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News In English

IIM Raipur has successfully organized the second day of ICDE

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14 3 minutes read



RAIPUR: IIM Raipur has successfully organized the second day of International Conference on Digital Economy (ICDE) 2019 on 7th December 2019. The conference, being the first of its kind witnessed proficient academicians, experienced corporates and aspiring research students from various prestigious institutions. The first two days of the three-day conference have added weight in terms of knowledge and ideas to all the attendees.

The second day's proceedings started off with a workshop conducted by Pratyush Praveen, Practice Manager – IBM Lab Services and Ramana kumar Natarajan, Software Specialist – IBM Lab Services on the topic 'Artificial Intelligence and Text Mining'. Various text mining tools and software were introduced to the attendees. The students were enamored by the workshop that most of them decided to try out these tools right away for their further research.

The workshop was followed by a talk by Ms. Kiran Adlakh, Engineering Group Manager, Intuit. She spoke on the topic 'Privacy and Artificial Intelligence'. The talk essentially revolved around technological advancements in the field of artificial intelligence and how it would evolve in the future. Insights into various technologies used in the domain of Artificial Intelligence kept everyone glued to their seats throughout the talk.

Ms. Adlakh 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.

During the latter part of the day, parallel track sessions took place on the broad topics Cashless Economy, Social Media and it's Impact, Digital Payments and Financial Inclusion, Financial Literacy and E-Learning, Digital Innovation and Entrepreneurship and E-Commerce and M-Commerce.

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.

The next section was on Social Media and its Impact, chaired by Santosh Rajput, Principal Consultant, Capgemini

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and Prof. Parikshit Charan, Associate Professor, IIM Raipur. The papers presented 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.

The last section of this 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 papers here focused on Adoption life cycle of m payments, Effect of Trust and personal Innovation on m-payment adoption, Strategies for enhancing adoption of e-payments, Technology Driven Compliance in Financial Markets, Empirical Study on Determinants of Successful Financial Inclusion, Relation between Financial Inclusion and Economic Growth and CSR Performance and Fintech Usage.

The parallel track session 4 kickstarted 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 papers presented were on Conceptualizing and measuring the strategic fit of IT-enabled dynamic capabilities, Women in Digital Entrepreneurship, Voice Technology, Moderation on Entrepreneurial Orientation and Enterprise Performance, Growth of Start Ups in India and Validation and Modelling of the Barriers of Algorithmic Trading in India among others.

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. The noteworthy 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, Mr. Santosh Rajput, Principal Consultant, Capgemini and Prof. Sanjeev Prashar, Dean Academics, IIM Raipur graced the valedictory as keynote speakers. Lastly Prof. Sumeet Gupta, Conference and Program Committee Co-Chair IIM Raipur concluded the event by thanking everyone in attendance on behalf of the institute.

IIM Raipur is looking forward for an indulging and thought provoking workshop and key talks on Day 3 of ICDE 2019.



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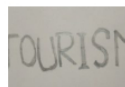
वैश्विक स्तर पर छत्तीसगढ़ पर्यटन को बढ़ावा देने आधुनिक तोर-तरीकों के साथ बेहतर बनाए कार्यक्रम: ताम्रध्वज साहू

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