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WORLD AND ITS DEVELOPING NOWADAY

Innovation is the great way to success in this digital age. The path of innovation means doing something different, smarter or better that will make a positive difference in terms of value, quality or productivity by using emerging or proved technologies of the world. The technology which has already proved itself in last two decades is of course the information technology (IT). It has dramatically changed the lives of the individuals and organizations. Currently online shopping, digital marketing, social networking, digital communication and cloud computing etc. are the best examples of change which came through the wave of information technology. Now accurate business planning, effective marketing, global sales, systematic management, real time monitoring, instant customer support and long term business growth cannot be achieved at the optimum level without it.

As you know, speed and accuracy are at the heart of making right decision for your business. Every successful organization has to go through a comprehensive market research process which enables management to make the right decision. Market research can be done in the Internet in many ways through online surveys, forums, blogs, and group discussions using World Wide Web and of course through in-person interviews as well. Currently Big data, Google Analytics and Microsoft CRM Dynamics are one of the greatest tools to extract useful information which can impact on decision making. These online tools not only provide real time responses from the potential audience but also ensure the accuracy of data by minimizing the risk of human errors.

On the other hand, the heart of the business success lies also in its marketing which enables the management to identify its target audience first and then observe their trends and needs. The overall marketing covers public relation, advertising, promotion and sales which subsequently impact on business growth. Many types of marketing can help you reach your potential customers. And of cause, one of the greatest roles here plays the digital marketing which was the dream in the past without Internet technology. Digital Marketing is a modern phenomenon which let you promote your products or services all over the world. It is a broad term which includes many concepts like search engine optimization (SEO), pay per click (PPC), blogging, discussion forum, email shot, SMS, MMS, social media marketing and Smartphone app advertisement etc. Currently web market is booming at a very fast pace because most of the entrepreneurs have understood that the long term success in business is not possible without digital presence on the internet. Millions of new websites are being added on the internet every year. And as you can get, this creates a lot of high-paid workplaces. [1]

Higher level of customer satisfaction is the key to success which cannot be achieved without a real time customer support process. Business success depends on knowing its customers' needs, trends, behaviors and satisfaction level. Effective communication is the best tool to understand the customer demands, problems and their solutions. Thanks to the Internet Technology that has enabled us to communicate with millions of potential or existing customer in the real time. IT provides many channels to communicate with the customer without going out in snow or rain. Some of these channels are email, webinar, social media, member portals, online newsletters and text or multimedia messaging through the smart phone. Enterprise organizations normally use customer relationship management systems (CRM) to hold valuable data for understanding customer behaviors and future needs.

Thanks to the internet and cloud technology which enables software engineers to introduce cloud based ERP (Enterprise Resource Planning) solutions, now people can manage or monitor their organizational resources virtually anywhere in the world by using their personal computer, laptops, tablets or Smartphone. This concept has introduced the idea of globalization. Most of multinational companies (Microsoft, Google, Amazon, McDonalds etc.) in the world use these cloud based solutions to manage their virtual or physical offices and staff worldwide.

It is really not difficult to envision that in the future, all objects will eventually be associated with computers. Many organizations and well known figures often quote that the era whereby every object is controlled by computers is dawning upon us. Even now, it is said that there exist one computer for every person. And let's not forget that it is programming that fuels the computers.

Due to the rapid increase in demand for computers, the demand for programmers is also increasing. However, there is a lack of programmers around the world. According to a study, 1.4 million programmers are required by the year 2020. However, it is predicted that based on the current pace, there will only be 400,000 programmers when 2020 arrives. In other words, there is a shortfall of 1 million programmers! Faced with such a critical situation, many people had realized the importance of programming.[2]

As our current lifestyle is highly intertwined with computers, and coupled with the fact that there is a lack of programmers around the world, this translates to a lot of opportunities for you if you pick up programming. Aside from the endless opportunities that are presented to you if you learn programming, there are additional benefits if you start to learn programming from a young age! Firstly, you should know that at the end of the day, programming is simply a language for you to express your ideas to others. There is not much difference between programming languages and the other languages (such as English) in the world. Secondly, we should know that technologies are not useful on their own. They will only become useful if someone is able to utilize them. They will become objects with endless potential if held in the hands of a person with ambition, determination and creativity. As programmers are often faced with challenges when they are coding, a programmer will subconsciously pick up problem solving skills. This skill is not only useful in programming but is essential in real life as well. When you begin to learn programming, you will unconsciously pick up these problem solving skills which will greatly benefit you in the future. Hence, using your creative ideas and programming skills, you can create technologies that may revolutionize the world in just your bedroom.

Let's take a short look at the two modern giants: Facebook and Google. During his college days, there were no efficient ways for Mark Zukerberg to find out more about the other students in his university. To solve this problem he created Facebook. Facebook is now a social media website that is used by more than 1 billion people around the world. Larry Page and Sergey Brin envisioned a place that can house all the information in the world and yet be readily accessible at the same time. To do that, they created Google, a powerful search engine that is utilized by several billion people around the world. [3] These services had not only made the lives of billions more convenient but they had greatly changed their way of living too. However, Mark Zukerberg, Larry Page and Sergey Brin are not super humans. They are just normal human beings like us, but what made them different was they decided to use their programming skills to solve the problems that they were facing and their creative ideas had spread like wildfire all around the world.

So as you see, it is impossible to attain success without using the benefits of information technology in this digital age. The companies have to bear a reasonable cost to achieve this success because using an innovative approach in business strategy, employing highly trained IT professionals and making right decisions at right time are the prerequisite of business success. As IT solutions will continue to increase the productivity, efficiency and effectiveness of different operations and communication, we will continue to rely on Information Technology. So as the result more and more people will decide to connect their life with IT sphere and create brand new things that will change our world.

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