

THE IMPACT OF DIGITAL INNOVATION ON OPERATIONAL EFFICIENCY AT A PRIVATE COMPANY IN HYTEC POWER INC.

ABSTRACT

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This study evaluates the impact of digital innovation on operational efficiency at Hytec Power Inc., a private company. It specifically focuses on the use of digital tools such as Google Calendar, Microsoft Outlook, and Google Workspace in enhancing internal processes. The research investigates how these platforms contribute to task prioritization, performance monitoring, and team collaboration, aiming to determine their effectiveness in improving organizational productivity. A quantitative descriptive research design was employed, involving thirty (30) purposively selected employees from Hytec Power Inc. Data were gathered through a structured survey questionnaire and analyzed using frequency distribution, percentage, weighted mean, ranking, Likert scale interpretation, and Pearson r correlation. The study assessed the relationship between digital tool usage and improvements in operational efficiency. The findings indicated that digital tools significantly enhanced operational efficiency by streamlining communication, supporting project management, and strengthening collaborative work. Google Calendar was most effective in improving time management, Microsoft Outlook facilitated better task organization and internal communication, while Google Workspace enabled real-time collaboration across teams. Despite these advantages, the study revealed that a lack of employee training and inconsistent usage hindered the full potential of these digital platforms, resulting in underutilization and process gaps. The results underscore the value of digital innovation in optimizing business operations. Effective integration of tools such as Google Workspace, Outlook, and Calendar can drive substantial gains in productivity, coordination, and information flow. However, the study also highlights the need for structured training programs and stronger digital adoption strategies to overcome existing challenges. It is recommended that Hytec Power Inc. invest in capacity-building initiatives and continuous digital transformation efforts to maximize the benefits of innovation and sustain operational efficiency.

RECOMMENDED CITATION

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