

Exploring the Impact of Digital Technologies on Employee Productivity

Mr. Sivanesh M¹, Mr. Saran M², Mr. Sarithan Kanth M³, Ms. B. Nandhini⁴

III BBA International Business, Department of Business Administration¹⁻³

(Computer Application and International Business)

Assistant Professor, Department of Business Administration (Computer Application and International Business)⁴

Nehru Arts and Science College, Coimbatore

Abstract: *Digital transformation has become a critical driver of productivity in modern organizations. This study investigates the impact of digital technologies such as artificial intelligence, cloud computing, automation, and collaboration tools on employee performance. Using a mixed-methods approach, quantitative data was collected from 200 employees and qualitative insights from 20 stakeholders. The study analyzes technological infrastructure, digital skills, training programs, and employee engagement in relation to performance outcomes. Findings reveal that digital tools enhance efficiency, collaboration, and work output, while challenges like cybersecurity and digital fatigue persist. Recommendations for organizations include continuous training, infrastructure improvement, and targeted digital strategies to maximize employee productivity.*

Keywords: Digital Transformation, Employee Productivity, Technological Infrastructure, Workplace Automation, Employee Engagement, Organizational Performance

