

Workshop 7

Digital Industry and Prospects

ADDRESS by Venkatesh Ramamurthy

Venkatesh Ramamurthy sir discussed the digital industry and its prospects, highlighting key points. Global IT spending has risen, particularly in developing Asian and Middle Eastern countries. This growth has been driven by remote work, automation, and employee empowerment. However, 84% of companies are grappling with talent challenges. Business technology companies now dominate the landscape, combining digital, services, and platform elements with a strong IT focus. Future business schools will teach IoT, AI, ML, and business technology services. The industry emphasises AI, Business Analytics, Cloud, and Digital Transformation (ABCD). Automation is impacting processes, and digital systems and connectivity are crucial. CXO roles, such as CIO and CTO, have emerged, encompassing various aspects of companies. Understanding personal strengths is vital for choosing the right career path, while prospective roles include business analysts, product managers, and solution consultants. Collaboration, cloud technologies, and cybersecurity have become significant concerns. The UAE emphasises personal strength, understanding, applying business technology, and excelling professionally. Overall, the digital industry offers opportunities, requires diverse expertise, and address talent challenges.

