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CONFLUENCE **5th International Conference on** **India's Trillion Dollar Digital Opportunity** **ITDO - 2023**

(Date: 13 – 14 February, 2023)

Chennai, India

Conference Special Issue

February - 2023

Organized by :

School of Management, Dwaraka Doss Goverdhan Doss Vaishnav College,
Chennai, India

&
Research Culture Society



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5th CONFLUENCE

International Conference on India's Trillion Dollar Digital Opportunity

ITDO - 2023

Date: 13 – 14 February, 2023

***School of Management, Dwaraka Doss Goverdhan Doss
Vaishnav College, Chennai, India***

Conference Special Issue

The Managing Editor

Dr. C. M. Patel

(Research Culture Society and Publication)

Associate Editor

Dr. U. Amaleshwari

Co-Editor

Dr. R. Aarthi Alamelu



Organized by :

**School of Management, Dwaraka Doss Goverdhan
Doss Vaishnav College, Chennai, India**

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Excellence
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Arumbakkam, Chennai 600 106.

SCHOOL OF MANAGEMENT - PG & RESEARCH

APPROVED BY AICTE

ABOUT THE ORGANIZING INSTITUTION:

Dwaraka Doss Goverdhan Doss Vaishnav College, a linguistic minority institution was established in the year 1964. His Holiness 108 Goswami Shri Maharajshri Mathureshwarji laid the foundation stone for the building on 13th November 1963 at "Gokul Bagh". The college offers 33 UG courses, 18 PG Courses and 6 Research programs. The curriculum is reviewed and updated periodically, in keeping with the changes in the diverse disciplines of arts, commerce, science and technology.

ABOUT SOM:

The School of Management has its inception from 1995 as an independent professional body and is affiliated to the University of Madras and approved by AICTE. DDGD Vaishnav School of Management is a co-education institute and has been established with the objective of mastering in core areas of management with emphasis on practical application suited to global environment. SOM was ranked A5 Band: Institute of Academic Excellence, by OBE Ranking 2021, it also ranked in B2 level in B-School survey for the year 2021. These ranks are based YoY

'Research Culture Society' is a Government Registered International Scientific Research organization. Society is working for research community at National and International level to impart quality and non-profitable services. Society has successfully organized 100+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions.

ABOUT THE CONFERENCE:

ITDO 2023 – International Conference on India's Trillion Dollar Digital Opportunity organized on 13th & 14th February 2023 in Chennai. This international conference is intended to measure the facts and focus on trillion-dollar opportunity, current challenges, ideas available to lift-off phase of digital adoption, that can contribute in attaining the national goal. The conference will provide opportunities to the potential authors, academicians, industrialists, research scholars and students in the discipline of social sciences to showcase the highlights and challenges of India's Trillion Dollar Digital Opportunity.

CONFERENCE OBJECTIVES:

This International conference is aimed to inhabit upon the following objectives –

- To recognize the progress made by India on digital adoption and to identify gaps yet to be filled.
- To articulate the vision, potential size and drivers of India's digital economy.
- To determine the factors towards realising ITDO.
- To measure the impact of ITDO on
 - Business / Agriculture
 - Digital users
 - Economy
 - Society

BROAD THEMES :

FINANCE: Indian Digital Payment / App, Cryptocurrency / Bitcoin, Digital Money, Investment opportunities, Payment through Digital app, Fintech Analysis, Cyber Security in Online Banking, Block Chain Technology, Cloud Computing, Asset Management, Strategic Financial Measures, Financial Regulatory Measures, Portfolio Diversification, Risk Analysis International Accounting Practices, Other Related Topics.

MARKETING: AI, Data Analytics and Research in Marketing, Convergence of Marketing in Digital Era, Digital Era, Digital Marketing, E-Customer Relationship Management, Brand and Product Strategies, Global Marketing, Integrated Marketing Communication in Sustainable and Green Marketing, Consumer Behavior and Retailing, Services Marketing, Sales and Distribution, Other Related Topics.

HUMAN RESOURCE: HR Analytics Innovative Technology in Business, Feasibility of HR Economic model, Reconciling between the irreconcilable trinity of equity, efficiency and sustainability, HRD and VUCA Compatibility, Up Skilling and Reskilling, Talent Acquisition and Retention, Virtual Employee Connects, Career Transmission Management Learning and Development, Succession Planning & Competency Management, HRD Practices in Changing Business Landscapes, Hierarchical Restructuring, HR Outsourcing and Consulting, Performance Management, HR Assessment, Other Related Topics.

ENTREPRENEURSHIP: Business Ideation, Up Skilling and Reskilling Entrepreneurial Culture, Emerging Entrepreneurship Styles, Spin off Process and Knowledge Transfer, New Business Ideas and its Start-up, Angel Investors and Venture Capital, Entrepreneurism and its effect on economic growth, Crowdsourcing, Gender culture and entrepreneurship, Cloud technology and its implications for entrepreneurship, Effect of taxes on entrepreneurs and their decision-making process, Policy Entrepreneurship, Entrepreneurial Performance towards Family Business, Other Related Topics.

SUPPLY CHAIN MANAGEMENT: Emerging digital supply chain business models. Transform the company into a digital supply chain, Supply Chain 4.0, Trends and influence on SCM, Digital supply chain management; Digital performance management systems, Cross company logistic models, Supply chain optimization, Sustainable supply chain management, Embracing the Digital Supply Chain and Robotics in Warehousing

MESSAGE FROM THE SECRETARY DESK

Dr. Ashok Kumar Mundhra,
Secretary

I congratulate the Confluence team for successfully organizing “Confluence – A two-day International Conference on India’s Trillion Dollar Digital Opportunity – ITDO 2023” on 13th to 14th February 2023. The conference kick started by a Pre-Conference Workshop from 6th and 10th February 2023 facilitating researchers on Advanced trends in Management Research. Subject experts from IIM, Central & State Universities and Research Organization addressed the registered participants. School of Management, one of the most prestigious B-schools in India is proud to announce the international conference on India’s Trillion Dollar Digital Opportunity based on the Government of India’s Digital Vision and the potential of India to attain a trillion-dollar economic value towards the digital economy by 2025, sustaining 60-65 million jobs. As an educational institution, we have a fundamental role in transforming societies aimed at a more sustainable future. Through knowledge creation and dissemination, research, education, and outreach, institutions of higher education can lead the path towards economic development. Research papers from various were reviewed by the Steering committee members representing Institute of National Importance, Academicians and Research Associates from foreign nations attended the conference. The conference facilitated leading academic scientists, researchers, faculty, and research scholars from different countries and from diverse knowledge and fields to exchange and share their experiences and research results on all aspects of India’s Trillion Dollar Digital. We are overwhelmed by the response of the participation in contemporary Management domain.



Dr. Ashok Kumar Mundhra
Secretary,
DDGD Vaishnav College

MESSAGE FROM THE PRINCIPAL DESK

Dr. S. Santhosh Baboo,
Principal

I at the outset Congratulate the organizers of “Confluence – A two-day International Conference on India’s Trillion Dollar Digital Opportunity – ITDO 2023” The recently released India’s Trillion Dollar Digital Opportunity, a report by the Ministry of Electronics and Information Technology (MeitY) has been making waves. I appreciate that the same theme was adopted to organize a 2 days International Conference, by School of Management, Dwaraka Doss Goverdhan Doss Vaishnav College. Indian Economy is emerging very rapidly amidst the other Developed Economies of the Globe.

The IT-BPM sector accounts for approximately 40 percent of India’s service exports. The revenues from the IT-BPM industry are expected to range from \$280 billion to \$350 billion in 2025 translating to an added economic value of \$250 billion in 2025.

A shift from legacy technologies towards digital technologies, automation, cloud, big data analytics, AI etc. are going to drive value for companies adopting them. Data is going to become central to the decision-making process and augment digital transformation initiatives.

As IT and software shift towards building advanced digital applications, IT and BPM companies have to pivot their business models leveraging data to develop new digital offerings. By honing their data analytics capabilities, organizations can build a 360-degree view of the customer, reinvent the organizational model, provide greater service assurance, improve marketing and sales outcomes by capably recognizing opportunities to upsell and cross-sell to existing customers. Data can also be leveraged to reduce customer churn, drive product adoption and reduce customer churn.

I congratulate the Editorial Team, publishing the Special Edition in the International Journal of Innovative Research in Multidisciplinary Field, a reputed UGC Listed Journal.



Dr. S. Santhosh Baboo,
Principal
DDGD Vaishnav College

MESSAGE FROM THE EDITORIAL DESK

Everyone in the digital ecosystem, from corporates to state governments, is now in a race to digitalize its governance, functions and services. Business models across the world are going through a disruptive transformation. India has chartered a unique path to digitalization using public digital platforms like BHIM-UPI , GSTN and GeM coupled with private sector Innovations have accelerated the Digital Adoption in India.

We are delighted to bring out special issue of compiled research paper on International Journal of Innovative Research in Multidisciplinary Field which is a culmination of plethora of efforts.

I owe a heartfelt thanks to all the contributors of research papers and cases. Articles published in this issue have gone through internal review committee and the comments received from experts have helped to improve upon the quality of work. In this pursuit I extend my immense gratitude to a very dedicated team of editors for their relentless and untiring efforts.

We sincerely hope that the readers will find the articles and research papers interesting, relevant and intellectually stimulating leading to building up diverse outlook about contemporary issues.

Dr.U. Amaleshwari

Associate Editor & Head of Department, SoM, DDGD VC.

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Dr.C. M. Patel

Director, RESEARCH CULTURE SOCIETY

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Message

Dear Professional Colleagues,

It is gratifying to note that School of Management, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, India; in collaboration with 'Research Culture Society' (Government Registered Scientific Research organization) organizing – 5th CONFLUENCE 'International Conference on India's Trillion Dollar Digital Opportunity ' during 13 – 14 Feb, 2023.

The aim of the conference is to provide an interaction stage to researchers, practitioners from academia and industries towards the Trillian Dollar Digital opportunity of India. And secondary aim is to provide the delegates to share their new research ideas and the application experiences face to face.

I believe, this International Conference will help and sharing the information and discussion of India's digital economy revolution and development at the world level.

My best wishes to the committee members, speakers and participants of this scientific conference ITDO - 2023.

A handwritten signature in blue ink, appearing to read 'Dr. C. M. Patel', is positioned above the printed name.

Dr.C. M. Patel

Director, Research Culture Society.

ORGANISING SECRETARY MESSAGE

“The 5th confluence –International Conference on India’s Trillion Dollar Digital opportunity” on 13th and 14th February 2023 by School of Management, DDGD Vaishnav college, one of the best B-Schools in India provides an excellent opportunity for the academicians, research scholars, researchers, academic scientists from various parts of the world to disseminate their humongous knowledge on the topic “India’s Trillion Dollar Digital opportunity”. India has chartered a unique path to digitalization using public digital platforms like BHIM-UPI, GSTN and GeM coupled with private sector Innovations have accelerated the Digital Adoption in India. The conference envisions the transformation of India in to a digitally empowered economy by 2025. The “5th International Conference on India’s Trillion Dollar Digital” by School of Management, DDGD Vaishnav college acts as an Enabler for the participants to unlock their cognizance of how India’s Digital Economy can unlock productivity and value through Digital Infrastructure and Ecosystem. The pre – conference workshop from 6th to 10th Feb ,2023 retains the participants with explicit knowledge about the research methods and processes. I appreciate the efforts made by all the participants’ in convincing that India will be a new role model of digital transformation to the world.



Dr. U. Amaleshwari

ORGANISING SECRETARY

Confluence 2023

CONFERENCE SPEAKERS:

Dr. Maniam Kaliannan, Associate Dean of Graduate School, University of Nottingham
Malaysia

Dr. Magiswary, D, Deputy Dean, Research & Industrial, Collaborations / Associate
Professor, Multimedia University, Malaysia

Mr. Kewyn George, Director – IS, IS Global Service Center, India

Mr. Vijay Kapoor, The Horse Shoe Man, DERBY, Managing Director, India

Mr. Vijay Kapoor, The Horse Shoe Man, DERBY, Managing Director, India

Mr. S. Ranganathan, Chief Manager, NSE Academy, India

Mr. Udaya Sankar, Deputy Director - SSC NASSCOM, Co-Founder & Trustee, Maatram
Foundation

Dr. Karthik Ramesh, VP – Client Partner – US Provider & Life science EMIDS

Dr. Justin Paul, Professor, University of Puerto Rico, San Juan, PR, USA

Dr. P. Murali Prasad, Professor, Department of Economic Sciences IIT Kanpur

Dr. (Mrs). S. Chinnammai, Professor and Head, Department of Economics, University of
Madras.

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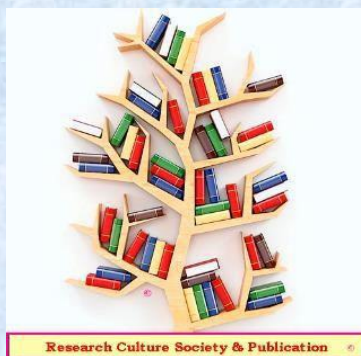
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