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The Bengal Chamber organizes an interactive session with Dr. Anindya Ghose on Mobile Economy on 1st November (Friday) , 2019 at IIHM Global Campus, Sector V, Salt Lake

Expert bats for AI and Block Chain to monetize the Mobile Economy

Kolkata, Nov 01 (UNI) Smart phones are revolutionizing the way we live and conduct business as it has seeped into almost all pockets of society and drastically changing the old way of doing things.

Smart phones are being viewed as a personal concierge or caretaker in this world of value seeking consumers who are attracted by curated offers by mobile marketers.

To address the increasing change in ways of doing digital marketing and touch on the subject of Mobile economy, The Bengal Chamber organised an interactive session with Dr. Anindya Ghose, Heinz Riehl Chair Professor of Business, Professor of Technology, Operations and Statistics, NYU Stern School, Professor of Marketing and Director , NYU Stern Masters in Business Analytics.

Dr. Ghose addressed the gathering on Using Artificial intelligence and Block Chain to monetize the Mobile Economy

According to Dr Anindya Ghose, with regards to mobile economy, the two way exchange stands to benefit consumers and businesses as well.

In recent times there is emerging a gradual trend to shift from intuition based decision making to data based decision making feels Dr. Ghose. Business Analytics and Data science are being used to price products. China is way ahead of other countries in Artificial Intelligence.

The very fact that top three CEOs in the world are Indians are proof enough that India has a huge talent pool of hard skills and soft skills particularly in leadership and management.

However there is much to do with regards to infrastructure. Infra structure advantage help project start-ups. Unlike in Europe Indian consumers are fast moving and more open about data and privacy.

I am a huge advocate of market based system of data sharing between organisation and consumers were consumers should be rewarded for sharing data.. There is a massive potential of mobile economy which is \$3.3 trillion.

There are nine forces that shape the mobile economy which are location, time, context, omni channel, crowdedness, weather, trajectory, social dynamics and saliency. There has been a considerable shift in consumer mindset about privacy and data sharing.

Artificial intelligence is a modelling technology that brings in large amount of efficiencies due to automation but also runs the risk of more income inequality unless dramatic steps are taken. AI can also lead to rise of socialism as sudden upheavals do, stated Dr. Ghose. Block chain is being used for data veracity and addressing fraud in digital advertising. At the day end, data and privacy go hand in hand . Trust relationship is needed between organisations and consumer, feels Dr. Ghose.

Mr Debashis Sen, Additional Chief Secretary, Government of West Bengal present at the programme, stated, " Prices of mobile data is lowest in India and personal viewing screens are penetrating into the villages and therefore there is an economic opportunity for people in the department of IT and therefore due to this low cost and penetration we have to see what new avenues are coming in" .

"Mobile repairing and inventory are areas that give opportunities for employment and income. The Bengal Hackathon organised by the government aim to provide solutions for real life problems that happen in city life. One such favourite item is Toto on call, that allows the operators to be in a shared economy through use of an intermediary. On similar models a recent start-up provided solutions for street side vendor marketing without smart phones to be part of shared economy," according to Mr Sen.

Mr. Arnab Basu, Chairperson, IT committee of The Bengal Chamber stated, " The Bengal home crowd on the subject of mobile economy ." 1 of Dr. Anindya Ghose's stature among us and it is indeed very fortunate for us that he has used this occasion for the first time to address the

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PRESS CLIP

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An interactive session with Dr. Anindya Ghose organized by The Bengal Chamber at IIHM Global Campus on 1st November, 2019



WhatsApp snooping by Israeli company is one-off incident: Global Mobile Economy expert Anindya Ghose

India Blooms News Service | @indiablooms | 04 Nov 2019, 01:09 pm

#WhatsApp, #Israel, #GlobalMobileEconomy, #AnindyaGhose

Kolkata/IBNS: Reacting to the recent WhatsApp snooping incident by Israeli cyber intelligence company NSO group, Global Mobile Economy expert Anindya Ghose termed it as a "one-off incident".

On the sidelines of an interactive session organised by The Bengal Chamber at IIM Global Campus here Ghose said, "Israeli firms are really good (at breaching). I have worked with several Israeli companies. They are able to come out with ways.....It is a one-off thing."

"This is not every person's WhatsApp content is actually being snooped in because the benefits to that kind of snooping is incremental. This is also the reason why Facebook is slowly but steadily expanding its encrypted WhatsApp and integrating with Instagram."

WhatsApp contacted the users and informed them that their phones were under "state-of-the-art surveillance" for two weeks until May 2019.

Reportedly, human rights lawyer Nihal Singh Rathod, who is fighting several cases against the government in the Bhima-Koregaon case and activist Bela Bhatia, who works in Chhatisgarh are among the targeted individuals in India.



Meanwhile India's home ministry stated: "The government of India is committed to protect the fundamental rights of Indian citizens, including the right to privacy. It is clarified that the government operates strictly as per the provisions of law and laid down protocols. There are adequate safeguards to ensure that no innocent citizen is harassed or his privacy breached."

"Government of India is concerned at the breach of privacy of citizens of India on the messaging platform WhatsApp. We have asked WhatsApp to explain the kind of breach and what it is doing to safeguard the privacy of millions of Indian citizens."

In the lawsuit, WhatsApp alleged that some 100 members of civil society were targeted and the numbers increased as more people report their personal space was breached.

The messaging platform has accused NSO and Q Cyber Technologies of violating US and California laws and WhatsApp's terms of service.

Allegedly, Pegasus gets into the targeted person's phone through WhatsApp video call. When the phone rings, the hacker transmits a code and Pegasus is installed into the phone even if the user doesn't pick up the call.

PRESS CLIP

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An interactive session with Dr. Anindya Ghose organized by The Bengal Chamber at IIM Global Campus on 1st November, 2019



Bengal Chamber organises interactive session with Global Mobile Economy expert Anindya Ghose

India Blooms News Service | @indiablooms | 05 Nov 2019, 03:14 pm

#BengalChamber, #AnindyaGhose, #GlobalMobileEconomy

Kolkata/IBNS: To address the increasing change in ways of doing digital marketing and touch on the subject of Mobile economy, the Bengal Chamber organised an interactive session at IIM Global Campus here on last Friday, an expert on Global Mobile Economy, Anindya Ghose.

Ghose is the Heinz Riehl Chair Professor of Business, Professor of Technology, Operations and Statistics, Stern School, Professor of Marketing and Director, NYU Stern Masters in Business Analytics.

Ghose addressed the gathering on Using Artificial intelligence and Block Chain to monetize the Mobile Economy.

According to Ghose, with regards to mobile economy, the two way exchange stands to benefit consumers businesses as well.

In recent times there is emerging a gradual trend to shift from intuition based decision making to data based decision making, feels Dr. Ghose.



He said, "Business Analytics and Data science are being used to price products. China is way ahead of other countries in Artificial Intelligence. The very fact that top three CEOs in the world are Indians are proof enough that India has a huge talent pool of hard skills and soft skills particularly in leadership and management. However there is much to do with regards to infrastructure. Infrastructure advantage helps project start-up. Unlike in Europe Indian consumers are fast moving and more open about data and privacy."

"I am a huge advocate of market based system of data sharing between organisation and consumers where consumers should be rewarded for sharing data. There is a massive potential of mobile economy which is worth a trillion. There are nine forces that shape the mobile economy which are location, time, context, omnichannel, crowdedness, weather, trajectory, social dynamics and saliency. There has been a considerable shift in consumer mindset about privacy and data sharing," he added.

Ghose further said, "Artificial intelligence is a modelling technology that brings in large amount of efficiency due to automation but also runs the risk of more income inequality unless dramatic steps are taken. AI can lead to rise of socialism as sudden upheavals do, stated Dr. Ghose. Block chain is being used for data verification and addressing fraud in digital advertising. At the day end, data and privacy go hand in hand. Trust relationship is needed between organisations and consumer."



Debashis Sen, Additional Chief Secretary, Government of West Bengal present at the program, stated that "prices of mobile data is lowest in India and personal viewing screens are penetrating into the villages and therefore there is an economic opportunity for people in the department of IT and therefore due to this low cost and penetration we have to see what new avenues are coming in."

"Mobile repairing and inventory are areas that give opportunities for employment and income. The Bengal Hackathon organised by the government aims to provide solutions for real life problems that happen in city. One such favourite item is Toto on call, that allows the operators to be in a shared economy through a user-customer intermediary. On similar models a recent start-up provided solutions for street side vendors with..."

Arnab Basu, Chairperson, IT committee of The Bengal Chamber stated, "The Bengal Chamber is extremely privileged to have a person of Dr. Anindya Ghose's stature among us and it is indeed very fortunate for us that he has used this occasion for the first time to address the home crowd on the subject of mobile economy..."

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The Bengal Chamber organizes an interactive session with Dr. Anindya Ghose on Mobile Economy on 1st November (Friday), 2019 at IIHM Global Campus, Sector V, Salt Lake

Indian-born American academic looks to curb fake news, fake ads with help of Blockchain

OUR CORRESPONDENT

KOLKATA: Indian-born American academic and the Heinz Riehl Chair Professor of Business at New York University's Stern School of Business Anindya Ghose said that his goal in the days to come will be using Blockchain technology to address the issue of fake data, fake news and fake advertisements, that have made the world 'susceptible to misinformation.'

"Blockchain is being used for data veracity and addressing fraud in digital advertising. At the end of the day, data and privacy go hand-in-hand. Trust relationship is needed between organisations and consumers. The exercise of demarcating fake news or fake advertisements is a social obligation. One of the five advertisements a person sees on his smartphone or on the internet is a fraudulent one. So I have decided to focus on this aspect," said



Ghose at an interactive session organised by Bengal Chamber at a noted private hotel management institute in Salt Lake Sector V.

Ghose is also working on addressing the issue of advertisement frauds in some companies at Los Angeles and China and has already tasted success.

"I am assisting some noted companies in starting their digital campaign and being an Indian I would love to give back more to my country in the days to come," he added.

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কম দামি ডেটাকে কাজে লাগাতে উদ্যোগী রাজ্য

নিজস্ব প্রতিনিধি, কলকাতা: বিশ্বের অন্যান্য দেশের তুলনায় ডেটা বাবদ খরচ এদেশে সবচেয়ে কম। পাশাপাশি মোবাইল ফোনে ডেটা খরচ করার প্রবণতা অনেকটাই বেড়েছে গ্রামে। এই সুযোগকে কীভাবে কাজে লাগানো যায়, তার চেষ্টা চালাচ্ছে রাজ্য সরকার। সম্প্রতি বেঙ্গল চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রি আয়োজিত এক অনুষ্ঠানে একথা জানিয়েছেন তথ্যপ্রযুক্তি দপ্তরের অতিরিক্ত মুখ্যসচিব দেবাশিস সেন। তাঁর কথায়, যেহেতু মোবাইল ফোনের ব্যবহার বাড়ছে, তাই মোবাইল ফোন সারানোর প্রশিক্ষণ বহু মানুষকে জীবিকা নির্বাহের সুযোগ করে দিচ্ছে। রাজ্য সরকার যে 'বেঙ্গল হ্যাকাথন' নামে অনুষ্ঠান করে, সেখানেও ডেটাকে ব্যবহার করে কীভাবে দৈনন্দিন কাজে সুবিধা আনা যায়, তার চেষ্টা চলে। অনুষ্ঠানে এনওয়াইইউ স্টার্ন স্কুলের অধ্যাপক অনিন্দ্য ঘোষ বলেন, এখন কোনও সংস্থা কোনও বিষয়ে সিদ্ধান্ত নিতে গেলেও ডেটার উপর নির্ভর করে। অর্থাৎ মস্তিষ্ক নয়, ডেটা সেক্ষেত্রে পদক্ষেপ নিতে সাহায্য করে। এমনকী কোনও পণ্যের দাম কী হবে, তাও নির্ভর করে বিজনেস অ্যানালিটিক্স এবং ডেটা সায়েন্সের উপর। ভারতকেও আরও বেশি পরিকাঠামোয় জোর দিতে হবে, যার মাধ্যমে স্টার্ট আপ ব্যবসা বাড়বে।