

Message from Guest Editor Desk



It is a matter of great pride and immense pleasure to bring out this special issue of Global Journal of Enterprise Information System which is a culmination of selected papers of the First International Conference on Digital Entrepreneurship: Prospects, Perils, Dividends and Challenges (ICDE 2018), hosted by School of Management, Presidency University, Bengaluru on April 20-22, 2018. The conference held for a spread of two days has prone many newer facets on the broad theme of Entrepreneurship and its related peripherals of Strategy, innovation and Technology which are the three key pillars of a company seeking to differentiate it from others and for an economy to be globally competitive. These can also be seen as enmeshing gears which provide the necessary traction to academia and corporate to achieve a competitive advantage and a country to progress towards sustainable development.

The particular issue has selected papers ranging to various aspects of digital entrepreneurship. The first paper in the series has presented a clearer perspective on the conceptual foundations about integrated risk management and governance in IT in banking operations without compromising the operational efficiency. Overall the paper promises to open newer facets of studies. The next paper is truly thematic and it's the need of the hour to perform a detail study on cyber insurance in the growing globalized cyber space. The authors has put empirical evidence to authenticate the study. Cyber-crime is a vast area which could have been elaborated more. The conclusion and discussion are well suited in today's context. In the third paper the authors have attempted study that would add to the existing pool of knowledge in Digitalization Space as Marketing Tool for Luxury Hotels. The review paper is a well-directed effort in understanding how Hotel industry is moving towards seamless connections in which personalized, prompt and integrated services are required to be stable in this competitive world.

The next paper is a sincere attempt by authors to propose a framework for digital entrepreneurship research in the Industry 4.0 which provides direction and pathway for new industrial revolution leadership research and might save time and energy of many researchers in this domain. This paper is an attempt to figure out what are known about digital entrepreneurship, what are not known and finally what are the research issues of digital entrepreneurship. The literature review reveals that digital entrepreneurship is a prime research area. The next in the queue is about the e fintech space in India and its exponential growth trajectory. The digital payments space is experiencing a fast transformation worldwide and will grow four times by 2020 as highlighted by the authors.

The research paper about Digital Entrepreneurship in Ghana which is known as Cocoa economy presents systematically and well-structured the quick acceptance of mobile presently which is a prospect for improving the economy, possibly gathering all the active path of economic growth. In that case, mobiles are a favorable technological innovation for the development of the economy. The paper comes out with a clear cut motivation and is publishable in its current form.

Research paper on the Prescriptive Modelling is adding novelty to the whole approach. Later it can be authenticated with further literature if the author wish to publish more of such papers in the given area. The next paper has attempted to examine the role of digital innovation in sports and how effectively it's growing day by day. It also defines sports entrepreneurship and how sports entrepreneur makes a social change and as well as the trend of generation. The research questions proposed are well articulated. Overall publishable in its current form. The authors of the last paper have picked up a very thematic issue to address through this paper. I am in conformity with the authors who argues that this study will help online business models evaluate the usefulness of online discount coupons as well as it will help in selecting the most preferred brand for online discount coupons for example coupons are mostly used in which sector, is it FMCG, travel or leisure etc. The hypothesis formulated and the statistical tools used are well designed.

I on behalf of the entire organizing team ICDE 2018 is extremely grateful to Dr. Subodh Kesarwani, Editor-in-Chief, GJEIS to extend his support in being the academic collaborator to the conference and being kind enough to bring out this special issue for promoting future research in this area.

With earnest gratitude and profound thanks I would like to acknowledge the continuous guidance of Dr. Vijayan Immanuel, Pro Chancellor and Dr. Radha Padmanabhan, Vice Chancellor, Presidency University for their encouragement and motivation. My thanks to Dr. Swapan Kumar Majumdar for being the pilot to the whole ship of this series of conferences on Digital Entrepreneurship.

Last but not the least my most humble gratitude to the whole team of GJEIS and to all the authors for their scholarly contribution.

Best,

Pratika Mishra

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Dr. Pratika is currently working as Associate Professor Marketing at Presidency University Bangalore. She has been actively involved in teaching and mentoring both at Post Graduate and PhD level. Her Area of Expertise is Strategic Marketing Management including Integrated Marketing Communication and Advertising & Brand Management. She is a Commerce Graduate, from University of Allahabad (Gold Medalist), MBA from Indian Institute of Technology-ISM, Dhanbad and PhD from prestigious IIIT Allahabad. She has more than 35 research publications and books to her credit. She is founder editor of Newsletter NDIM Diorama and has been Co-Editor of Review of Professional Management, Biannual Journal NDIM. She has also been founder Editor of Newsletter De Facto (Ansal University) founder Editor of International Refereed Journal Ansal University Business Review, was Chief Coordinator, Quarterly E Magazine B' Cognizance (IIIT Allahabad), and has been Member Organizing Committee of more than a dozen Conferences, Seminars, Workshops and Noble Laureates Conclave. She has also guided PhD scholars in the area of Marketing. She has also been involved in Content Development of Papers like Research Methodology and Advertising Management for Project under Department of Information Technology, MCIT, GoI

Acknowledgement

It is a matter of great pride and immense pleasure to organize the First International Conference on Digital Entrepreneurship: Prospects, Perils, Dividends and Challenges (ICDE 2018), hosted by School of Management, Presidency University. Organizing and Managing is an active process hence perseverance to complete this task has been a fulfilling memoir. The conference is a confluence of hard work by team ICDE-2018 and we extend our heartfelt thanks to the core team for their fulfilling and desirable efforts.

We are grateful to our Chancellor Dr. Nissar Ahmed for facilitating the environment of research and academics in the University.

With earnest gratitude and profound thanks we would like to acknowledge the continuous guidance of Dr. Vijayan Immanuel, Pro Chancellor, Presidency University. Our sincere thanks to Dr. B.S. NagendraParashar, Vice Chancellor and Dr. RadhaPadmanabhan, Pro Vice Chancellor, Presidency University for their encouragement and motivation. Dr. Mrinmoy Biswas, Registrar, Presidency University has been a relentless and unfathomed support throughout the endeavor.

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We are truly indebted to the untiring efforts to Dr. V Gajapathy, Dr. Arabinda Bhandari and Dr. Rosewine Joy, Organizing Secretaries of ICDE 2018 for taking all the pain and challenges throughout and making it a success. Our Editorial Assistant Gagan Kumar, Doctoral Student, School of Management deserves all the applaud for his passion and enthusiasm in this academic endeavor. All faculty of School of Management deserves a special mention for their inputs at every juncture of difficulties and doubts. Appreciations to all the Volunteers for their inputs round the clock.

We are thankful to all the speakers who found time from their busy routines and could come all the way to the conference for giving their valuable insights. We acknowledge the contributions of all the authors for their faith in us.

Last but not the least, our most humble gratitude to the administration of Presidency University for all the necessary infrastructural support.

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