Intl conference on Digital Economy ends

■ **Staff Reporter**
RAIPUR, Dec 7

TWO-DAY International Conference on Digital Economy (ICDE)-2019 of Indian Institute of Management (IIM) Raipur concluded on Saturday.

The second day's proceedings started off with a workshop conducted by Pratyush Praveen, Practice Manager – IBM Lab Services and Ramanakumar Natarajan, Software Specialist – IBM Lab Services on the topic 'Artificial Intelligence and Text Mining'.

The workshop was followed by a talk by Kiran Adlakha, Engineering Group Manager, Intuit. She spoke on the topic 'Privacy and Artificial Intelligence'. The talk revolved around technological advancements in the field of artificial intelligence and how it would evolve in the future. Adlakha laid emphasis on the threats which arise due to poisoning of data. She went on to cite various examples to make the concept clearer where theft of data can be a major problem and then suggested some solutions which involves Machine Learning for the same. For the Cashless and Digital Economy section Prof. Vaibhav Lalwani, IIM Raipur and Prof. Gopal Kumar, IIM Raipur, served as the technical session chairs. Papers presented included ideas such as the perceived benefits for small retail outlets with the introduction of Cashless Economy, The role of IT Sector in the Development of Indian Economy in the era of Digitalization, Digital Knowledge Economy and building a case for monetary valuation of digital service assets. Santosh Rajput, Principal Consultant, Capgemini and Prof. Parikshit Charan, Associate Professor, IIM Raipur. The papers included a Qualitative Study of Indians Connecting with Physicians on Facebook, Impact of Social Media for Empowering Youth with reference to Career Opportunities and Development, Customer's Attitude towards Social Media Advertising, Study on Impact of Digital and Social Media on Customer Retention and analyzing the impacts of EVM Glitches in India.

Guests and IIM Faculty during the concluding part of the international conference.

The last section of session of first parallel track was focused on Digital Payments, Fintech and Financial Inclusion, and had its session chairs in Prof. Satyasiba Das, Associate Professor, IIM Raipur and Prof. Bikramaditya Ghosh, Associate Professor, Christ University.

The parallel track session 4 kick started with its first session themed 'Financial Literacy, E-Education, and E-Learning', chaired by Prof. M. Kannadashan, Professor, IIM Raipur and Prof. Pankaj Singh, Assistant Professor, IIM Raipur. The ideas presented included Financial Literacy In The Digital Era, Boosting Financial Literacy, Financial Attitude & Financial Well Being among youth, Digital Financial Literacy for Women in Rural India, Tipec Model Implications For Indian E-Learning Context, cross study of E-learning in India and Sri Lanka and Maturity Assessment of E-learning in India using IT Strategic Tools.

An intriguing idea session 'Digital Innovation and Entrepreneurship' was chaired by Prof. Satyasiba Das, Associate Professor, IIM Raipur and Prof. Ankita Chhabra, Assistant Professor, IIM Raipur.

The final session of the day under the umbrella theme of 'E-Commerce and M-Commerce' was chaired by Prof. Priya Seetharaman, Associate Professor, IIM Calcutta and Prof. Shalabh Singh, Assistant Professor, IIM Raipur. Research works presented under this theme are User-Generated Content in luxury fashion category, study on Facebook posts engagement on post published by meditation & mindfulness mobile application Facebook pages, B2B e-Marketplace for Textile Industry, Attitudinal shift of consumer buying behaviour, Viable E-commerce Mobile App Adoption Strategy Using SOSTAC Model, Comparative Study Of Customer Perception On Online Shopping Platforms and Innovation in Indian Government's Social Media Usage. The second day of the event came to an end with a Valedictory Session. Prof. Priya Seetharaman, Conference and Program Committee Co-Chair, IIM Calcutta, presented the Conference Report. Shri Sanjay Mehta, Joint CEO, Mirum India, Santosh Rajput, Principal Consultant, Capgeminiand Prof. Sanjeev Prashar, Dean Academics, IIM Raipur graced the valedictory as keynote speakers. Prof. Sumeet Gupta, Conference and Program Committee Co-Chair IIM Raipur concluded the event by thanking everyone.

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