

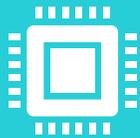
DIGITAL PROFESSIONALISM IN AN EMERGING MARKET

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1. “Embracing digital is inevitable as that is now part of the business venture.” — Pearl Zhu, The Change Agent CIO



2. “The digital era upon us is about changes with increasing velocity and speed.” — Pearl Zhu, The Change Agent CIO



3. “The full digital potential of the business cannot be unleashed until IT is empowered to create differentiated business advantages.”— Pearl Zhu, 100 IT Charms: Running Versatile IT to get Digital Ready.

QUOTES

INTRODUCTION

The world as we know it is continually changing, and one of the fundamental drivers is digital transformation. The **digital economy** refers to a broad range of economic activities that use digitized information and knowledge as key factors of production.

A **digital citizen** is a person using information technology (IT) in order to engage in society, politics, and government.

Digital media, new media, multimedia, and similar terms all have a relationship to both the engineering innovations and cultural impact of digital media.

Similarly, **digital media** seems to demand a new set of communications skills, called **transliteracy**, **media literacy**, or **digital literacy**.

Transliteracy is "a fluidity of movement across a range of technologies, media and contexts"

Media literacy means the ability to access, analyze, evaluate, create, and act using all forms of communication.

Digital literacy refers to an individual's ability to find, evaluate, and compose clear information through writing and other media on various digital platforms. It is evaluated by an individual's grammar, composition, typing skills and ability to produce text, images, audio and designs using technology.

SUMMARY OF NIGERIA'S DIGITAL ECONOMY

Results showed that Nigeria, Africa's biggest economy, could take a bigger bite of the global digital economy—worth an estimated \$11.5 trillion in 2016.

In 2018, Nigeria had 92.3 million internet users. This figure is projected to grow to 187.8 million internet users in 2023. The internet penetration amounted to 47.1 percent of the population in 2018 and is set to reach 84.5 percent in 2023.

Basically, Nigeria's total internet users were estimated at just 200,000 in the year 2000. It has since risen to high 111.6 million in 2019. Nigeria now ranks 7th in terms of countries with the highest number of internet users in the world.

Impact of the digital revolution can also be assessed by exploring the amount of worldwide mobile smart device users there are. This can be split into 2 categories smart phone users and smart tablet users. Worldwide there are currently 2.32 billion smartphone users across the world. This figure is to exceed 2.87 billion by 2020. Smart tablet users reached a total of 1 billion in 2015, 15% of the world's population.

EXAMPLES OF DIGITAL MEDIA

software

digital images

digital video

video games

web pages and websites

social media

digital data and databases

digital audio such as MP3

electronic documents and electronic books.

Digital media often contrasts with print media, such as printed books, newspapers and magazines, and other traditional or analog media, such as photographic film, audio tapes or video tapes.

WAYS TO BUILD YOUR BRAND ON SOCIAL MEDIA



Post content that add value



Spread positivity



Create steady stream of info



Make an impact



Be yourself”

TOP DIGITAL WORLD OPPORTUNITIES

1. Build Apps
2. Buy and Sell Domains
3. Start Trading Stock and Forex
4. Create an Ecommerce Store
5. Become A Social Media Consultant
6. Professional Freelancer
7. Work with Advertisers
8. Get Paid to Write
9. Perform Research
10. Sell Photos
11. Become A Virtual Assistant
12. Teach Online and Conduct Webinars
13. Become A Crypto Trader
14. Become A Web Developer
15. Become A Vlogger / YouTuber
16. Become a Podcaster & Start a Podcast
17. Sell Handmade Goods
18. Affiliate Marketing
19. Self-Publish a Book on Amazon
20. Learn Facebook Advertising
21. Skype Coaching
22. Dropshipping
23. Invest Your Time in Graphic Design
24. Instagram Sponsorships
25. Technical Writing
26. Resume/Cover Letter Writing
27. Interpretation and translation service

THE BENEFITS OF DIGITAL BUSINESSES

Low startup costs

Global access, 24 hours a day, 7 days a week

Improved client service through greater flexibility

Almost non-existent overheads

Can be run from anywhere in the world

Can be run part-time

Less paper waste

No staff required, unless you choose to

Allow customers to make reservations or appointments online

Reduced Staff Requirements

PITFALLS TO SUCCESSFUL DIGITAL ECONOMY PARTICIPATION

1. Lack of commitment

2. Lack of effective digital marketing strategy

3. Lack of consideration in product pricing & cost

4. Lack of competition awareness

5. Lack of the right team

6. Lack of cash flow management

7. Lack of good social media presence

8. Lack of memorable logo

9. Lack of user-friendly website

10. Lack of awareness of the demands and needs of customers

11. Lack of customer service

12. Lack of product quality

13. Lack of readiness to customize services to fit different customer categories or segmentation



1. research your competitors and other businesses that use online tools



2. decide what aspects of online business will benefit your business



3. review your budget to work out what you can afford



4. familiarise yourself with any laws and regulations that will apply to your online business activities



5. consider your requirements, including what software you need and what types of computer equipment you need to run it



6. plan for risks, such as computer viruses, scams, data theft and loss of or damage to hardware



7. think about what training you or your staff might need



8. be realistic about the time and budget you will need to manage the online aspects of your business.

CONSIDERATIONS BEFORE JOINING THE DIGITAL ECONOMY

“FOURTH INDUSTRIAL REVOLUTION HAS DEMOCRATIZED ENTREPRENEURSHIP. THE OLD ENTREPRENEURIAL MODEL WAS CAPITAL INTENSIVE — PREMISES, EQUIPMENT, BRICK AND MORTAR STUFF. BUT NOW THERE’S OPPORTUNITY FOR BUSINESSES THAT CAN EVEN BE RUN FROM A SMART PHONE OR INTERNET CAFE. SOME BUSINESSES CAN BE SET UP IN A DAY OR TWO AND WITH MINIMUM RISK AND CAPITAL.”

-PEARL ZHU, THE CHANGE AGENT CIO

THANK YOU

