International Conference

1. Name of the college: SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA
2. Department   : Commerce & Management
3. Title of the program: CYBER SECURITY IN E- BUSINESS & MANAGEMENT
4. Date of the program: 29-08-2024

Brief report of the programme:

The department of Commerce and Management of Sri Durga Malleswara Siddhartha Mahila Kalasala, in association with the Society for Learning Technology (SOLETE), successfully organized an international Conference on Cyber Security in E-Business and Management on August 29, 2024. The conference's primary objective was to shed light on the evolving changes of cyber security in the digital business environment and its impact on management practices. The program was honoured by the presence of Prof. D. Surya Chandra Rao, Member Secretary and Chief Executive (CEO) of the Andhra Pradesh Higher Education Regulatory and Monitoring Commission (APHER &MC), AP, India who acted as the Chief Guest R. Sri Rama Chandra Murthy, Sun inspector of Police at the Cyber Crime police station, NTR Police Commissionerate, Vijayawada, also graced the occasion as the Guest of Honour. The program commenced with the Lighting of the Lamp ceremony, and the conference proceedings were released with an ISBN Number. Prof. D. Surya Chandra Rao delivered a speech, expressing that the present – day youth are fortunate to live an era of technological development. However, he also highlighted the potential negative consequences of technology and encourage the youth to utilize technology in positive ways, avoiding any adverse effects. Sub inspector R. Sri Rama Chandra Murthy gave a lecture, providing detailed insights into Cyber Crime. He emphasized that Cyber Crimes occur due to sharing sensitive personal information on social media, and shared real life incidents as illustrations.

Outcomes:

❖ The lectures and discussions emphasized the need for individuals and organizations to take pro-active measures to safeguard their online activities.
❖ Participants recognized that management is pivotal in ensuring Cyber Security with in Organization.
❖ The younger generation has unprecedented access to advance tools, they must also be cautious and responsible in their use.
❖ The need for digital literacy and specialized training program for both students and professionals were identified as a key action item. Initiatives to integrate Cyber Security training into the academic curriculum at various educational levels were proposed.
❖ The conference emphasized the importance of promoting cyber ethics among students, professionals, and the general public. Encouraging responsible behaviour in the digital space was seen as essential for reducing the incidence of Cyber Crime.