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Blending ICT and Digital Technology for Public Value Creation through Digital Public Frameworks

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Abstract: ***Digital technology is widely known for connecting the different public by using innovative, creative connectivity in between target audience and tools used for supporting open access and interactive ICT tools. This research paper will focus on key factors like culture, heritage, opportunities, etc. that had a tremendous impact on the use of digital technology and digitization techniques. In order to in-depth understanding integrating ICT and digital technology addresses the new framework and methodology of heritage interpretation from real-world context. Innovative ways of digital access include interpretation of heritage values and decode the new culture for digitization via integrating ICT with digital technology tools and techniques. The integration will help to understand that digital public framework is all about people for success, for engaging their products, ideas, thoughts into experience and ever-ending opportunities for digital service providers. Also, it will unfold the scale of online marketplace by analyzing leading digital marketer experts within short space of time. Digital marketing strategy focuses on marketing design, individual attention, and integrates ICT tools to develop digital public framework by which digital technologies promotes socio-economic activity. The main objective of digital service provider is to increase and examine steadily trends and patterns of digital public framework.***

Keywords: ICT; Information and communication technology; DPI; Digital Public Framework; Digital Technology

I. INTRODUCTION

Today's world is connected and accessed through digital marketing or digital channels. The ultimate aim of digital marketing and traditional marketing is awareness and influence internet connected technologies to engage ICT tools and analyze market data to achieve marketing objectives. By introducing the concept of World Wide Web in 1989 to the world sets the emergence of digital marketing and use of ICT. All of these digital marketing strategies and tools provide more choices, word spread about the services on digital public framework and more crowds on social media for digital technology providers. Integration of digital public framework deploys competitive content by social media users to engage the social media users worldwide and offers endless use of digital technologies to gain visibility of their posted content on digital public platforms.

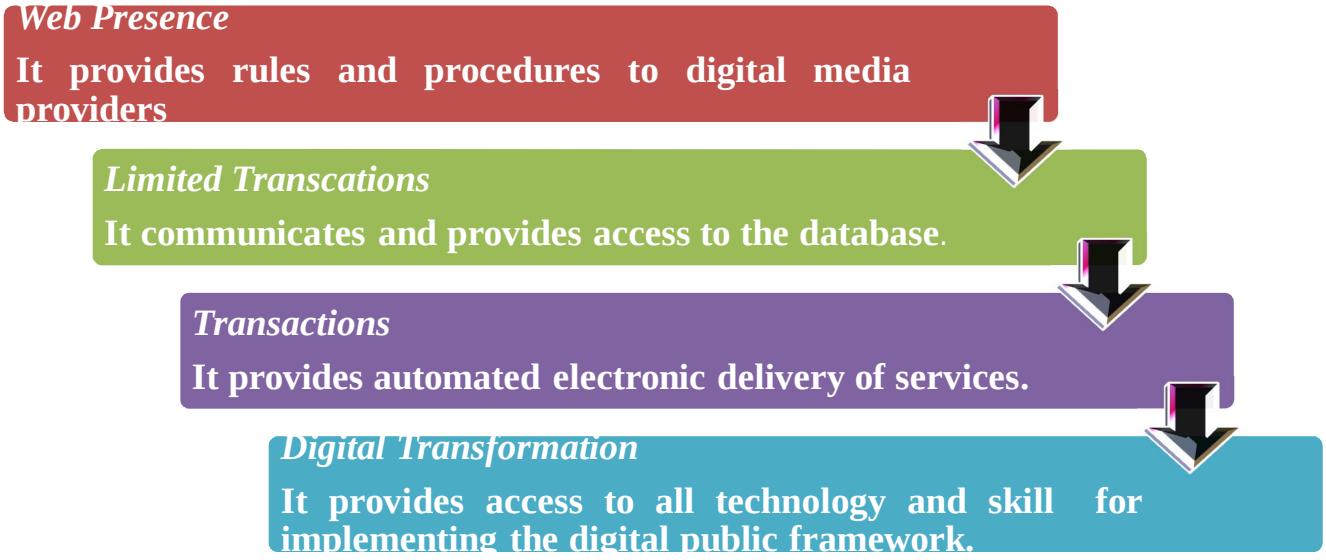


Fig 1 Evolution of Digital Transformation

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Digital transformation can unlock connectivity potential and transformation of technology and skill from initial stage of accessing to final stage of implement the framework.

In the initial stage, digital service providers need infrastructure to access the resources gathered by various ICT tools like ethics or rules to be followed to access the information from various websites. And the presence of content on the web communicates with database. Some databases provide automated delivery of the services to check the development of technology and skills for the digital logistics platform to integrate the digital and physical public framework.

A. Digital Technology Trends

To be more effective and to improve online presence, a researcher needs strategy to implement their infrastructure for query and search by providing new channels of communication and positive interaction to encourage various internet media. Global and sustainable growth by using digital technology trends is set up modest and inflation cost for the good of the society. Digital service providers can easily plan, strategize, and get ahead from the bottom line of digital marketing trends.

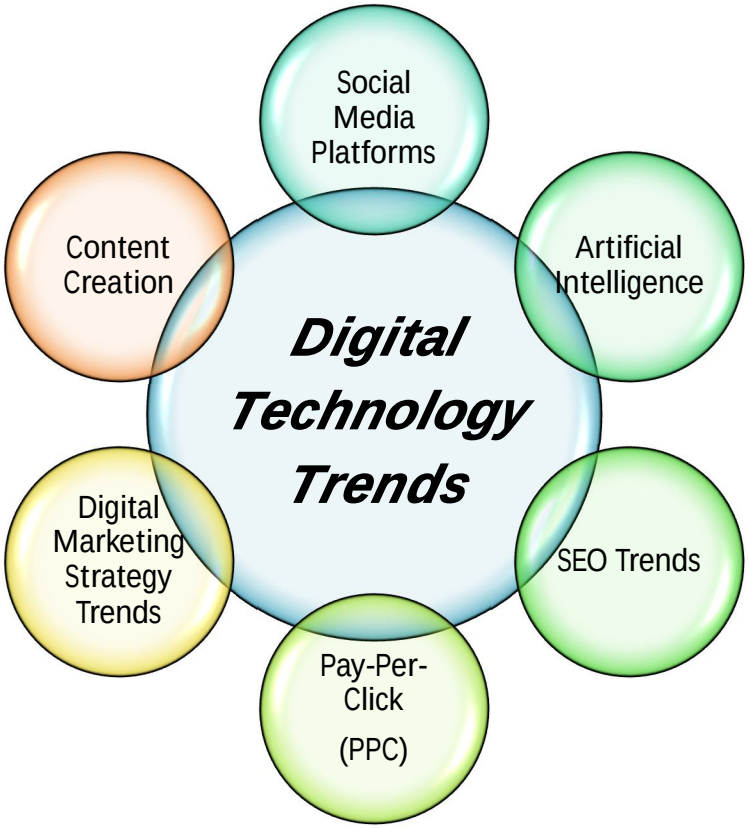


Fig 2 Digital Technology Trends

Digital marketing trends in 21st century that focuses on quality rather than quantity, and opens active participation in an ever changing digital landscape.

1) Social Media Platforms: The rise of Instagram threads, short term video content, and influencer marketing by using social media platforms create awareness about the services, skills, technology.

2) Artificial Intelligence (AI): The use of AI plays a more part in the self learning nature of the technology, co-creation, and the role of digital service provider in driving strategy for new skills.

3) SEO trends: Search Engine delivers user-centric and technology-driven results on user content by providing more relevant transforming search engine experience. SEO trends include Google's SGE (Search Generative Engine), EEAT content (Experience, Expertise, Authoritativeness, and Trustworthiness).

4) PPC (Pay-Per-Click): Digital service providers can control their spending and paid targets by creating pay-per-click (PPC) model for search engine advertising. In 2023, there was a 9.5% year-on-year increase for paid ads.

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5) Digital Marketing Strategy Trends: A digital marketing strategy helps to create awareness about the technology and skill, guides to concatenate digital public framework with data privacy and sustainability for adopting digital technologies and digital transformation.

6) Content Creation: Creating content reflects the brand's values to keep good side of digital transformation and promote giant wave of AI and technology like virtual and augmented reality (VR and AR).

II. RESULTS AND DISCUSSIONS

Digital public infrastructure is an initiative for implementing the digital technology and different elements to build a plan of success. Now, digital public frameworks and digital tools have been stimulating the alteration in the direction of digital finance and support financial inclusion of communities by providing new livelihood and market opportunities to obtain money by adopting digital technologies in accelerating the implementation of digital public framework by blending ICT heritage and culture with digital technology.

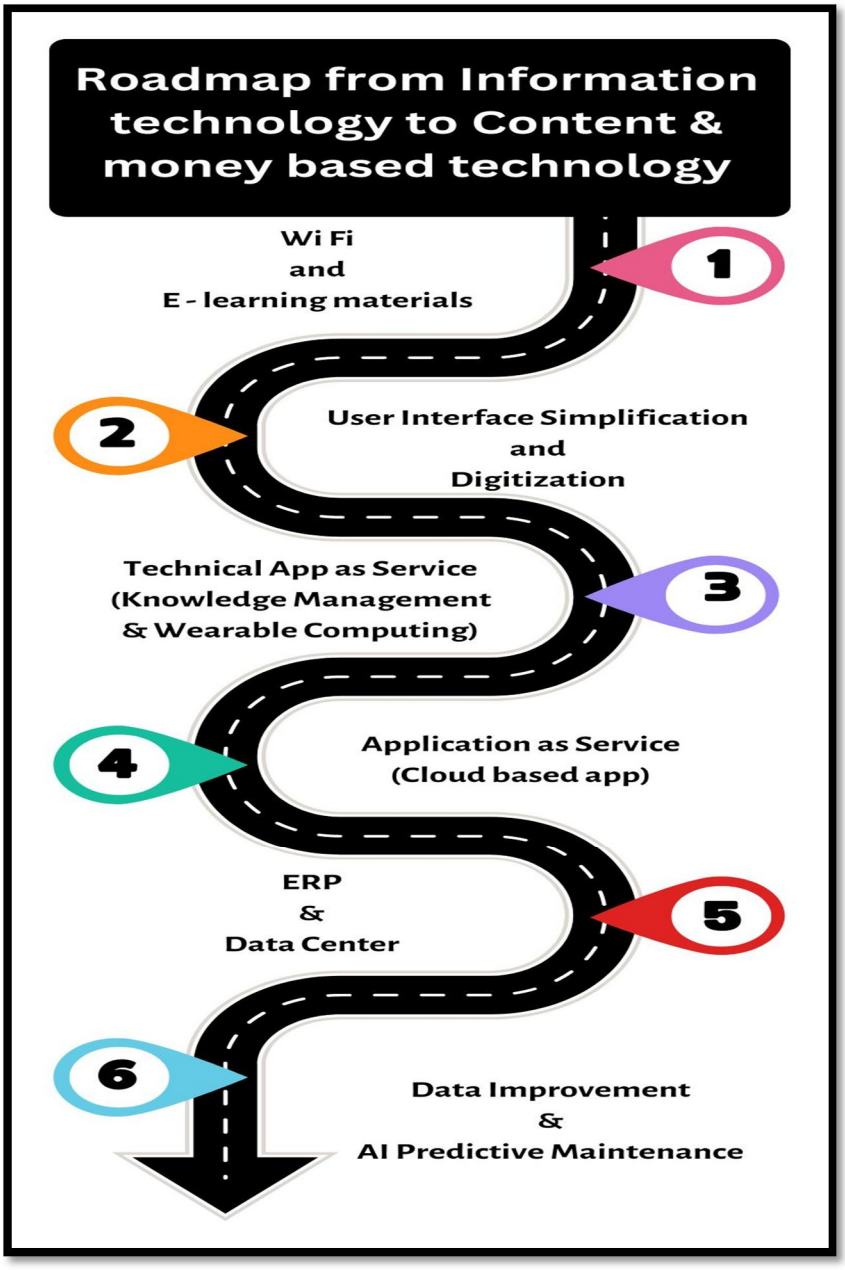


Fig 3 Roadmap from information technology to Content & money based technology

III. DISCUSSION

This paper presents various blending techniques of digitization and digitalization/digital transformation. But both terms are different from each other. Digitization refers to conversion of information correlate to digital world or the automation process by using information and communication technology. Digitization adopts various dimensions like choice of technology, data and information, software selection procedure, etc. for information system to improve and implement the use of ICT and digital transformation process for growing the need for big data applications, automation, and integration.

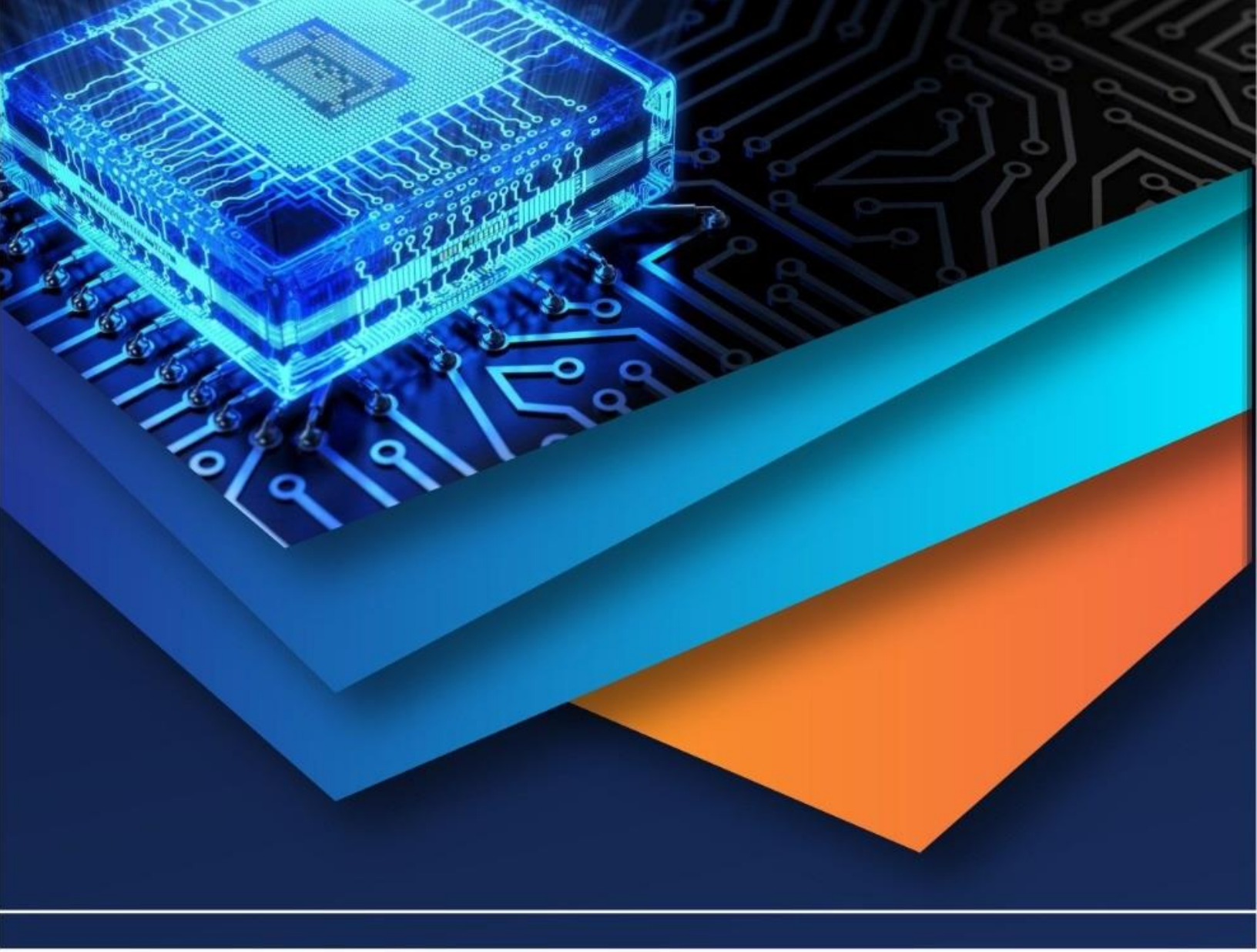
On the other hand, digitalization or digital transformation is a blended process of digitization and innovation or improving process of IT strategy for adopting digital technology.

The integration of digital public infrastructure (DPI) is a well known digital transformation technique adopt by digital leaders and digital service providers. This integration has big impact on the following techniques:

1) Big data tools and applications
2) Cloud apps and marketplaces
3) Social media platforms
4) Connected, network and smart devices
5) Internet of Thing (IoT) and Internet of Everything (IoE)

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