, the digitalization also maintains the business design and the productivity that can also change into a threat and decrease the profit margin.

# Article 5

Autio, E. (2017). Digitalisation, ecosystems, entrepreneurship and policy. *Perspectives into Topical Issues Is Society and Ways to Support Political Decision Making. Government’s Analysis, Research and Assessment Activities Policy Brief*, *20*, 2017. Retrieved from: <https://www.researchgate.net/profile/Erkko_Autio/publication/321944724_Digitalisation_ecosystems_entrepreneurship_and_policy/links/5a3a5eb5aca2728e698a9498/Digitalisation-ecosystems-entrepreneurship-and-policy.pdf> [Retrieved on: 1 Jan 2019]

According to Autio (2017), digitalization is a digitizing technique that mainly allows digital techniques to improve the market value. Moreover, the digitalization has the various negative impacts that mainly provide the various effects such as, disassociation, disintermediation and the reinter mediation as well. Accordingly, the digitalization also affects the internal and the external interaction with employees and also effect on the profit margin. In addition, the digitization policy also affects the relationship with the internal stakeholders and the customers as well. Besides that, in order to use the digitalization the main impact of the business that it can affect the economic policy and also decrease the profit margin. In order to use the digitalization, it also affects the social policy that mainly affected the customer and also changes the system as well. As per the analysis, it also found that there are several negatives in order to use the digitalization of the business organization.

# Article 6

Nieminen, M. (2019). International Taxation and the Complex Case of Digitalisation. *LEADING CHANGE IN A COMPLEX WORLD*, 103. Retrieved from: <https://www.oapen.org/download?type=document&docid=1004153#page=105> [Retrieved on: 1 Jan 2019]

According to Autio (2017), the digitalization is basically allowed the social change also refers to the megatrend process that affects the economic process as well. Accordingly the digitalisation also makes complex integrated services of the business organisation and also affecting on the interaction societal challenges. Accordingly, the digitalization also affects the interface system between the company and the customer. Moreover, the digitalization also affects the communication process that occur various negative impacts. Accordingly, the digitalization also affects on business organization also change processes that can affect the profit margin. Moreover, the digitalization also effects on the business tax processes and increase the tax rate. As per the analysis, it mainly found that the business organization uses the digitalization to transform the business environment into the digitalization. Accordingly, the digitalization also effects on the process of technological innovation and also the manufacturing the process of digitization.

# Article 7

Lamb, K. (2018). Challenges of Digitalisation in the Aerospace and Aviation Sectors. Retrieved from: <https://www.repository.cam.ac.uk/bitstream/handle/1810/278896/CDBB_REP_002_Lamb.pdf?sequence=1> [Retrieved on: 1 Jan 2019]

Lamb (2018) is mainly provided the automation of the digitalization and also provides the challenges of the digitalization. As per the analysis, it mainly found that the digitization process mainly affected the business technology and the communication process of the organization. Moreover, the digitalization also affects the processes to develop an agile and the innovation of the organizational structures. In addition, the digitization process also affects the process technology and identifies the predictive analytics of the digital twin technological systems. In order to use the digitalization, the main challenges of the business organization are that it also affects the data availability and product quality. Moreover, it also affects the interoperability process that includes critical capabilities. As per the analysis, it also found that the digitalization can also affect the process of industry collaboration, as a result, it also affects the increasing the market value in the market area.

# Article 8

Böck, V., & Lange, M. (2018). Leadership in Digitalisation: Employees' Perception of Effective Leadership in Digitalisation. Retrieved from: [http://www.diva-portal.org/smash/get/diva2:1210230/FULLTEXT01.pdf](http://www.diva-portal.org/smash/get/diva2%3A1210230/FULLTEXT01.pdf) [Retrieved on: 1 Jan 2019]

According to the Böck & Lange (2018) that mainly provides the effect on the leadership process of the digitalisation. As per the analysis it mainly found that the business organisation mainly uses the digitalisation to increase the product value. in addition, the digitalization also has several negative impacts on the business organization that can affect the growth of the business organization. Moreover, the digitalization also affects style as it has a poor communication system. According to the poor communication system, it mainly occur the leadership style. In order to maintain a leadership style then the communication needs to be effective. The leadership mainly provides the motivation and help to encourage the employee. According to this journal the digitalization mainly refers to the digital transformation. As per the analysis, it also found that this journal is basically targeted the company's employees and the leaders to describe the challenges of the digitalization.

# Article 9

Larsson, A., & Viitaoja, Y. (2017). Building customer loyalty in digital banking: A study of bank staff’s perspectives on the challenges of digital CRM and loyalty. *International Journal of Bank Marketing*, *35*(6), 858-877. Retrieved from: <https://www.econstor.eu/bitstream/10419/148408/1/87503487X.pdf> [Retrieved on: 1 Jan 2019]

According to Larsson & Viitaoja (2017), they mainly provide the various challenges of the business organization. As per the analysis, it mainly analyses that the main aim of the business organization is to investigate the factors of the digitalization and also the impacts of the digitalization. Moreover, the digitalization also affects on the customer needs and satisfaction. As per the analysis, it also found that the digitalization also affects customer satisfaction that can be based on the business communication system. Moreover the digitalisation also effects on the customer's proficiency and the experiences as well. According to this journal the author mainly target the negative impacts of the digitalization and the main target is the relationship of the customer. In addition, the digitalization also affects the profit margin and also has various negative impacts on the process of business communication. It also affects the market area and decreases the profit margin as well.

# Article 10

Hüther, M. (2016). *Digitalisation: An engine for structural change-A challenge for economic policy* (No. 15/2016E). IW Policy Paper. Retrieved from: <http://modir3-3.ir/article-english/isi322.pdf> [Retrieved on: 1 Jan 2019]

According to the Hüther (2016), the article mainly refers to the basic challenges of the digitalization. As per the analysis, it mainly found that the digitalization also has a negative impact on the communication process and also has various disadvantages. Moreover, the digitalization also has a negative impact on the organization structural change that can decrease the market value. As per the analysis the digitalization also affects on communication process and also has a negative impact on the employment process. As per the analysis it also found that the business organisation needs to maintain the employment process in order to increase the market value. In addition, the digitalisation also has a negative impact on the work culture and spread the negative environments. As per the analysis it also found that, the business organisation follows the digitalisation to transfer the business environment.

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