

ICDE 2019 inaugurated at IIM Raipur

■ Advent of digital age was an excellent opportunity for India: Experts

■ Staff Reporter

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EXPERTS at the International Conference on Digital Economy (ICDE) 2019 heavily emphasised on the increasingly digital world people live in today.

It was the first day of Indian Institute of Management (IIM) Raipur's ICDE on Friday and the speakers for the inauguration programme were Professor Sumeet Gupta, Conference Co-Chair, IIM Raipur, Professor Bharat Bhasker, Conference Chair & Director, IIM Raipur, Professor Souren Pal, Nova Southeastern University and Sanjay Bobde, National Institute of Smart Governance (NISG).

The general theme of the address was how the advent of the digital age was an excellent opportunity for India to take the next step through idea-based value creation.

Next up was a panel discussion on the topic 'Governance in the Era of Artificial Intelligence'. The participants included Professor Lakshmi Iyer, Appalachian State University, Sanjay Bobde, NISG, Rohit Bansal, Group Head of Communication, Reliance Industries Limited and Dr Divakar B Kamath, Associate Director, IBM India Private Limited.

One of the most important aspects of the discussion was how AI can never replace human beings, and for one simple reason: AI is a learning-based method, and it learns through experiences.



Experts during the inauguration of the conference on Friday.

These experiences will always be far outnumbered by the experiential learning that humans have acquired collectively over the years. That said the AI revolution has brought about new and emerging opportunities such as growing smart cities applications, Internet of Things (IoT), social media, mobile apps, among other sources of big data.

All of the above has led to the emergence of new governance structures that can be harnessed for collective good in the future once refined.

The Digital Economy section had Technical Chairs Professor Siddhartha K Rastogi, IIM Indore and Professor Pradyumna Das, IIM Raipur.

Papers presented were on an in-depth look at the available literature on social CRM, the effect of social media on enhancing brand loyalty through consumer brand engagement and value creation, consumer engagement through social media and how social media and digital marketing provide avenues for entrepreneurship.

In the second parallel session

on Analytics and Microfinance, the first section was on Robotics and AI, with technical chairs Prof. Sriram Rajgopalan, Great Lakes Institute of Management Chennai and Prof. Mohit Goswami, IIM Raipur.

Papers on Analytics in Digital Economy had Technical Chairs Shiv Kumar, Mahindra and Mahindra Group, and Prof. Manojit Chattopadhyay, IIM Raipur. Papers presented dealt with ideas such as mathematical modelling for smart environmental weather forecasting, gauging correlation between Twitter sentiments and stock market returns, job title prediction using machine learning and whether business analytics is the appeal of a gig economy.

Professor Pradeep Kumar, IIM Lucknow and Professor Rashmi Shukla served as Session Chairs for papers presented on cashless economy and microfinance.

The first day's proceedings concluded with Workshop on Analytics in Industry by Shiv Kumar, Head (Data Sciences), Mahindra and Mahindra Group.