

St. Mary's College (Autonomous) Thoothukudi  
Department of Economics  
International Webinar Report – 31.01.2023

Invitation



St. Mary's College (Autonomous)  
Re-accredited with 'A+' Grade by NAAC  
Thoothukudi -628001, Tamilnadu  
Department of Economics  
Organises an  
International Webinar on

**"DIGITAL TRANSFORMATION FOR SUSTAINABLE ECONOMIC DEVELOPMENT"**

**DR. GUNASEKAR THANGARASU**  
Head of Department, Department of  
Professional Industry Driven Education (PRIDE)  
MAHSA University, Selangor, Malaysia

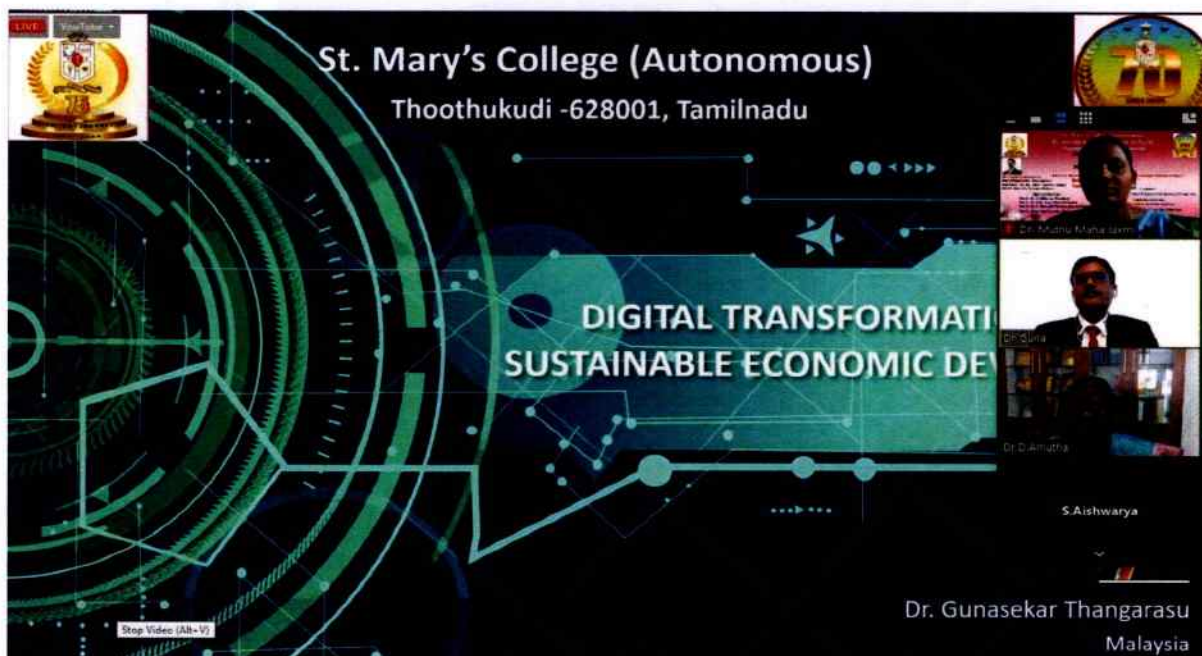
**Date: 31st January 2023**  
**Time: 4.00 p.m. – 5.00 p.m.**

**Convener**  
**Dr. D. Amutha - Head & Associate Professor of Economics**  
**Organising Secretary**  
**Dr. Muthu Maha Laxmi - Assistant Professor**  
**Organising Committee Members**  
**Dr. D. Rathi - Assistant Professor**  
**Ms. T.A. Alfreeda - Assistant Professor**  
**Dr. A. Sudha - Coordinator & Assistant Professor (SSC)**  
**Dr. G. Sumathi - Assistant Professor (SSC)**

**Best wishes from**  
**Rev. Sr. Dr. C. Shibana, Secretary**  
**Rev. Sr. Dr. A.S.J. Lucia Rose, Principal**  
**Rev. Sr. Dr. S. Kulandai Therese, Deputy Principal**  
**Rev. Sr. Josephine Jeyarani, Director, (SSC)**

*E-Certificate will be given to all participants*

Screenshots



St. Mary's College (Autonomous)  
Thoothukudi -628001, Tamilnadu

**DIGITAL TRANSFORMATION FOR SUSTAINABLE ECONOMIC DEVELOPMENT**

Dr. Gunasekar Thangarasu  
Malaysia

S. Aishwarya

Dr. D. Amutha

Dr. Muthu Maha Laxmi

Zoom Meeting    You are viewing Dr. Gopal's screen    View Options

Dr. Muthu Maha...    Dr. Gopal    Dr. D. Amitha    S. Aishwarya    J. Rizwana Azim    K. Suriyakala

## Economic Growth

The expansion of **production possibilities** and increase the standard of living is called **economic growth**

**Two key factors influence economic growth:**

- Technological change
- Capital accumulation

- 1. Technological change:** enhance productivity, time management, improved cost management and better security.
- 2. Capital accumulation:** the growth of capital resources, which includes *human capital*.

- 61% of managers believe that information is overloaded.
- 80% of managers believe the situation will get worse.
- Over 50% of managers ignores data in current decision making process.

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Dr. Muthu Maha...    Dr. Gopal    Dr. D. Amitha    S. Aishwarya    J. Rizwana Azim    K. Suriyakala

## Digital Transformation and Data

**The organization will have the opportunity to:**

- Gain insights into daily business operations
  - local and global market trends
  - customer history and behavior
  - existing products and services
- Discover opportunities to introduce new products and services
- Enable the systems to learn from historical data to produce improved analysis results
- Enable the systems to assume decision-making responsibilities

**Big Data Analytics tools in Market**

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## Sample Certificate



## Report

The Department of Economics, St. Mary's College (Autonomous) Thoothukudi organised an International Webinar on the topic "Digital Transformation for Sustainable Economic Development" through online (Zoom) platform on 31<sup>st</sup> January 2023 at 4.00 p. m. Dr. Gunasekar Thangarasu, Head of the Department, Department of Professional Industry Driven Education (PRIDE) MAHSA University, Selangor, Malaysia was the resource person.

In his session, he covered the topics like introduction to digital economy, understanding the digital transformation and digital transformation technologies. He discussed on how technology is the key driver of economic growth and development. He also discussed about the essentials and objectives of digital transformation. He elaborately explained the different digital transformation technologies like Cloud computing, Block chain technology, IOT (Internet of Things) Big data analysis, Machine learning & AI (Artificial Intelligence). He discussed their benefits, advantages and disadvantages to the participants. He concluded that Digital transformation certainly has an impact on the overall society, making new technologies more accessible, knowledgeable, agile and competitive as well as assisting in better decision making. So, it plays an important role for achieving the sustainable economic development in the country.

The webinar started with a prayer. Dr. Muthu Maha Laxmi, Assistant Professor of Economics greeted everyone with her warm words of welcome. Dr. D. Amutha, Head and Associate Professor of Economics introduced the resource person by her personifying words. Ms. T. A. Alfreeda, Assistant Professor of Economics rendered the vote thanks as a mark of gratitude. Nearly 98 participants from different regions of Tamilnadu, different states of India and international participants participated in the webinar. The participants comprised of students from all the years of the Department of Economics, other departments and also other disciplines from various institutions both nationally and internationally. A wide range of faculties were also present. Feedback was received from all the participants through the posted link at the end and e-certificates were provided to all the participants. Finally, the webinar ended with the college anthem. The webinar was really very useful and it served its fruitful purpose which was the need of the hour.

**Link**

**Zoom Meeting link:**

<https://us02web.zoom.us/j/83842656896>

**YouTube link:**

<https://www.youtube.com/live/C5WBÄdnRBxM?feature=share>



Head of the Department

**Dr. Mrs. D. AMUTHA, M.A., M.Phil., Ph.D.,**  
Associate Professor in Economics  
St. Mary's College (Autonomous)  
Tuticorin- 628 001



IQAC Coordinator

**IQAC Co-ordinator**  
**St. Mary's College (Autonomous)**  
**Thoothukudi**



Principal

**St. Mary's College (Autonomous)**  
**Thoothukudi-628 001.**