Jolly Masih, Ph.D.

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Keynote speech: Innovation in digital Era.

Innovation, the new fuel to the industrial technology and business processes where digital transformation is more than embracing new technologies. It is change in thoughts and organization culture. Organizations should address changing business scenarios; dynamic business demands and innovate ways to quickly cater to these changing needs. Leaders and IT teams should collaborate to meet business requirements, drive innovation and march towards continuous improvement. Innovation through digital transformation is all about accelerate business activities, low cost, improved marketing time, positive process changes, people development, and competency. Digital business transformations are driven by factors like Innovative technology, consumer customer behavior and market demand, and environmental factors to adopt modern technology like a cloud, big data, IoT, RAD, etc., bringing value to the business, increase speed, lower effort and cost, and deliver results more effectively.

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