

ICSSR Sponsored National Conference on Digital Economy: Challenges & Opportunities

Organised by

Department of Business Administration, MES College,
Marampally, Aluva

PREFACE

The last decade has seen the growth of phenomena which has led to important changes in the worldwide economy. It is the development of the digital economy, based on the digitalization of previously existing goods and on the development of new purely digital goods. This technology has not only permitted the creation of many new goods or services, but has also dramatically changed the way an entire category of goods in the economy are created, produced, distributed, exchanged and consumed. While originally restricted to a few types of software, the scope of use of digital technology has progressively increased to encompass many kinds of goods: music, films, photos, books, etc. The digital revolution will likely improve quality of life, efficiency at work, and continue to transform leisure. The world is now ready for transactions with digital goods and services. Consumers search the internet; use their smart phones, and share information, pictures, and experiences, much of which has implications for commerce or social discourse. Successive generations are likely to increasingly use digital tools for consumption and leisure; this means that consumer-driven activism will remain a major force and may continue to increase in importance. The Scope of this conference is to discuss about the various opportunities and challenges in digital economy.

List of participants of the Conference

Sl No	Name	Designation	Institution
1	Ms. Jerin Joseph	Assistant Professor	Jai Bharath Arts and Science College, Perumbavoor
2	Princy Francis	Assistant Professor	MES Asmabi College, Kodungallur
3	Murugan R	Ass. Prof,Dept. of Computer Application	MES College, Marampally, Aluva
4	Mr. Deepak Joy Mampilly	Assistant Professor	Rural Academy for Management Studies (RAMS), Kuzhuppilly, Ayyampilly P.O., Kochi
5	Deep Joy Mampilly	Deputy director	Ministry of I&B
6	Rujitha Shenoy	Assistant Professor	Inter University Centre for IPR Studies, CUSAT
7	Jaseena K U	Asst. Prof,Dept. of Computer Application	MES College, Marampally, Aluva
8	Shiren Panjolia	Student	National University of Advanced Legal Studies
9	Dr. K.P. Jabir Moosa	Associate Professor	M.E.S College of Engineering, Kuttippuram
10	Dr. Raphika P M	Ass. Prof,Electronics	MES College, Marampally, Aluva
11	Jacob Joju	Assistant Professor	S B College, Changanassery
12	Ally C Antony	Ass. Prof,Bioscience	MES College, Marampally, Aluva
13	Leena George	Assistant Professor	School of Management,Presidency University,Bangalore
14	Sagarika S	Student	School of Management,Presidency University,Bangalore
15	Pradeep Muddaiah S	Student	School of Management,Presidency University,Bangalore
16	Shereena V B	Asst. Prof,Dept. of Computer Application	MES College, Marampally, Aluva

17	Ramees Rahman M	Research Scholar	Department of Applied Economics, Cusat
18	Shiji M Chemparathy	Asst. Prof, Bioscience Dept	MES College, Marampally, Aluva

24th January 2018 – PROGRAMME SCHEDULE

Venue: Conference Hall

Date & Time: 23/01/2018

09:00 am – 10:00 am : **Registration**

10:00 am – 11:00 am : **Inauguration** **Mr. Girivasan V**

Deputy General Manager, State Bank of India

Session I

11:10 am – 12:40 pm Resource Person : **Dr. B Johnson**

Professor and Head

Department of Commerce & Management Studies

University of Calicut

Topic : **Demonetization and Digital India**

12:40 pm - 01:30 pm : **Lunch Break**

Session – II

1:30 pm – 02:45 pm Resource Person : **Dr. N Ajith Kumar**

Market Economist and Former Head, Department of Economics, Cochin College

Topic : **Digital India and its impact on Small Scale Industry**

02:45 pm - 4:30 pm : **Technical Session –I**

Chairperson : **Prof. (Dr.) K C Sankaranarayanan**
Former Dean, Department of Applied Economics CUSAT

Technical Session –II

Chairperson : **Dr. Rosewine Joy**
Professor in Economics, Presidency University, Bangalore

Venue: Conference Hall

Date & Time: 24/01/2018

Session – III

09:45 am – 11:15 am Resource Person **Dr. Hareesh Ramanathan**
:
Professor and Head
Toc H Institute of Management and Technology

Topic : **Internet & Branding and its relevance on Digital Economy**

Session – IV

11: 25 am – 12:40 pm Resource Person **Dr. Santhosh Kumar S**
:
Professor, School of Management Studies, CUSAT

Topic : **Digital Financial Inclusion in India**

12:40 pm – 01:30 pm : **Lunch Break**

01:30 pm - 04:00 pm : **Technical Session - III**

Chairperson : **Ms. Jasmi P M**
Manager-Law
State Bank of India

Technical Session - IV

Chairperson : **Dr. Elizabeth George**
Associate Professor & Head
Adi Sankara Business School,
Kalady

04:00 pm – 4:30 pm : **Valedictory Function**

Concept note

The challenge for India is to do innovative, compact and sustainable urbanisation. India's time has come to make a world showcase for technology. It's 2018, and it's crazy that even though India is known as a powerhouse of software, the availability of electronic government services to citizens is still comparatively low. In the digital India huge number of villages interconnected with high speed network will really undergo a huge change from

backward regions to complete digitally equipped areas. All the cities, towns and villages in India will get more tech savvy. The programme weaves together a large number of ideas and thoughts into a single, comprehensive vision, so that each of them is seen as part of a larger goal. Each individual element stands on its own but is also part of the larger picture. The Digital India Programme aims to transform India into a digitally empowered society and knowledge economy by leveraging IT as a growth engine of new India. As long as we don't back away from a problem with the fear of losing and fight back with the knowledge of what went wrong, we will definitely win in the long run.

In a nation where most consumers have hitherto been dealing in cash, the currency switch has provided the Centre an opportunity to give a big push to electronic transactions to improve transparency and weed out black money. The Prime Minister's move to incentivize digital payments will offer a strong support to our ongoing efforts in helping the country leapfrog the cash generation to digital payment solutions. This will not only help millions of Indians overcome the hassles of dealing in cash but also act as a significant step towards propelling India to emerge as a truly cashless economy. We also cannot forget the fact that Demonetization made people to know the value of money. The poverty of our century is unlike that of any other. It is not, as poverty as before, the result of natural scarcity, but of a set of priorities imposed upon the rest of the world by the rich. Consequently, the modern poor are not pitied...but written off as trash. The twenty first century consumer economy has produced the first culture for which a beggar is a reminder of nothing. It is at this crucial point the Conference on Digital Economy become highly relevant.

Contribution of the Conference to the existing body of Research

Traditional ways of doing business are changing. The 'New Economy' is looming on the horizon. It is no longer just a concept. It is a reality that can disrupt businesses! Consumers, organizations, governments are all digitally enabled and empowered today. We are living in the era of digital economy, digital is ubiquitous.

The digital economy brings with it a number of opportunities, but new challenges and rules of the game in the global market. Positioning of the country on the global stage largely depends on its ability to adapt to new conditions. Digital economy brings a new set of benefits, which can make it possible to reduce the differences that exist between rich and poor nations. Developing countries have the opportunity to transform its economy and to contribute to the development of the digital economy. Although these economies are characterized by high added value, faced with numerous obstacles, many developing countries cannot adequately respond to the demands of the digital economy. Inadequate access to the latest technology, sophisticated telecommunications infrastructure, low computer literacy as well as numerous cultural and socio-economic factors are just some of the challenges that developing countries have to face. On the other hand, with a clear policy

and specific plans and objectives, it is possible to skip a few steps and effectively respond to the demands of the global market.

This conference aims at providing broad insights into the booming digitalization concepts in the field of business and management and also transformation of traditional economy in to digital economy which has opened new opportunities for growth and posed challenges **Objectives of the Conference**

- Provides research scholars, educators and practitioners from different management disciplines, the opportunity to interact, network and benefit from each other's research and expertise related to the theme
- Synthesize research perspectives and foster interdisciplinary dialogues for developing integrated approaches to the opportunities & challenges thrown up by digital economy

Thirty six Research papers were presented by various scholars from different Institutions. Total number of participants was **102** which includes **41** faculties and **the rest includes research scholars and** students. The conference was a source of advanced information for those involved directly or indirectly in Digital Economy.

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