A Report on Guest Lecture
"The Digital Era and Opportunities for Technopreneurs"
Organized by Department of Management Studies
on 18.07.2025

Report Submitted by: Dr. E. Gnanaprasuna, Assistant Professor, Department of Management Studies.
Resource Person Details: Dr. T. Mahesh Babu, Assistant Professor, School of Business Institute, St. Joseph's University, Bangalore.
Attendance: 66 Participants
Mode of Conduct: Offline.
Report Received on 07.08.2025

The program commenced at **3:00 P.M.** with a warm welcome address delivered by **Dr. E. Gnanaprasuna**, Assistant Professor, Department of Management Studies, Madanapalle Institute of Technology & Science, Madanapalle. Following the welcome, the guest profile was introduced by **Mrs. Roja**.

The session was graced by **Dr. Mahesh Babu**, who delivered an insightful and engaging lecture on**"The Digital Era and Opportunities for Technopreneurs ".**

Objectives:

The objectives of this program were to enable participants to:

- Introduction about the Concept of Technopreneurship
- To Inspire Innovation and Creativity
- Opportunities in the Tech-Startup Ecosystem
- To Share Real-Life Experiences
- To Bridge Academia and Industry
- To Motivate Students to Become Job Creators
- To Discuss Skills and Competencies Required

The session was led by **Dr. T. Mahesh Babu**, Assistant Professor, who focused on providing an overview of **The Digital Era and Opportunities for Technopreneurs**, with the objective of bridging the gap between emerging technologies and entrepreneurial ventures. He emphasized how the integration of technology with entrepreneurial thinking can lead to innovative solutions and sustainable business models in today's competitive landscape.

Dr. T. Mahesh Babu introduced **Technopreneurship** as the process of using technology to start, develop, and run a business venture. The focus was on leveraging modern tools and digital platforms to create scalable, impactful solutions. Examples such as e-commerce and quick commerce platforms like Amazon and Flipkart were shared to illustrate how technology is reshaping customer experiences, logistics, and business models. A significant part of the lecture was dedicated to understanding Artificial Intelligence (AI). AI was defined as "human-like intelligence," referring to its capability to replicate human cognitive functions. A clear distinction was made between Human Intelligence (HI) and AI. While HI involves perception, reasoning, memory, creativity, language, and emotions, AI focuses on pattern recognition, classification, content generation, and automation of tasks.

The speaker also touched upon the fears and ethical concerns surrounding AI. It was emphasized that while AI offers numerous advantages, it also poses risks such as biased and unfair outcomes, malicious use, and the potential to surpass human intelligence, raising concerns about control and accountability in future systems. Another key focus was the current and future applications of AI in business. The lecturer elaborated on how AI is transforming areas like supply chain management, risk mitigation, product development, decision-making, and customer personalization. AI is also enhancing automation efficiency and enabling predictive analytics, thereby helping businesses make data-driven and timely decisions.

An interesting example discussed was Sophia, the AI-powered humanoid robot who was the first robot to receive citizenship in Saudi Arabia. Sophia served as a case study demonstrating the rapid advancements in AI and robotics and their increasing integration into society and business. The session also provided valuable guidance on how to remain relevant in the AI-driven era. Emphasis was laid on the importance of continuous learning, interdisciplinary skills, creativity, and adaptability. Students were encouraged to develop specialized skills to handle complex tasks, gain hands-on experience, and stay updated with technological advancements to maintain a competitive edge.

Finally, Dr. T. Mahesh Babu introduced the concept of the Metaverse, described as the future of digital interaction and virtual environments. It was referred to as "everything you never wanted to know about the future of talking about the future," highlighting its complexity and potential. Companies like Meta, Google, Facebook, Microsoft, and Shopify are already heavily investing in Metaverse development, showing the business world's commitment to this next frontier.

Vote of Thanks:

The session was concluded with a vote of thanks delivered by Coordinator Dr. E.Gnanaprasuna extended heartfelt gratitude to our esteemed guest speaker for delivering an enlightening and thought-provoking lecture on **The Digital Era and Opportunities for Technopreneurs**. The insights shared on the evolution of business, the impact of Artificial Intelligence, and the future of technology-driven enterprises truly enriched our understanding and inspired the students to think innovatively. And also expressed thanks to our respected Principal Dr.C.Yuvaraj, Head of the Department Dr.K.V.Geetha Devi, and all the faculty members who supported and encouraged to organization this guest lecture.

Conclusion:

The guest lecture on Technopreneurship was insightful and thought-provoking, offering a valuable perspective on how technology is revolutionizing the entrepreneurial landscape. The session effectively bridged theoretical knowledge with practical applications by exploring real-world examples of AI-driven innovation and digital transformation. It not only deepened the participants' understanding of emerging technologies like Artificial Intelligence and the Metaverse but also emphasized the need for adaptability, creativity, and continuous learning in the ever-evolving digital era. Overall, the lecture served as a strong motivational platform, encouraging students to think beyond traditional career paths and explore opportunities in technology-driven entrepreneurship.

Outcome of the Program:

- Enhanced Understanding of Technopreneurship.
- Awareness of Business Evolution and Digital Transformation.
- Clarity on Artificial Intelligence and Its Applications.
- Insight into the Challenges and Ethical Concerns of AI.
- Inspiration to Stay Relevant in a Tech-Driven Era.
- Introduction to the Metaverse and Emerging Trends.
- Real-Life Inspiration Through Case Studies.
- Encouragement Toward Innovation and Entrepreneurship.