

## A Comprehensive Study on Future Business

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**Abstract:** The effect of technology on industry today cannot be ignored, not to mention the pace by which it is growing. Technological developments, such as artificial intelligence and cloud computing, rapidly form an ever-changing roadmap to future market strategy, and how you are doing the business regardless of whether you are a global corporation or a start-up. If we look in future 10 or 100 years from today, technological development will change the future business scene as it is today. The objective of the paper is to look after the major future changes in the business. This paper also consists of various concepts that will be in future like Talent Management and Human versus Machine. For the collection of Primary Data there were 163 respondents of the survey who were MBA students in the year 2020 from different parts of the country. They were asked to respond to a set of questions which will be discussed later in this paper.

**Keywords:** Future Business, Technological Advancements, Digitalization, Artificial Intelligence, Futuristic jobs

**Introduction** -The business world is changing, now there is growth in AI and Machine Learning. The corporate world is clearly shifting from chat-bots (which haven't performed too well) to impersonal messages from LinkedIn. The robotics industry is rapidly being used and is leading the competition to change. Several technologies are being developed and implemented in rising contexts, such as virtual reality and augmented reality. Business firms are now starting to learn about how emerging technologies should be used. As things are inter-related to each other so technology will also change other related things as it changes for example- Self-driving vehicles are still being studied, but they give a chance to transform our roads — and our culture radically. Changes are taking new shape and new developments are coming. Automation is also at focal

point with rapidly developing artificial intelligence (AI) and robotic technology. Without substantial human interference, nowadays robotics can execute several functions. Automated infrastructure not only executes iterative functions, but also greatly improves workplace efficiency. Indeed, almost half of the global population will be replaced by virtual computers. Automations to drive efficiency, health, competitiveness, and consistency are implemented by different industries from agriculture to banking. Machines can do more human jobs, supplement the jobs humans do and perform other activities that go beyond what humans can do. It will lead to the demise of some jobs, some to an increasing development and many more. Although we assume that enough work is going to be completed (without drastic scenarios), economies continue to cope with big changes to workplace and dislocation of workers. Workers must learn new abilities to adapt themselves in the workforce to their increasingly powerful computers. They may need shift towards demanding jobs in future.

**Literature Review:** Over the last two decades, the research of the future and their application over multinational industries has evolved dramatically. Nevertheless, little is written on how such experiments are carried out or used. Many of the companies are experts at all stages and in all functions, they depend on experts to create and sustain business. These experts devote much of their time and intellectual effort for staying top of their subject, in order to remain experts. Some of the key reasons why we research the future is to extend mental horizons and to get people to learn about causes other than usual professional issues which will overlap in 5 to 50 years on their desires, pose a possibility or a major danger or require a shift for certain reasons. It is recognized that all sorts of organizations, not just corporations, struggle. The founder and even whole organizations can go missing

with projects, plans and services in case of any mishappening in future. The decision makers of the business are unsure about the business changes and they make unsound assumptions, this is also the central point of failure. The biggest incentive to discuss the future is also to make people understand their own assumptions which they make.

**Research Methodology:** We conducted both Primary and Secondary research to give the best insight of how the future business will look like. Help of various Newspapers, company blogs, official sites and articles of leading consulting firms has been taken into consideration for conducting the secondary research. Primary research was carried out to know the assumption of the students for the future business. It was done by conducting a survey of 10 questions through Google Forms. To achieve the mentioned objective, we had the following research design. The sample size includes 163 respondents which were MBA (Post- Graduate) students.

**Primary Research** –Sample Size of 163

**Secondary Research** –Blogs, Official Sites, Newspapers, Journals and Articles published by consulting firms.

## Secondary Research:

### Talent Management in Future

In future, talent management must address three key challenges ahead. These are adapting to the changing workplace, understanding the distinctions of the future employees, and moving the procedure from talent management to people management.

**The work environment is quickly evolving** -The work environment is experiencing a tremendous change, driven by the expansion in innovation. Associations aren't dependent on permanent staff to a similar degree, as work can be shrunk by an individual operating on the opposite side of the planet.

This would allow organizations to have a small internal workforce, compete with virtual networks of freelancers and other suppliers. The additional chances

could also result in a smoother workforce. A talented person may not just work with one organization but work in several companies according to his or her talents. The fluidity increases the networking cycle, as people interact more closely with different people.

**The future worker will be extraordinary** - Career Development is at the focal point of their preparations, as the new worker is assuming the duty of their occupation. This implies they are cautious about the application of their jobs they need, and they expect more personal learning from the employment procedure. The future employee isn't exclusively searching for monetary benefit and a rose paved road to raise in salary. Occupation adaptability is high on the plan for the millennials.

**Moving from Talent to People Management** - Associations must guarantee the emphasis on improving the work culture through better commitment and strengthening. Leadership qualities must be given importance within the association which allows employees to rise in the association.

**Lucid work details** - As employees are getting progressively mindful of what they are searching for from the employer, lucidity in work is progressively significant. Both employee and the associations are keen on finding the correct match and thorough work specifications will make this matchmaking a lot simpler. These jobs can ensure better occupation fulfilment and improve profitability. By specifying the jobs, you don't just improve the profitability and coordinated effort inside a group, but also guarantee you draw in the correct talent to those jobs.

**Strategic employments of commitment and acknowledgement**

To pull in and hold future talent, the management must concentrate on finding the correct plans for attracting and gifting employees. A shift to a more individualized compensation structure from a generic staff benefits package is unavoidable. While competitive salaries will probably be an important part of the decision-making process, certain other aspects may be more important when choosing an employer.

**Tailored preparing and improvement methodologies** The future of talent management will depend on a custom-fitted training and development procedures. Career advancement is a high priority of the student agenda, and employers with retention of employees appear to have training and development opportunities. There were no opportunities for training and development as complained by the students. In addition, employers focusing on tailored training programs are very less. The number needs to grow in the future.

## Human vs Machine in Future

### Man versus Machine or Man + Machine

In co-pilot mode, automation is placed with AI for such tasks as in the case of driverless cars and enables human beings to take on the burden in a tough situation. The growth of a more collaborative workforce will be seen in future. Where does this leave our Indian IT skills with algorithms and computational ability developing quickly? Analytics has proved to be a saving tool and Indian IT companies will help customers access the knowledge from automated processes globally with India's expertise. Data scientists, hardware engineers and system architects are in high demand to handle petabytes of the data generated and to control the data pipelines as they shift into an automation-driven economy. Further data is created from customers, systems, transactions and sensors and the machine learning program needs qualified talent. Over the years, automation technologists will grow, with a deep knowledge of cognitive computing and social robotics. Even, with AI doing the whole thing there will be a job demanded such as data scientists, data analysts, automation experts and even robot supervisors who detect system gaps.

### Myth: ROBOTS ARE MORE INTELLIGENT THAN HUMANS

**REALITY-** While we believe that robots are equipped with superior intelligence, artificial intelligence and machine learning. But still they fail and react to unknown issues. As things stand it doesn't beat human brain variables.

### Myth: THE ROBOTS WILL DOWNGRADE SALARIES

**REALITY** - Whilst robots decrease work hours for workers with fewer expertise, they are not the same for the total work hours. Let me explain that robot technology can cut wages for less skilled workers but can at the same time free them to create more skilled jobs. To combat this, companies must invest in workers' training systems that can be replaced by automation.

### Myth: ONCE UP AND RUNNING, ROBOTS DON'T TAKE A BREAK

**REALITY:** Robots require regular maintenance, as any other hardware or machine. Automatic machines require some downtimes for oiling moving parts or changing internal fluids. Similarly, robots require a supervisory authority to ensure the proper functioning, which needs administration by the human labor force. Artificial intelligence can perform nearly all the tasks, which does not mean that it has the attributes and habits of action of human nature. No machine will manage to substitute skills, critical thinking, decision-making and, above all, human creativity whatever the future in robotic companies may be.

### Myth: ROBOTS WILL REPLACE HUMANS AS A WORKFORCE

**REALITY:** Robotics should not only be regarded as a way of enhancing operational performance but also of improving employees' quality of life. While human factors that are part and parcel of work influence work automation, it is also true that robots are ideally suited for highly repetitive and even mechanical tasks. Automation leads to a lower risk of incidents, greater control and flexibility, and lower cost for enterprises, besides improved productivity and speed.

### Myth: ALLWORKPLACES ARE SUSCEPTIBLE TO AUTOMATE

**REALITY** - Automation cannot be for all jobs. However, automation is more likely to look after the physical activities that are predictable. For example, the 78% risk of automation is for late technicians, assembled line welders, cooks or packers, who are all in the physical category of routine tasks. Only 25 percent of jobs will be affected in construction, reforestation or open-air animals.

## Degree of Training in Future

**A broadening education and credentialing environment** -Many of the experts expect a further change in the education market – especially online learning platforms – to address the widespread needs. Some expect that employers should step up their own training and retraining activities. Many anticipate that job holders themselves will make significant self-teaching efforts as they take advantage of the multiplication of online opportunities.

**Emphasis on developing special human abilities that are unable to emulate artificial intelligence ( AI) and computers** -Several of these experts have spoken in their responses about the human potential they believe that machines and technology cannot replicate, noting that they will have the capabilities to work effectively with AI, which is built and nurtured through education and training programmes. These interviewees suggest that future workers will learn to develop and exploit creativity, collaboration, abstract and system thinking, complex communication, and the ability to thrive in a variety of settings.

**The world of teaching is changing with a combination of creativity in all formats**-Organization expect innovation to prioritize the creation of human abilities that computers cannot match and to promote human partners in technology. They expect innovation. Some sections of the ecosystem should concentrate on providing staff with real-time learning, mostly in self-taught formats. More applications for learning should move online. Some of them are self-management, and some will be according to employers' requirements; some are hybrid online/real courses. Employees will be constantly trained. Most experts are confident that rapid technological growth and a growing understanding of the potential impacts of the AI / robotic revolution would stimulate public, private and government initiatives required to change training and education systems to make life-long learning more versatile, accessible, adaptable, scalable, certifiable and useful. Intangible qualities and characteristics like emotional intelligence, curiosity, imagination, adaptability, flexibility and critical thinking are highly valued to teach them thoroughly.

**Emotional Awareness**-It is assumed that the average human emotional intelligence will rise over the next ten years. That means that people are more aware of themselves and can assess their own limitations and strengths. Management must be able to interact with empathy at this stage and help workers develop their deficiencies through training and experience.

## Jobs In Future

**Librarian** - Libraries are not as common as books were once, since books are out of fashion. This means that if you want to become a librarian you will have a hard time finding your job. Many colleges and schools have already moved their libraries out of the shelves to the Internet.

**Agencies for Travel**- Sites like Expedia and Travelocity have made it so easy to book a flight, as to post a few tweets. However, in past we had to go to a travel agency for arrangements to visit Disneyland and negotiate with a person behind a desk. Such aged professionals are regarded as tour operators and most of them have sadly been forced to discontinue their careers.

**Processor of Word**- Once typing was a common task and workable. Word processing systems have made it impossible to employ the typists. These workers are likely to be down over the next 20 years in a downward spiral.

**PaperBoy/PaperGirl**-Despite more news junkies online every day, real newspapers fall out of favor. This is good news for trees, but bad news for those children who once got extra cash to door journals.

**Textile workers**- The increase in population growth, middle class customers and globalization, and other incentives for firms in all sizes to expand their production and generate new employment are likely to contribute to an increase at global demand for textiles. Automation, automation and digitalization, on the other hand, are expected to cause large job losses in the supply chain, from cotton to retail.

**Referees**-The sports industry is changing technology already. Since 2006, tennis games have been using artificial intelligence to help decide whether a ball is in

or out. Although tennis is still being supervised by human referees, this technology is a second referee for the game as it can determine the fate of a particular game. That does not mean the human referees will quit early they are still important in supervising the (very human) players of the game

## Managers

**Tech Management Skills**-When technology evolves, managers need to constantly update their IT Skills to tackle evolving problems. While they will not only hold technical positions, their non-technical careers must know how to work with AI technology to help their workers learn these positions. Managers must be a constant, stable factor in an increasingly changing country as they embrace new technologies and are trained in the changing dynamics of their workplaces.

**Transparency**-The digital world should have simpler, more interactive communication methods. As a result, administrators would need more accountability and contact. Managers are today constantly concerned with the privacy and confidentiality of their client. However, in a world that is likely to experience digital leaks, managers need to contribute for the strategy of making transparency that enables workers to know more about salaries and work practices.

## Skills vs Knowledge in Future

I would say skill. In times of Mr. Google it is relatively easy to get any answer (knowledge) if you know what to ask for. But to turn ideas into real stuff it requires 99% execution (skill). For Example - In a startup that builds lessons around a topic let's say health education, you could easily replace the "medical content maker" and do it yourself (knowledge), but if you haven't learnt how to program (skill), a programmer is far more difficult to replace. Things are googled fast, but skill is honed over years.

**The Age of Information**- Things change quickly, in our digital age you can now use a click to search almost everything. There are YouTube tutorials that will make our learning easy and cost-effective for almost all applications such as Teachable.com and Udacity.com.

We now know the scope of human history that has never seen before that we need at our disposal. In the future, skill growth and shortages will be necessary to manage and make sure employers and employees can respond to emerging technology, new materials and growing demand to manufacture goods in an environmentally friendly manner. The lack of skilled and trained workers capable of working with robotic technology and digital technology could disproportionately slow down the automation rate in the industries. In order to attract investment and raise income, employers will need more workers to have the necessary skills required to operate emerging technology for efficient and sustainable production. Skills need to be enhanced. The more professional you are, the more knowledgeable you are. Not through theoretical debate, but so many times through attempts and mistakes that you are able to do it better than any theorist can. Skill is information of experts which cannot be conveyed, since it is too difficult. It is possible to convey theoretical information.

## Skills for Future Jobs

**Approach** - Firstly, the problem-solving skills, critical research and creativity all of which cannot be outsourced to robots or to artificial intelligence. Capture these skills through the information gathering in your environment, the review and handling of problems and a view of other areas to new solutions.

**Social-emotional**-The next category is the way you interact with emotions towards individuals including teamwork, communication and emotional intelligence. Complex challenges would involve teams if basic technology problems are solved. You will develop your interpersonal skills in order to be able to work efficiently with others by engaging in cross-functional teams, searching for tasks, investing in relationships and using your communication skills.

**Outcomes**-The third set of competences involves outcomes that depend on the consistency of the decisions taken. Judgement or decision-making, cognitive flexibility or the ability to manage multiple concepts jointly, are important. To improve these skills, you must take decisions and take the risk of failure

while reading, learning and processing knowledge and viewpoints from a variety of sources.

**Closures** -Businesses will continuously require people who can close sales, service and company transactions. The skills needed will be the emphasis on service or support people and negotiation or the art of agreement. Whether the employee is in sales or not, these skills will still improve his career and help to sharpen his sight through team discussions, presentations and customer / vendor experiences.

## Social Media in Future

Mobile and social media boundaries have been blurred and have generated widespread convergence between online and offline retailing. This will make social media a forum for not only online growth, but from brand building and customer engagement to supply chain activities. The internet and retail businesses are now combining with the rising number of social advertising functions. Looking forward, brand behavior can expand and deepen in new social spaces, like a 3D shopping world in which social users can stay. Data users create much more demand for marketers with AI-optimized experiences. Yet customer perception of this exchange of interest would be stronger. By 2028, there will be a growing demand and willingness for users to monetize their own data and power through the sale, exchange and sharing of knowledge that they share with brands and social media. Data will become more strategic, and stricter oversight (whether enforced by government or industry) may decrease the amount of Data Leaks. Influencers in all sectors build communities through social media storytelling. This encourages advertisers to partner with influencers to increase their presence and connect. Influencers are highly knowledgeable in the production of content and thoroughly recognize channels and promote the release by marketers so that influencers can create content for all the purposes of the marketers. Furthermore, influencers are known for creating unboxing YouTube videos where they reveal the latest product, fashion and beauty hobbies where influencers attempt or check new items in long-form vlogs, post lifestyle images on their Instagram grid to

showcase the product and share their exclusive immersion experience with Instagram or Snapchat stories. Our everyday consuming and purchasing choices are guided by quality. To be effective, advertisers need to consider the environment and patterns in social media.

**One-to-one communication** - Be it speaking with an investment manager or getting a company agent to talk you along on the cellular phone, there are plenty of incentives between businesses and customers for one to one video. For example, young people write less in messaging apps and use more images and audio snippets. More than 100 million people are calling WhatsApp to connect with their family and friends. The video Message and virtual reality app Snow was used by over 200 million users. Marketers must adapt to these new increasingly individual video uses. In other words, social video will become a shared interaction that creates a consumer network instead of content and product preview in broadcasting forms. Advertisers should adjust to these new exceptionally close to home employments of video. At the end of the day, the social video should get social—an encounter that manufactures a client network as opposed to communicating style substance and item secrets. Citizens in the most isolated regions will carry local problems to the community and collaborate with global partners to resolve concerns through social media. As anti-corruption instruments and "literacy" remain common among citizens, businesses will be more vigilant. In countries as diverse as Brazil, India, China, Russia, Turkey, Malaysia, and Indonesia, we already now see individual and social dominance contributing to increasing public outrage on corruption.

## Newspapers in Future

The circulation of newsprints is decreasing, exhibiting and advertisement income has been dwindling and in recent years the industry has seen an unparalleled surge of redundancies. The dead newspapers employees claim that the Internet is just a safer way to get news. The web is online, so newspapers will incorporate audio, video and the invaluable tools of

their massive archive to their reporting. The paper back newspapers should be replaced through e-newspapers as it would save paper and as well as save trees. Thus, our environment will be cleaned. Although there is a huge loss to humanity since the Amazon rain forest are burning since past 3 weeks and cutting down the trees for paper is a big loss to environment. Therefore, it would be suggested to all newspaper companies to fully transform to e-newspapers. Since it has larger advantages also.

- You can always target your audience since it is in the digital form.
- You can do digital marketing.
- You can always track your sales and do much more.
- It is handy you can get it anywhere with just a press of a button.
- Even though you don't save a dollar, it's much of the time free of costs.
- You don't have to wait until the morning, the same day reporting, to find out what happened on the eve.

The most important point is they are environmentally friendly. They conserve wood and thus the forest, but they take jobs from the printing industry.

## Future of Cyber Criminals

Hackers tend to attack businesses storing vast amounts of personal data and delivering software / hardware / services in the banking, health and retail industries. This involves private health insurance and confidential payment records. This includes information on patient data. Private archives of wellbeing can be worth a lot. Data from the credit card may be exchanged for payment on the black market or for theft. These are the two most hacked groups now, and hackers will only exploit them in the future more and more. Yet expect policymakers and regulators to step up and try to mitigate risks in response. Hackers will remain more advanced, using new methods and tools to access private information. Around the same time, technology advances and gives hackers an ever-wider threat area and a higher vulnerability. In their attempts to penetrate unsuspecting organizations, even unsophisticated hackers simplify their tactics. Hackers

will also benefit from the reliance of the company on their supply chains on common third-party devices, manufacturers and companies to accomplish as many goals as possible. Hackers will also take advantage. Organizations would continue to use creative security strategies to protect themselves from these cyber threats. Global standards of education of emerging markets will continue and many technically qualified people will be forced to switch their talents to a class of Black Hat unless emerging market economies grow to sustain the technical talent pool. Increasingly, the developing countries and other parties would see cyber warfare as an incentive to play the global role that conventional warfare couldn't afford before.

**Assaults through IoT**-The internet of information is a gift for humanity, but today the offenders are exceptionally blessed. Many of us use various kinds of intelligent apps. With IoT we now have the possibility to attach all our computers. The uncertainty is high. You can now use your mobile phone alone to handle and operate all your apps. You are continually linked to invention. This takes you away from cybersecurity. Criminals can hack one of your mobiles and computers and gain access to all your personal and technical records. The two-factor authentication process is currently ongoing. This is another means of accessing your phone by sending instant messages for clarification to your computer. Some people have weak passwords because they do not know their login credentials and when they sign into the device or program, it is risky for them. It turns out that programmers can hack your data absurdly quickly. The less vulnerable, the more likely to hack. There is an option to save the program's hidden key. And once it's over, it won't be hard for the fraudsters to get into the system.

## Entertainment in Future

The aim of entertainment is to touch all human senses. Keeping the experience as genuine and as powerful as possible. But let's see how technology evolves and where innovations have started. Entertainment is, after all, also the part of human spending and special expenditures are projected to rise by 2030.

**Entertainment touches all the senses**- We do not show details anymore using our voice alone, we view the

subject with images or videos. Humanity has arrived at an incredibly large amount of knowledge. Therefore, we construct images in order to absorb all the details. Visualized knowledge is a means for our mind to recall and interpret the details given by receiving news and numbers. This makes it easy to ingest infographics, the quality of maps (3D Maps), keywords and descriptive details. Whether it is news or lesson in school, the universe will become more contemplated in every region. In fact, graphics are hologram-like.

**Virtual reality**-We have both read and have seen the headset forecast, which will carry us into alternate reality. By 2030, computer modeling is going to be part of our lives. Sony introduced a personal 3D viewing headset last year, in which you will get 3D films anywhere, regardless of whether you are at home or on an airplane. It is not difficult today to guess which business is going to launch the Augmented Reality of Games, because it will happen faster your expectation. The player feels like they have walked into a gaming environment according to the official Sony website. Computer simulation is almost undeniable from reality. VR is an essential forum for video sharing and even shopping, besides playing sports. Customers can shop for food on virtual platforms and pay for it with virtual dollars, with drones going straight to the kitchen in the future. It has also been seen that people buy online in virtual reality more than queue in stores. In fact, the success and use of the game would only grow if men become householders.

**Consumer engagement in the media**-Finally, viewers should be able to analyze the content of the series or video they watch. A great variety of reality is common. As Hunger Games predicts, game-based services do not expire. We are hopefully happier and less dangerous. Apart from reality television, a new wave of videos breaks the line between the film and sports. And that may be one explanation why the media became more responsive than ever before to the demands of audiences. Data would have a huge influence on the entertainment industry. For eg, Netflix has been applying predictive models effectively since 2012. What their client knows, Netflix knows. If you stop and return, the organization built a robust archive on all 44 million consumers to evaluate data from which you see shows,

episodes and films. Finally, what human beings want to be in potential broadcast Media. This is connected to our social networks, analyzes our attitude and actions and displays to show us just what we want to see. This would be an entirely different form of human entertainment.

**Gladiator fights in the parks** - We have reached the century when programming is taught in the classrooms, and the Internet and technologies are used every day in this generation. Let us look at how it was performed centuries ago: in summer theatres, gladiatorial fights and other activities, crowds met. It would be naive to believe that technology would not impact this operation. The entertainment is reinvented in a modern way. Currently, entertainment centers for gaming consoles of any generation still exist. The culture of gaming in daily life should expand profoundly.

## **Will Future Business be Ethical?**

Through the end of 2020, the Internet will be accessible to 4 billion users, which over the next few years will continue to expand. The rise of Internet access has contributed to disruption of the advertising sector, decreased the amount of public debate and dissemination, and businesses needed to acknowledge a significant decline in the opportunity to protect their image. This new environment raises complex and morally challenged questions relating to privacy, monitoring, transparency and freedom of speech. Organizations must operate in the future as if everything they have should be made public and workers deserve the same. More generally, the comprehensive development of interconnections transforms the management and partnership between organizations and their external and internal actors. This calls for credibility, stakeholder engagement and interest strategies to be rethought. Business ethics deficiency is a serious challenge to a company's existence. Business principles become hundreds of times more important in this ever-changing VUCA world of internet and globalization, which can radically disrupt companies. In reaction to unexpected incidents, quickly evolving business practices easily catches public interest with improved coverage and Internet available.

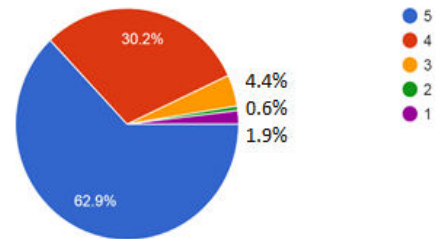


In future there will be these problems relating to ethics in the business:

- **Can't trust the numbers:** Reliable audits are extremely difficult due to globalization and e-technologies.
- **Conflict of interest among the stakeholders:** There is a rapid growth in the conflict of interests where in companies are in danger of representing the interests of more than one stakeholder.
- **Accountability Conflict for staff:** Extreme pressures on the staff to follow the unethical decisions made by the hierarchy of the management and people with huge power.
- **Compromising of Media:** Due to the immense competition in the Media and other pressure, the investigations carried by the media agencies on the social issues and controversies, which are ought to be powerful corrective forces, exposing wrongdoing are being compromised.
- **Compromising of Governments:** Corporates lobby with the Government to get the grants and permissions. Distortion of free markets and risk of corruption is high. Large corporations have deeper pockets and out-weigh legal budgets of government.
- **Data is everything:** The most important asset with the highest value to it will be the data in the future. Strict ethical practices to secure the data in every way possible is quintessential.
- **Hyper transparency:** We will have millions of interconnected devices and businesses in the future creating a complex environment for morally fraught questions around privacy, surveillance, transparency, and freedom of expression.

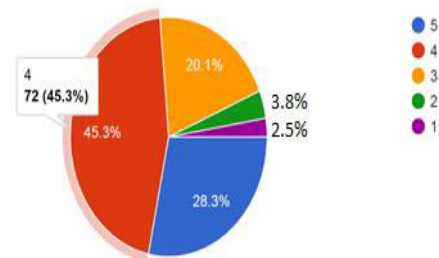
## Primary Data:

Importance of Talent Management in Future Business



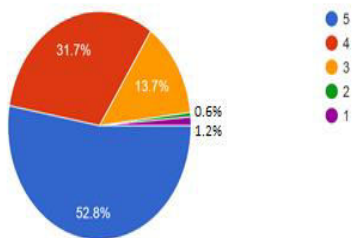
As we know that talent management is crucial for an organization to gain competitive advantage and helps to utilize resources to the maximum potential. From the given data, we can say 62.9% of people believe talent management is most important factor in upcoming future business. Unless and until organization is not able to retain and does talent management, it would be hard for organization to survive in future. More than 90% of people view talent management as important factor in upcoming business in future.

Degree of Competition between Human Talent and Machine Accuracy in Future Business



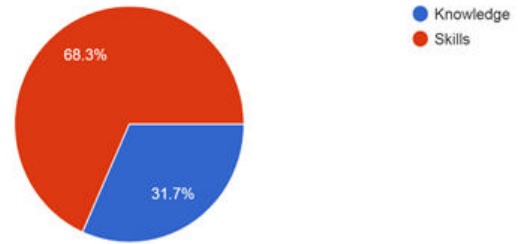
The above chart shows the competitiveness of human talent and machine in future business. It shows how aggressive competition would be between the two. So, from the data collected, it shows 45.3% of people feels that individual's skills must be updated time to time in order to be competitive enough to handle latest changes in technology. Since rise in technology has taken away jobs from one sector but also has generated simultaneously to handle such complexities generated in due course. Now, in given graph it shows 20.1% of people feels human talent and machine would be head to head to outcast each other in coming years. Only 6.3% of people believes that machines won't be impacting humans much in future.

What will be the importance of the Degree of Training for the employees to be in Future Business?



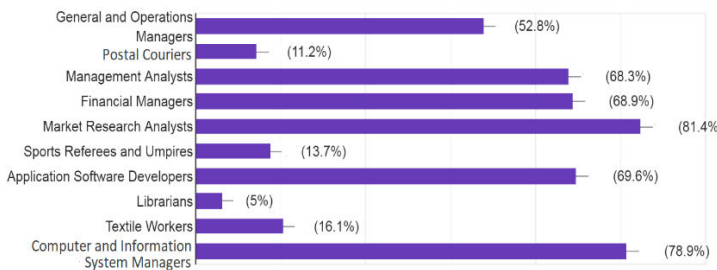
As world and jobs are constantly changing, so as skills must be developed according to nature of work. One size fit all won't be applicable for such highly competitive scenario in the future. Tailored made training is what would be needed. So, 52.8% of people has highly positive view for training and skill development for the employees in future business, followed by 31.7% of people says training would surely impact the future business. Almost 1.8% of people feels that training won't play major role in impacting future business.

Importance of Knowledge vs Skills in Future Business



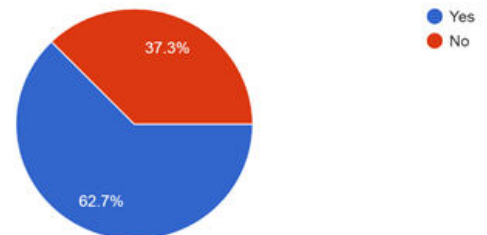
As we know that accessibility to information due to digitalization has paved way for people to learn as much as possible. But having required skill for role is most important. Knowledge and skill are complementary to each other. In future business, skills would play an important role and has gained 68.3% of people in favor of it. People believe right skill is important and play a decisive role in future.

What are the Top 5 jobs according to you in Future Business?



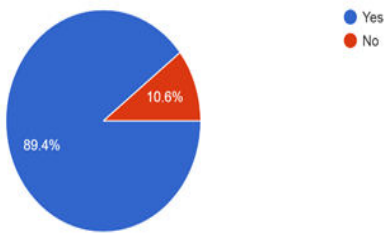
The above data reveals top 5 jobs which would be in demand in future. As per statistics, market research analyst job grabbed top position with 81.4% people voting in favor of most demanded job in future followed by computer and information system managers which gained 78.9% votes. Next three jobs lined in this are Application Software Developers (69.6%), Financial Managers(68.9%) and Management Analyst(68.3%) respectively.

Will Future Business be more Ethical?



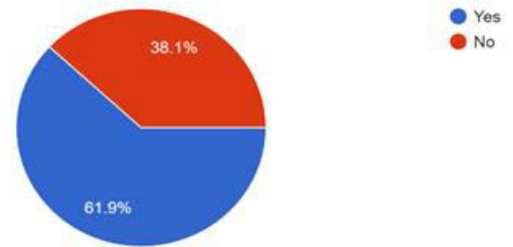
Above graphs shows majority of people believe future business would be ethical. There would be certain challenges but people feel that there would be comprehensive mechanism to fight malpractices.

As the future business will involve more data, so will it have the risk of temptation to Cyber Criminals?



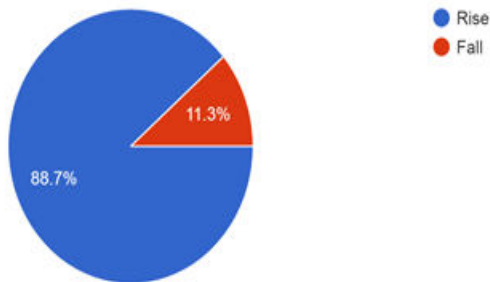
As we know data is new oil in digital economy. Almost 89.4% of people believed that there would threat of cyber security in future. As India is heading to digitalization, more and more people are people are coming under threat of privacy and security breach. Accordingly, future business would have cyber security as top most priority.

Will Physical Newspapers be replaced by E-Newspapers?



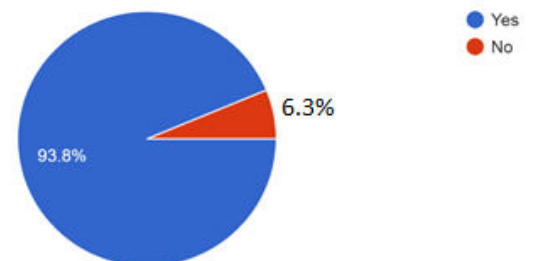
As now a days, lifestyle of people has changed drastically. We have been shifting from physical to digital form at a larger pace. Today most people still prefers physical paper over digital ones. But, in future, lifestyle would be more busy and getting upto dated with latest news at one touch would be more important.As per survey done, 61.9% of people is of view that E newspaper would be replacing physical newspapers in near future.

Will the Entertainment Business in Future



Forms of Entertainments has been changing continuously throughout the history. Entertainment is such a business which would last throughout history of mankind. Now, increase in data usage, people has shifted over digital platforms. Large numbers of people have shifted their entertainment over digital platforms like playing videogames or watching over OTT Platforms. Hence, 88.7% of people believes there would be rise in entertainment business.

Will Social Media still be Influential?



We have seen rising of social media apps and itsinfluence over people all over world. As we can see 93.8% of people says social media would be important factor for business in future to connect with people and can help business to grow.

**Conclusion:** Through this research study we can conclude that in future the employees will prefer purpose and passion over salary and benefits. There also will be various CSR programmes introduced by the companies to make their image good in front of people. Future business would be fully digitized. Each information would be available over internet and accessible to every person around the world. Skills would also be playing the most important role in upcoming years. As Artificial Intelligence and Machine Learning are growing we can predict that they will soon

play larger roles in the office floors as they can promise a higher level of efficiency than humans but we should also keep in mind that they both are not competitors as both of them cannot work without each other. Middle management can also be expected to vanish soon as

Automation will take place and the work of decision making can be done through the help of Artificial Intelligence. The technologies soon will help to break down the boundaries of business and new business ideas will emerge and make our lives more convenient.

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