

Digital Technologies and Digital Leadership

Obstacles and opportunities

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THE APRA

Readers Insight

Publisher of open access books and journals



Learning Outcomes

Understanding

DT Landscape

Digital Technologies Landscape
Past
Present
Future



What is digital Technology
Types of digital technologies
Uses of Digital Technologies
Digital Transformation



Becoming a Leader

Obstacles and opportunities to
become a digital leader
What shall we focus to start
How to implement

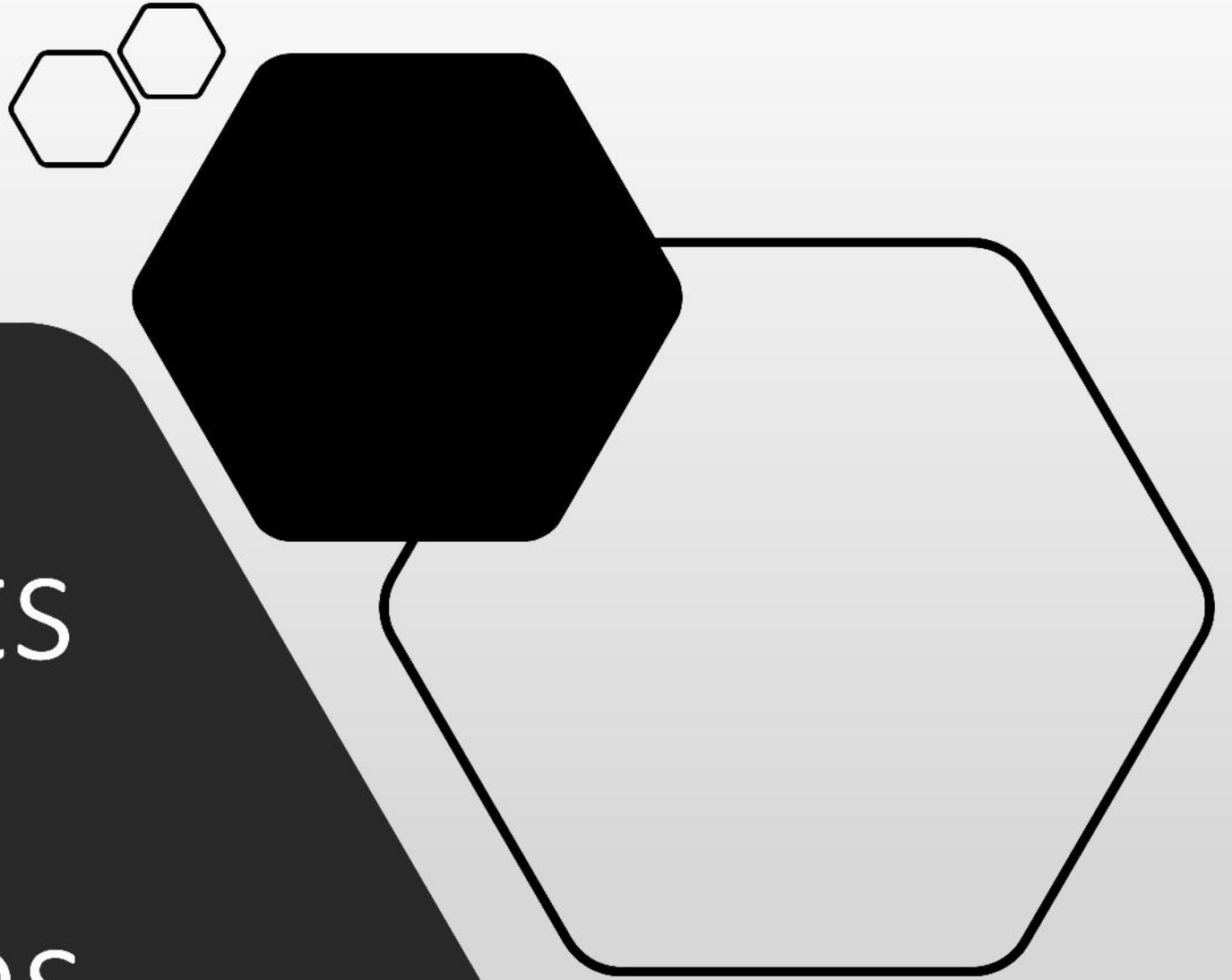


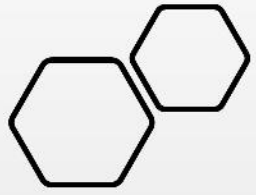


Understanding digital Technologies

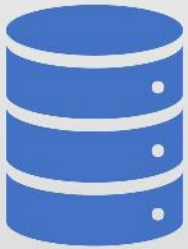
- **Digital technologies** are electronic tools, systems, devices and resources that generate, store or process data.

Components of Digital Technologies





Components of Digital Technologies



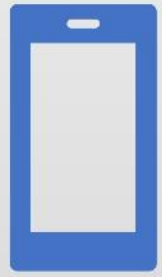
Data



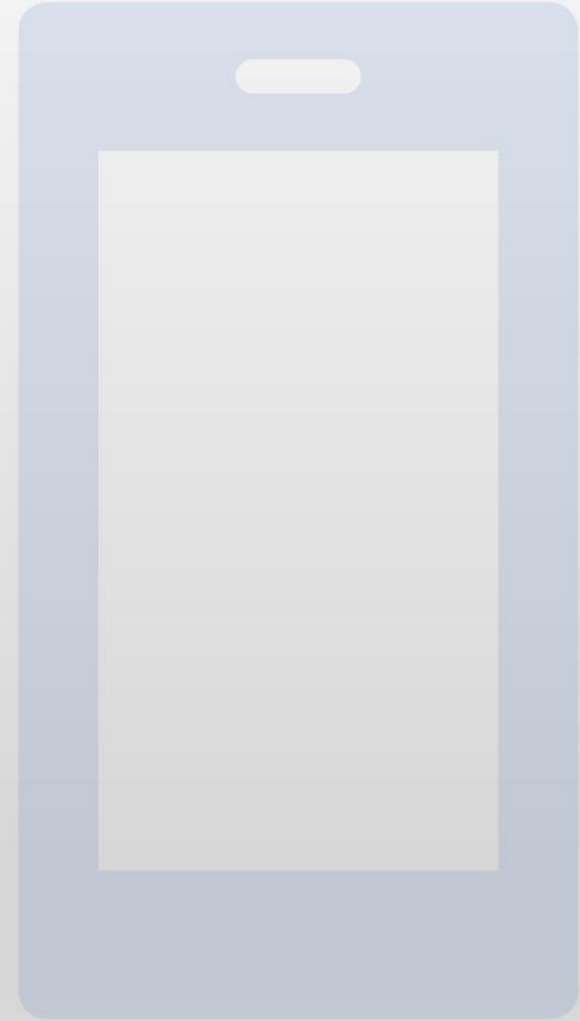
Technology

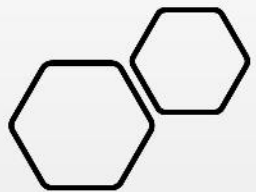


People



Uses of Digital Technologies





Uses of Digital Technologies



HEALTHCARE
SERVICES



EDUCATION



BUSINESS AND
ECONOMY



SOCIETY AND
CIVILIZATION



AND MANY
MORE

Some Examples

Websites

Buying and
Selling Online

Smartphones

Digital
Televisions

Video
Streaming

eBooks

Digital Music

Geolocation

Blogs

Social Media

Computers

Printers

Self-Scan
Machines

ATM's

Digital
Cameras

Cars and
Other Vehicles

Clocks

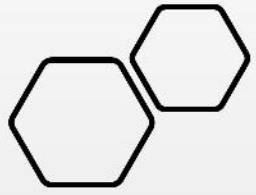
Robotics

Drones and
Guided
Missiles

Banking and
Finances

Systematic Review of Research

Past Research on Digital Technologies



Past Research on Digital Technologies

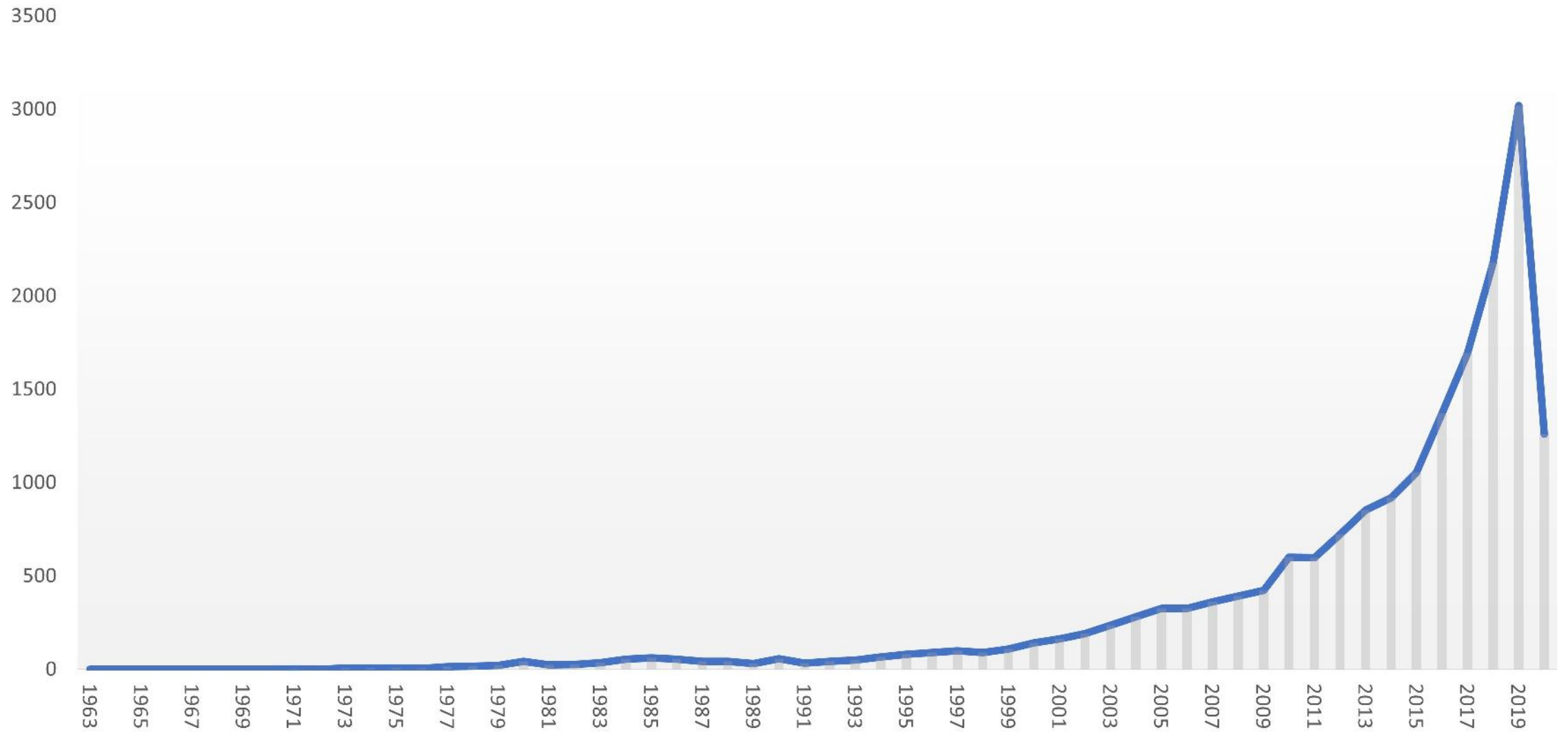


Year 1963 to 2020



18,354 Documents

Year Wise Publications



Top 10 countries in Digital Technology (Publication data)

Top 10 countries in Digital Technology (Publication data)

United States

United Kingdom

Australia

China

Russian Federation

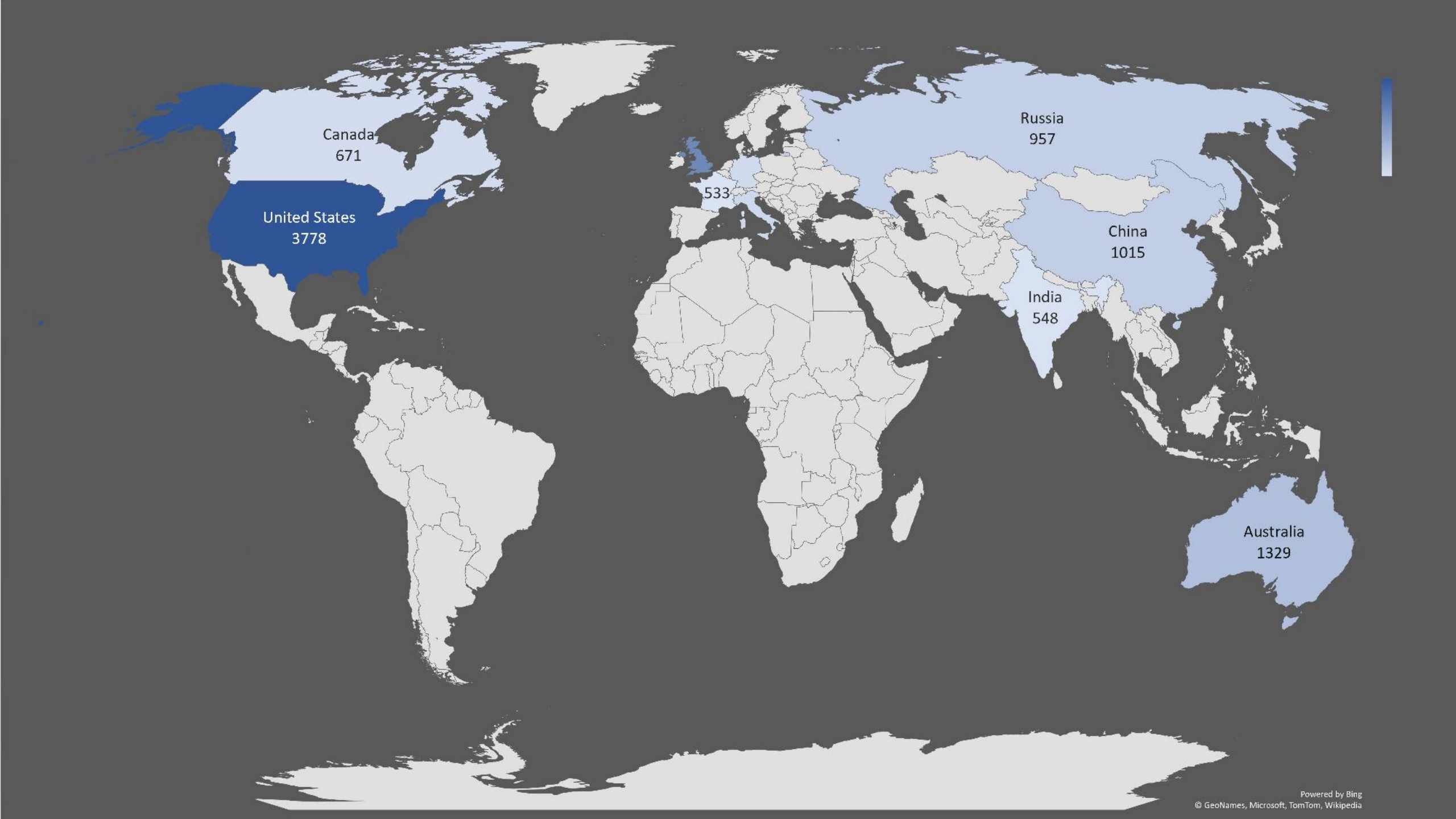
Italy

Germany

Canada

India

France

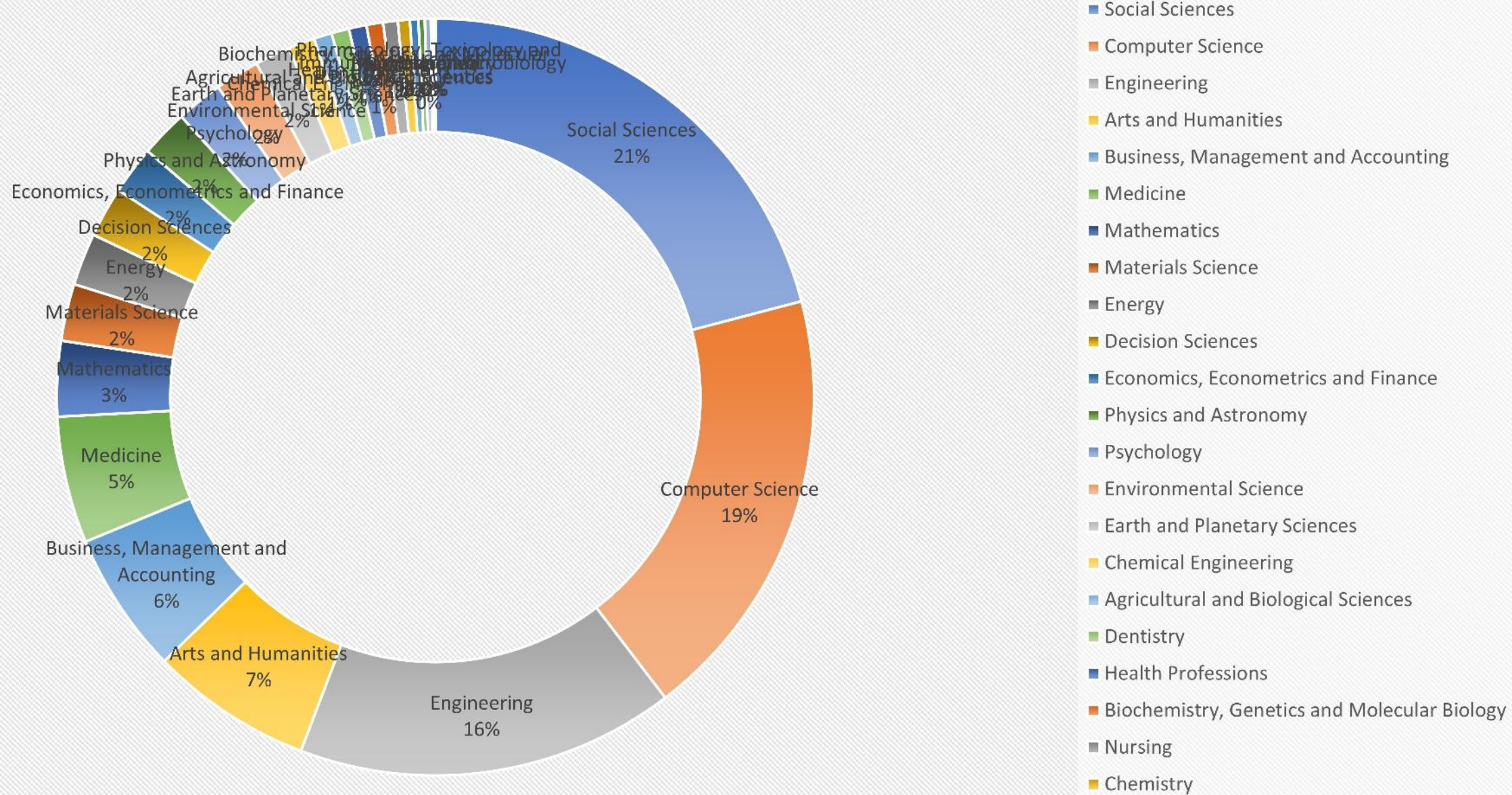




Fields of Research



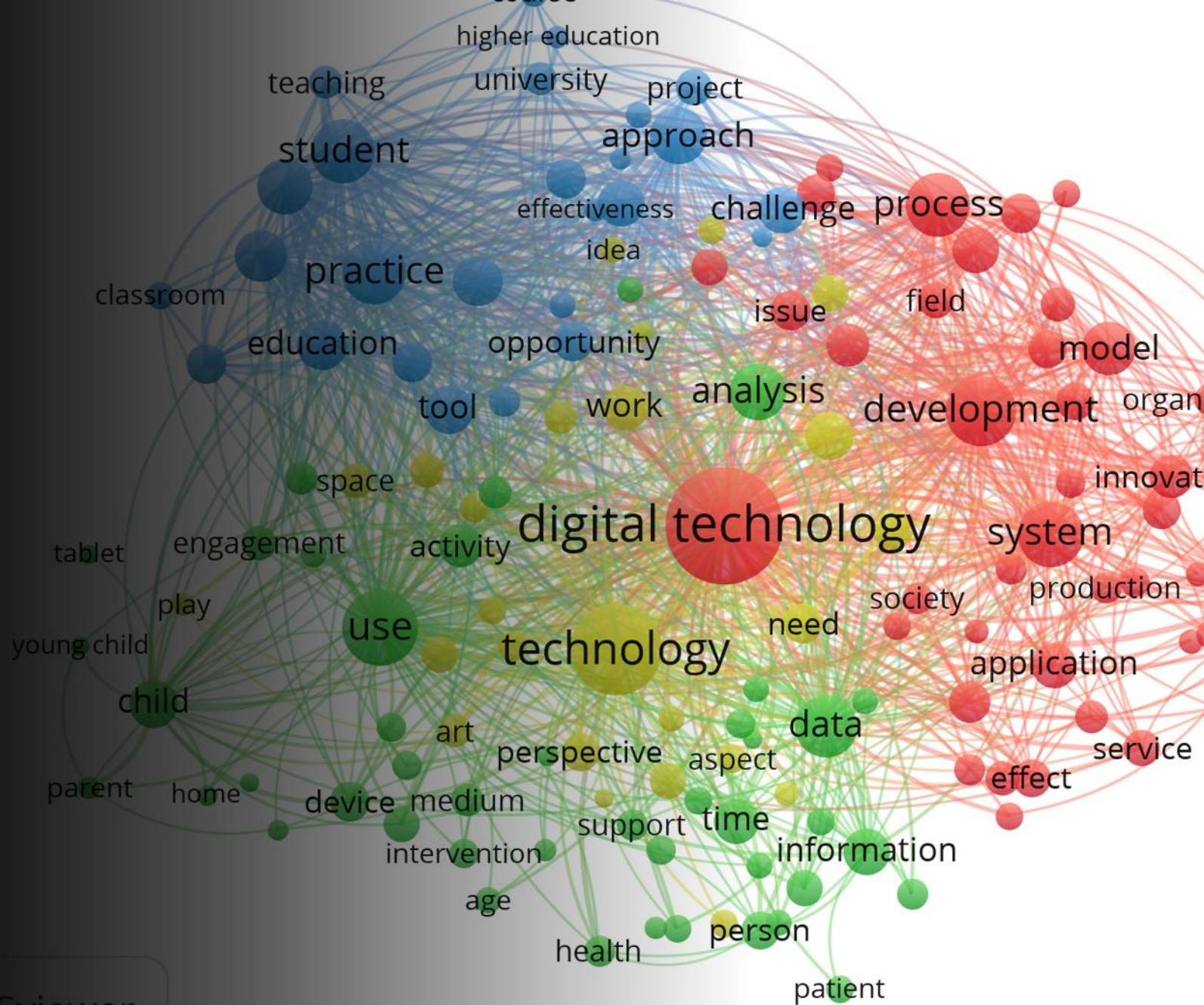
Documents



Digital Technology Research Clusters



Education



VOSviewer

Business & Economy



VOSviewer

Health care



Engineering and Computing



Power of Digital Technologies



50 per cent of the developing world's population in only two decades



almost half of the entire global population connected



24 million new jobs globally



800 million people could lose their jobs to automation

Future Landscape

- **Digital** Platform that will become the new business model and accelerate the reach of new markets. Artificial intelligence will make a big influence on current **technologies**. ... AI in mobile is the emerging trend in **future** and it holds immense potential.

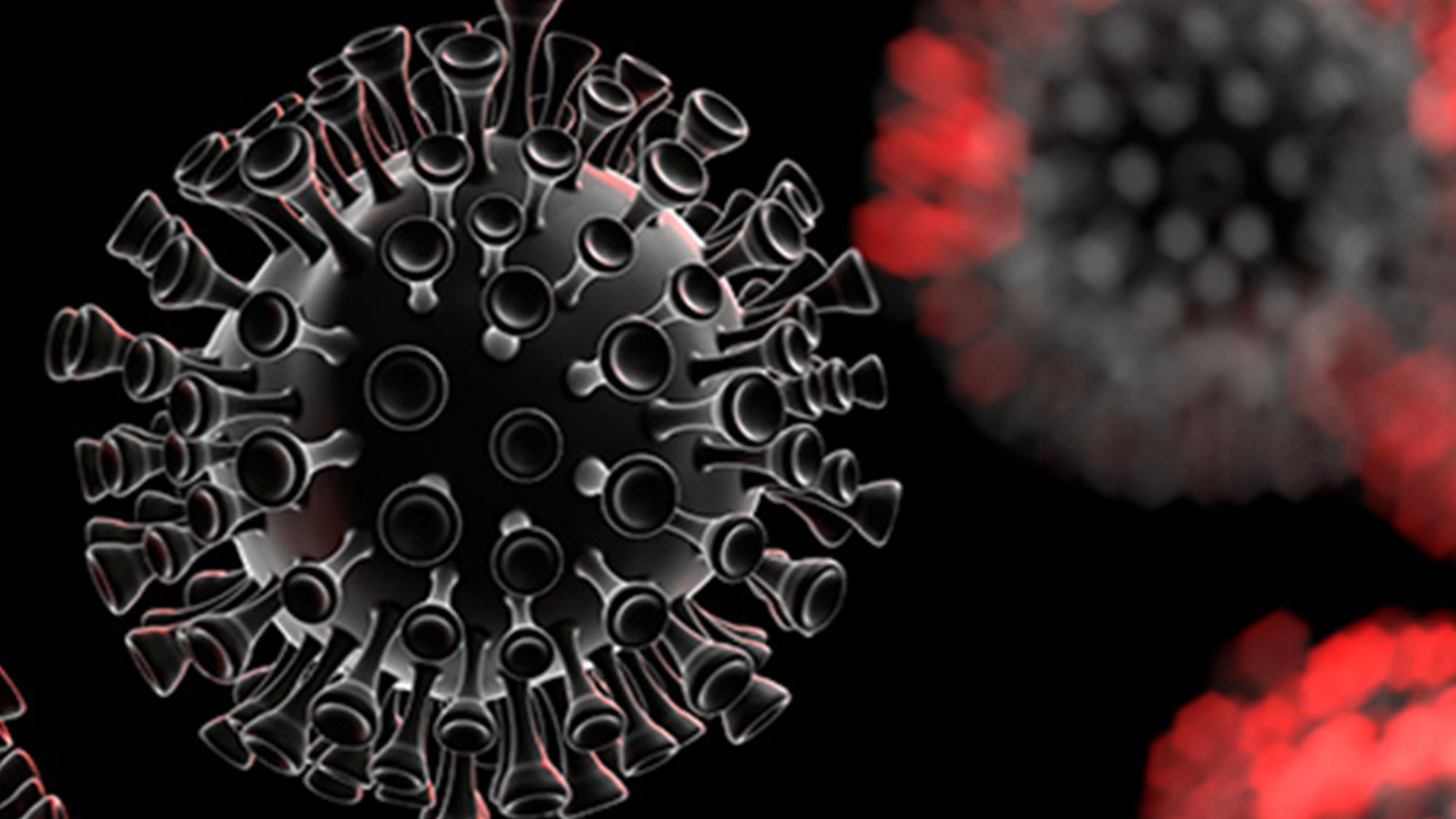


Current Situation





Most Famous Picture of the Year



Current Situation



We are experiencing digital transformation



Business has been reshaped



Education has been reformed



Healthcare services transformed



Societies have adopted new Normal

Is our future Digital?

The Future is NOW

Unlocking New opportunities



New Business Opportunities



New learning Opportunities



World is more open to all



Beyond boundaries



How to exploit
opportunities?





How to become a
Successful in Digital
world?

Skills set



LOW TECHNICAL



MEDIUM TECHNICAL



HIGH TECHNICAL

5 Essential Skills for Digital leadership

5 Skills



Digital strategy

Enable yourself for digital planning. The future business required learning and implementation of new skills, Plan for it. Plan for resources and understand your constraints

Digital Marketing

The most important skill for future Jobs and business. Master it.

Content Development

Enable yourself to develop new contents. It can be easy videos, infographics or anything that help you to establish your branding

Personal Branding

Future products would be sold more on personal branding. People love to see the person behind the product. Focus on your personal branding

Website and apps development

Learn easy website development and link all your efforts with your website or mobile apps. They are very easy to learn and implement

Strategy to become a Digital leader

Digital Technologies



Develop a digital strategy

Make your presence prominent in digital word.
Design a comprehensive plan and required resources



Content Planning and Preparation

Prepare your promotional content that promote your product / teaching etc. The content quality is very important aspect of your branding



Start Digital Marketing

Use digital platforms to get your customers / students / clients. Promote your personal branding. Use analytics to monitor your progress



Website and application

Link data with your website and apps to generate leads.

For More Information

- Facebook page
- <https://www.facebook.com/pg/infoconnectingasia>
- YouTube Channel
 - Connecting ASIA TV
 - <https://www.youtube.com/channel/UCpE44cWit07e0IDjSFxTogQ>
 - Dr. IQ
 - <https://www.youtube.com/channel/UCczyC4u0xgMLn4JAfDHf00Q>