

# DEPARTMENT OF COMPUTATIONAL INTELLIGENCE



## MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution - UGC, Govt. of India)

Affiliated to JNTUH; Approved by AICTE, NBA(Tier 1) & NAAC with A- Grade ISO 9001:2015

*Hearty Welcome To*



### EXPERT LECTURE ON RESEARCH OPPORTUNITIES IN THE TRANSFORMATION TOWARDS DIGITAL ECO SYSTEMS

**Dr. L. Pratap Reddy sir**

Professor of Electronics & Communication Engineering  
JNTUH College of Engineering, Hyd

**11<sup>th</sup> March, 2023**



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(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – 'A' Grade - ISO 9001:2015 Certified) Maisammaguda, Dhulapally (Post Via. Kompally), Secunderabad – 500100, Telangana State, India.

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### EXPERT TALK ON RESEARCH OPPURTUNITIES IN THE TRANSFORMATION TOWARDS DIGITAL ECO SYSTEMS MARCH 11<sup>th</sup> 2023

Malla Reddy College of Engineering and Technology (MRCET), Secunderabad is an UGC Autonomous Institution. MRCET organized an Expert Talk on “**Research Oppurtunities In The Transformation towards Digital Eco Transformation**” by **Dr L Pratap Reddy** on 11<sup>th</sup> February 2023.

Dr L Pratap Reddy is a **Professor of JNTUH College of Engineering, Hyderabad** . He is also a **renowned academician**.

As a Keynote Speaker, he has been a visionary thought leader empowering organizational transformation in a chaotic scenario, inspiring and managing the change portfolio along with the anticipated resistance in ambiguous situations with benefit realization, value creation, and ROI generation.

#### **Highlights:**

He highlighted how in initiating the Digital Transformation journey, the biggest challenge was merging various entities under one umbrella, along with cultivating a culture of trust in a collaborative environment with diversity and inclusion.

His talk also added points on the Digital Ecosystem Technology Transformation(DETT) framework for explaining technology-based transformation of digital ecosystems by integrating theories of business and technology ecosystems.



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Maisammaguda, Dhulapally, Secunderabad – 500100

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### GALLERY

