



The Indian School of Business (ISB) hosts the 15th edition of the Conference on the Digital Economy (CODE) on January 01 - 03, 2025.

**Conference Venue: Taj Ganges, Varanasi**

**Program Agenda**

**(updated on 01 Jan 2025)**

**Presentation Format: 17 minutes presentation + 5 minutes Q&A**

### Day 0 (Jan 1, 2025)

Hours	Description
6:00 pm – 9:00 pm Venue: <b>Gulab Bag</b>	Welcome Reception and Dinner at Taj Ganges

### Day 1 (Jan 2, 2025)

08:45 am – 09:00 am (15 minutes) Venue: <b>Darbar Hall III</b>	Welcome remarks by Prof. Ramnath Chellappa and Prof. Rajib Saha	
	Day 1 (02 Jan 2025) - Morning 1 Session Chair: <b>Saharsh Agarwal</b>	
09:00 am – 10:30 pm (90 minutes) Venue: <b>Darbar Hall III</b>	1	An Empirical Investigation of the Windows Desktop Operating System <b>Ramnath K. Chellappa, Jonathan Gomez, Anand Swaminathan</b>
	2	Increasing Demand While Hurting Innovation? The Cur-iOS Case of Mobile App Promotions <b>Aditya Karanam, Ashish Agarwal and Anitesh Barua</b>

	3	Designing an AI-Enabled Online Mental Health Service Referral Platform <b>Yi Tang, Kingshuk Sinha and Adam Moen</b>
	4	Social Media and Well-being: Impact of TikTok on Screen Time and Sleep Patterns <b>Saharsh Agarwal and Uttara Ananthakrishnan</b>
10:30 am – 11:00 am (30 minutes) Venue: <b>Darbar Hall III</b>	Tea/Coffee Break	
11:00 am – 12:30 pm (90 minutes) Venue: <b>Darbar Hall III</b>	Day 1 (02 Jan 2025) - Morning 2 Session Chair: <b>Vandith Pamuru</b>	
	5	VidyaRANG: Conversational Learning Based Platform powered by Large Language Model <b>Chitranshu Harbola and Anupam Purwar</b>
	6	Can a Gen-AI Based Virtual Data Scientist Assistant Improve Managers Analytics Capabilities? <b>Mochen Yang, Akhmed Umyarov, Pankaj Kumar, Sofia Bapna, Vandith Pamuru, Rajib Saha and Ravi Bapna</b>
	7	Assessing the Dichotomy of Educational Technologies: Impacts on Student Proficiency in Pandemic-Era Virtual Learning <b>Rajiv Garg, Anandi Bharadwaj and Sundar Bharadwaj</b>
	8	Identity and Polarization in Online Political Discourse <b>Vandith Pamuru</b>
12:30 pm – 2:00 pm (90 minutes) Venue: <b>Darbar Hall III</b>	Lunch	
02:00 pm – 04:00 pm (120 minutes) Venue: <b>Darbar Hall III</b>	Day 1 (02 Jan 2025) - Afternoon 1 Session Chair: <b>Sumeet Kumar</b>	
	9	Expanding the applicant pool of female IT workers through the use of coding tests: Evidence from observational data and from a field experiment <b>Sofia Bapna, Russell Funk and Prasanna Parasurama</b>

	10	From Self to Other: Customer Reactions to Firm DEI Promotions on Social Media <b>Chen Jing, Priyanga Gunarathne, Shuba Srinivasan and Abraham Seidmann</b>
	11	A Quantum Algorithm Based Heuristic to Hide Sensitive Itemsets <b>Abhijeet Ghoshal, Yan Li, Syam Menon and Sumit Sarkar</b>
	12	Drivers of Popularity of Children's Videos: Understanding the Influence of Visual Stimuli <b>Sumeet Kumar, Madhu Viswanathan, Ravi Bapna</b>
	13	AI Roles in Collaboration with Humans: An Extended Abstract <b>Alok Gupta, Andreas Fügner and Dominik Walzner</b>
4:00 pm – 4:30 pm (30 minutes) Venue: <b>Darbar Hall III</b>	Tea/Coffee Break	
04:30 pm – 10:00 pm	<p>Early evening river cruise (pack your winter clothes)</p> <p>Cars will leave from the Taj at 4:30 pm</p> <p>River cruise (includes watching Ganga Aarti): approximately from 5:30 to 7 pm</p> <p>Will be back at the Taj before 8 pm.</p> <p>Dinner at the Taj: 8 - 10 pm</p>	

## Day 2 (Jan 3, 2025)

09:00 am – 10:30 am (90 minutes) Venue: <b>Darbar Hall III</b>	Day 2 (03 Jan 2025)- Morning 1 Session Chair: <b>Shashwat Alok</b>	
	14	Degree Distribution Preserving Network Sampling: The Case of Relational Learning <b>Abhijeet Ghoshal, Syam Menon and Sumit Sarkar</b>
	15	Bridging Skill (Data) Gaps: Methodology and Results for an Indian Software Skills Database <b>Nishant Chadha, Praveen Garimella, Deepa Mani and Prateek Tiwari</b>
	16	Open Banking and Digital Payments: Implications for Credit Access <b>Shashwat Alok, Pulak Ghosh, Nirupama Kulkarni and Manju Puri</b>

	17	Transportation Technology and Gentrification: Evidence from Ridesharing Services <b>Sumit Agarwal, Shashwat Alok, Sergio Correia, Deepa Mani, and Bernardo Morais</b>
10:30 am – 11:00 am (30 minutes) Venue: Darbar Hall III	Tea/Coffee Break	
	Day 2 (03 Jan 2025) - Morning 2 Session Chair: <b>Rajib Saha</b>	
11:00 am – 11:45 pm (45 minutes) Venue: Darbar Hall III	18	Extractive Text Generation: A Multi-Prompt and Multi Language Model approach for Quality Content Creation <b>Tanmay Singewar, Anupam Purwar and Chitranshu Harbola</b>
	19	Dynamism in Commercial LLM Responses: Boon or Bane !! <b>Nishchit Soni and Anupam Purwar</b>
11:45 am – 12:30 pm (45 minutes) Venue: Darbar Hall III	Luncheon Keynote by Prof. Deepa Mani	
12:30 pm – 12:45 pm (15 minutes) Venue: Darbar Hall III	Thank you note by Prof. Deepa Mani and Prof. Ravi Bapna	
12:45 pm – 2:00 pm Venue: Darbar Hall III	Lunch	
Tips, if you are staying back in Varanasi for the day: A trip to Sarnath and/ or a temple tour in Varanasi might interest you.		



Ramnath Chellappa \* Vishal Karungulam\* Sumeet Kumar \* Rajib Saha \* Vasundhara Sharma