Abstract

Digital transformation has brought about significant impact on Bhutan's traditional society and culture. It has had a major effect on culture, workforce practices and training needs within a period of just over 15 years. The transformation has brought along-with positive and negative effects. However, no studies have been conducted in Bhutan to understand the fundamentals of the impact of digital transformation. There exists a critical gap which, if the benefits of digital transformation are to be maximized (and negative impacts minimised), must be addressed urgently through credible research so as to guide the development of strategic policy instruments to take full advantage of the digital transformation.

This research responds to such a need by understanding the extent, magnitude and direction of the impact of digital transformation on Bhutanese society, culture in general and, in particular, on Bhutan Post Community Centres (CCs), to recommend the best course of action that Bhutan or Bhutan Post management could take in further adopting the ICTs for its benefits while minimising its negative impacts on the same.

The field research was implemented through a case study on Bhutan Post. Bhutan Post is the designated postal operator of Bhutan and CCs, which were once operated and managed by Bhutan Post on behalf of the government and but are now operated by Bhutan Development Bank Ltd. In particular, this study aimed at assessing the impact of digital transformation on its culture, workforce and training needs.