
A Research Of Contemporary Issues, Opportunities, Trends, Challenges And Innovations Within ICT Industry Connected With Google Company

Introduction

Information and communications technology (ICT) has become an essential learning tool for college students, Business and information technology employees these days. While ICT may be found to improve learning effectiveness and efficiency, unethical use of ICT may also be found to be a problem. A number of concepts have been put forward in response to this question. According to some, few authors claim that various ethical decisions or behaviours in ICT are related to the positions of the ethical cases. A more recent argument is that more than one reasoning is involved in reaching at ethical decisions, therefore multidimensional moral aspects need to be considered in explaining ethical decisions. So this introduction gives a brief review of how ethics and ethical decision plays a crucial role in any business and management process. The focus of this study is to analyse contemporary issues, Opportunities, trends challenges or innovation within ICT industry associated with Google Company (Company 1) which include consideration such as Organisation/ management structure, mission statement, company objectives, the market, ethics and business practices, ability to deliver their business objectives. It also include some research and survey on processes, SWOT Analysis, risks and issues that are associated with the Google Company.

Google

Google was founded in 1998 by Larry Page and Sergey Brin at Stanford University in California. Google is an American multinational technology company that specializes in Internet-related services and products, which include Online advertising technologies, cloud computing software, and hardware. On September 4, 1998 Larry Page and Sergey Brin merged Google as a privately held company. Sundar Pichai was selected as CEO of Google, replacing Larry Page who later was appointed as CEO of Alphabet Company. The company's rapid growth since incorporation has started a chain of products, acquisitions, and partnerships beyond Google's core search engine that is Google Search. Google the search engine was launched in September 1998 and its name referred to "googol," an informal mathematical designation for ten to the hundredth power. Google was a near immediate success. And by 1999 the term already was being used as a verb by Usenet groups.

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Contemporary issues

Google Home beats Amazon Alexa in Q1 global device shipments. In the United States of America Amazon still has a lead over Google but it is still shrinking and as per the recent reports Google company Home beats Amazon Alexa in Q1 global device shipments. As per the new quarterly tracking estimate of Canalys Google made more market in Q1 in 2018 among smart speakers as compared to Amazon. Globally the company estimated roughly around million units that were shipped.

Moreover Google Home has gained more shares over Amazon Echo estimated around 44 million devices that have been sold as per CIRP (Consumer Intelligence Research Partners) arguments.

US market becoming a smartphone duopoly [image:] In mid of 2018 Google has received a lot of antitrust penalties from European Commission (EC). Somewhere it was being treated as unethical in the eyes of market and research. It is due to dominance of Google over World smartphone market. Android constitutes around 77% share market and is considered as dominant operating system as per global stats. As per the recent reports of CIRP Samsung control the market in association with Motorola and LG around 55 percent whereas Apple that runs Safari constitute nearly 40-45 percent. Much is at stake for Google as according to reports. If the EC compels Google to decouple Google Play access from Google app pre-installation, it could shift the balance of Samsung, who may decide to substitute different "default" apps or it may either change for position on the home screen.

Opportunities in Google

There are presently 2.8 billion people online around the world. It is just 39% of total population. By 2020 the estimated data revealed that this count will reach up to 8 billion. Customers hardly care about the business as long as they are receiving the good service.

Google Export Business Map, to help people understand which tactics work best and where. Now it has become easy for businesses to find these opportunities. Digital opportunity is relevant across virtually among most of sectors. As per findings of reports UK e-commerce exports for content, leisure, travel and retail are estimated to rise from £13 billion in 2014 to an expected £45 billion in 2020.

Another such opportunity that has come across is release of the Google Trips. Google Trips is a personalized tour guide in your pocket. Google stated they wanted to solve the stress that many people face while travel. Google has scraped by Gmail emails. It also automatically creates trips

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based on any travel evidence in your Gmail account – flight confirmation, hotel bookings, etc.

Trends

Google Trends is an online tool that helps users visualise and discover trends in people's search behaviour within Google Search, Google News, Google Images, Google Shopping and YouTube. Majorly used website by Google that make analysis of top search queries in Google search. The website normally compare the search volume of different queries over time. And on September 27, 2012, Google merged Google Insights for Search into Google Trends. Google trends plays an important role as in estimating the proportion in various fields Arts & Entertainment, Sports, Politics, News, Finance etc. Information can be particularly useful as such hot topics can be used by advertisers in order to create content and shape up strategies.

Normally there is no accurate and significant figure is available. Google trends consists of range index from 0-100 in which 100 represent the peak 50 is mid and 0 is considered as lowest. Google trends also helps in making analysis and Monitor marketing performance. The Search Volume Index helps in identifying popularity peaks, and the times in which people do not interact as much with your product or brand.

Challenges

In the last 15 years, there has been a significant increase in the availability of ICTs in developing countries. Almost all governments in developing countries have ongoing information systems projects aiming at productivity of administration and enhancement of public sector services. EREPS used by business to improve their management and global supply chain.

As Google hold the major share market. It is estimated that Google is set to lose 13 percent of its mobile ad market share globally this year, according to estimates released by e marketer. Google won't be able to strike gold with ads on mobile as it did when desktops ruled. Thus fewer ad on mobile means lesser the clicks. Google's overall click volume growth in Q3 was slower.

Another yet challenge is Apps Are Fragmenting Attention and Ad Budgets. Earlier for most of major applications and software there is need to get through Google. But later on most of companies like Facebook have launched their application that has reduced the users of Google.

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