



WORKSHOP “Technological Transitions and Social Innovations in Digital Banking”

Organised by



28 February
2025



Indian Institute of Management
Kozhikode, Kerala, India



Scheme for Promotion of Academic and Research Collaboration



MHRD

SPARC (Scheme for Promotion of Academic and Research
Collaboration)

MHRD (Ministry of Human Resource
Development, GOI)

Indian Institute of Management
Kozhikode

About the Workshop

The digital transformation of organizations is imperative, and banks are no exception to this drive towards introducing new capacities. However, the infrastructural challenges characteristic of developing countries can pose significant obstacles to rural banking, particularly when value propositions are unfamiliar and trust is yet to be established.

This workshop, titled “Technological Transitions and Social Innovations in Digital Banking,” will delve into the key challenges facing the diffusion of digital banking. It will specifically focus on rural and women’s banking practices and examine cultural, economic, and technological barriers to electronic banking (e-banking). Discussions will appraise the micro, meso, and macro issues disrupting traditional means of accessing banking services.

By addressing these challenges, the workshop aims to provide insights into creating efficient access to e-banking in India, reducing social inequities, and empowering women. Moreover, it will explore how digital transformation in banking can bring forth previously unrealized value propositions among rural households.



Objectives

- To identify and address the challenges in the adoption and diffusion of digital banking technologies.
- To explore innovative practices in rural and women’s banking.
- To evaluate the impact of cultural, economic, and technological barriers on e-banking.
- To discuss strategies for reducing social inequities through digital banking solutions.
- To provide actionable insights for enhancing trust and accessibility in electronic banking systems.
- To foster collaboration and knowledge exchange among academics, practitioners, and policymakers.

Workshop led by



Dr. K. Srinivasa Rao

Adjunct Professor, Institute of Insurance and Risk Management, Hyderabad
Former General Manager of Strategic Planning, Bank of Baroda.



Dr. Amit Mitra,

Bristol Business School,
University of the West of England,
United Kingdom.

This workshop is ideal for:

- Banking professionals exploring digital transformation.
- Policy makers and regulators in financial services.
- Academics and researchers interested in banking and innovation.
- Entrepreneurs and innovators in fintech.
- Students and professionals aiming to understand e-banking trends.

Registration Details

Registration Fee:

There is no registration fee, participants need to fill up and submit an application form given in following url;

[Application for Registration](#)

Last date for registration:

Feb 15, 2025

Seats limited:

We anticipate a gathering of 60 participants. Registration confirmation to the applications will be communicated on Feb 15, 2025 (on first come first serve basis).

Principal Investigator



Prof. M. K. Nandakumar
Professor, Strategic Management
Indian Institute of Management Kozhikode

Contact us

Research Office

Indian Institute of Management Kozhikode,
IIMK Campus P.O., Kozhikode 673570,
Kerala, India | Ph:- +91 495 2809 238/237
Email ID: csro2@iimk.ac.in

