
Business Education in Digital Economy: Industry-Academia Interface

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Abstract:

The perfect collaboration and sync between industry and academia have been the foundation stone for cutting-edge innovation and research leading to economic prosperity. The industry-academia relationship has been the interface, which has channelized and led to the creation of knowledge and the application of it. It is said that necessity is the mother of invention. In this space, the industrial needs have been the mother, which has been nurtured and groomed by academia in every phase of industrial transformation. As the world is witnessing a digital revolution, it is the responsibility of academia to groom the future leaders in each domain like technology, finance, HR, marketing etc. to meet the industrial needs. At the same time, it is also on the part of industries to adapt to these new technologies so as to make their operations transparent, smooth and rapid. Through this paper, a comprehensive analysis is being performed on finding out the gap areas and developing the expertise and leadership competencies of all these technical as well as non-technical industrial operations by the academia with a special focus on tier-2 cities and rural areas.

Keywords: Academia, Digitalization, Industry 4.0, Data Analytics, Artificial Intelligence, Employees Retention.

Introduction:

The rationale on which the paper is based upon is to find out the impact which the industry-academia interface can create on the business education in the digital economy of India. The paper analyzes the issues and challenges in industry academia interface on business education in the digital economy of India. The paper also digs out the causes and analysis of the facts through an eye of industries which view Indian academia as not being upto industry standards. It suggests ways which can be utilized to bring academia to industry standards.

The present paper analyzes the gap areas which exist there in between the industries and academia in terms of nurturing the future leaders with digital skills in domains Like finance, human-resources, marketing.

Objective:

Digitalization in business domains like finance, HR and marketing to find out the gap areas and develop the competencies of the respective professionals so as to enhance the business outcomes.

Hypothesis of the Study:

The hypothesis of my research paper is to test the present and futuristic competencies of the business professionals and world economy in light of rapid digitalization.

Methodologies:

The data has been collected from secondary sources comprising reports from Gartners, the Ministry of Statistics and Programme, Government of India, Ministry of Labour and Employment. The world is witnessing the beginning of industry 4.0. Industry 4.0 is a term. The concept of Industry 4.0 on a whole includes Smart manufacturing, Smart factory, Lights out (manufacturing) also known as dark factories, Industrial Internet of things also called the internet of things for manufacturing. Now, when we look at the fundamental components of industry 4.0, the sole determining factor is computerization. i.e. digitalization. Now, if we look at the source of digitization, which has brought about the very idea of industry 4.0, it has been academia. Academia is further going to provide the fuel needed to further boost the fourth industrial revolution in the form of tools, ideas, and professionals.

Finance:

Starting with the finance, the processes which were there around a decade ago were quite static and unchangeable. But with the onset of rapid digitalization, people of this generation are learning artificial intelligence and machine learning. When we talk from the finance consumer perspective, there are two sets of finance professionals. One set is of those working in companies like Coca-Cola, IBM, Wipro, etc. and the other set is of output finance professionals working in banks in fields of mergers and acquisitions. The pitch might be done either through in-person communication or by visiting door-to-door. However, with the growth in digitalization, it took the shape of email, SMS and calls, which required just a click of a button. Now, again, this very process needs optimization in its execution in order to bring in more accuracy and pace. With every process, a large chunk of data sets is being

generated periodically. If we can take the help of machine learning to train these data sets, some sort of meaningful result can be derived out of that, which can further result in bringing accuracy and speed to the business operations. At the same time, while generating financial reports, artificial intelligence-based tools can be utilized to bring the results of the report closer to the accuracy. The crux is that traditional financial processes are no longer market-fit. The academia needs to bring it in light that while imparting education to finance students, besides the core finance syllabus, a syllabus curated on the themes of using digital tools and technologies in finance should also be included.

If we just talk about the working processes and environment in the banking sector, the situation was totally different around 43 years back. It was all the ways manual banking with zero technology. There was no technology or IT Department, Credit Monitoring Department, Risk Assessment department. Now, these are the biggest departments of the banking industry. Now, there are UPIs, mobile wallets and RTGS payments etc. with 24 x 7 payment transfer and withdrawal. Although, there are some sort of security issues, which need particular attention, yet, it has eased the lives of people and bankers. The gap areas, which exist here is the security and high availability. Now, again comes the role of academia in addressing this particular gap. New technologies like blockchain, which is highly secured can be utilised in all payment processes in order to make payment banking more reliable.

Marketing:

The traditional marketing has been going door to door and meeting with people or groups of people in general. However, with technology and growth in digitalization, it has completely taken a new shape. The door-to-door marketing has turned into other channels of marketing like Social media, online marketing, apps, and precise target group activation through targeting: “It was only a decade ago that the ‘digital shift,’ got initiated i.e. the shift of advertising budgets to digital channels. Then, a social media tool got introduced that enables us to provide our partners with not only relevant content, but also with a custom budget. The retailers can thus run campaigns in their name, in their area, and in their desired target group.

Earlier, we used to have classical, regional retailer brochures, which are no longer the sole media for advertising. It has got replaced to an extent with channels like personalized mailings, social media with Facebook at the top, or customized search engine offers via

Google. Now, if we talk of the gap areas, which lie or highly probable to lie in the future, it will be understanding the customer behavior thoroughly with more accuracy.

If we talk of the marketing professionals, a new sector with a pool of digital marketers has emerged. Their processes of marketing are mostly limited to digging out the social media and flooding them with content. As a result of which, the accuracy has not been upto the desired level. The need of the hour on the part of academia is to train such aspiring digital marketers with technologies like Data Analytics and tools based upon machine learning. Marketing is changing. The arrival of digital channels has meant Marketers have had to find out an entire new set of creative skills, from HTML5 to Infographic design. Thus, we have analysed that the gap areas lie with the skill sets of marketing professionals.

HR:

One of the hot topics these days is the Digitization of Human Resources . Processes optimization, efficiency gain and speed, and ultimately a modern Human Resource function. At the same time, the recruitment processes have become tough and challenging in a way that employee retention and engagement percentage have declined. Now, the gap areas, which lie here, are to look at the ways which can be used to increase these retention and engagement. It is through the technologies that with the help of historical data sets of a professional, it can be analysed what is the probability that he/she is going to retain in the particular organisation. One of the biggest challenges which is there in front of HR is to roll out digitalization. In a recent survey at Gartner, it has been found out that as per two-thirds of business leaders if their company does not digitalize more by 2020, it will no longer be competitive. It has been found that 88% of chief HR officers say that there is a need to invest in three or more technologies over the span of the next two years. Now, let us analyse if academia invests in training the HR students, how this is going to change the process of hiring. Let's start with the applicants. In theory, this is often a golden age for applicants. Unemployment is at a record low, around 8% in our country, and candidates are overwhelmed with opportunities. But dig a touch deeper and therefore the picture is more complex. Candidates struggle to spot which jobs to use for.

Now, let us look at how technology can be utilised to increase retention. Technology can intervene to enhance the way employees work. In fact, we all know from earnings call transcripts that chief executives now expect HR to actively find ways of creating employees happier. Currently only 29% of employees believe HR helps them perform better. Clearly

there's tons to try to do . Leading organizations are tackling this by using digital monitoring to spot how employees are feeling. Internal chat platforms like Jabber, Yammer and Chatter are a goldmine. Scan these conversations to seek out if it's too slow to reply to queries or if there's frustration with a particular process. Then HR can fix it.

So far, we have talked about the digitization of HR processes. Traditional HR methods are failing. Until recently, nine out of 10 organizations used annual employee surveys to monitor opinions. These surveys are expensive and slow, and the information is often collected months after an issue was live. Datascraping can provide rich insights into employee behavior. Employee location data can tell you where people are moving around the office and how office space can be optimized. Other more disruptive technologies, such as the use of facial monitoring, have potential; imagine a computer that tracks your emotions or a desk that understands your physiological markers and advises you to take a break when your temperature is rising. Finally, let us look at how investment in human resources connected in digitalization can impact the business outcomes. The marketplace for HR technology is lively, with thousands of vendors competing for attention, and it is often difficult to chop through the noise to spot what new HR technologies would be most beneficial. However, HR leaders play a critical role in ensuring that digitalization isn't only about technology. Technology may be a key component, but investing in technology alone has no significant impact on employee performance or satisfaction. Leading companies are pursuing digitalization as an experience for workers. While it includes technology, it's also about being connected, transparent, personalized, interactive and fast. These components together create a consumer-centric, digitized experience. Ultimately, digitalization may be a revolutionary force in HR. If you don't adapt, you'll find hiring costs soaring, retention falling and productivity flat-lining. But if you'll identify the challenges and deploy digital solutions to every issue, the potential for improvement is sensational. It's a fantastic time to be in HR and I'm hugely optimistic about what is often achieved.

If we look at the tier-3 cities and rural areas, which are a hub of unorganised business and retail businesses, it has been found out the digital transactions have increased significantly post demonetization. However, the potential, which this sector carries out has not been addressed yet, largely because a whole lot of people are still not tech-savvy. Here comes, the role of academia to impact digital literacy in tier-3 cities and rural areas. Now, in order to train these people, students can be given responsibilities. Through industry-academia

collaboration, students can be assigned the role of mentor in the boot camps which can be organized by the industries from time to time.

Conclusion:

With each passing generation comes new sets of innovations. This is an era of digitalization, which is disrupting the economy. For any economy and organisation to grow and survive, it has become very imperative that it completely renovates itself with digitalization. In order to achieve this complete renovation, professionals whether they belong to finance, need to be trained and equipped with the right set of digital skills like data analytics, artificial intelligence. Along with the business processes also need to be equipped with cutting edge tools and technologies.

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