



# School of Humanities and Social Sciences, IIT Indore

## Seminar: Digital Transaction Platforms in Asia

**Dr Adrian Athique, University of Queensland**

**Date: November 18, 2024**

**Time: 11 A.M.**

**Venue: HSS Seminar Hall**



Whilst digital transactions have existed within financial systems and markets for decades, it is the expansion of digital platforms via mobile internets that has made mundane digital transactions a ubiquitous feature of everyday life. In this talk, I posit digital transaction platforms as functional interchanges for the complex transaction chains engendered by network economies, serving as clearing houses for a cascading range of digital tokens. At a systemic level, six classes of transaction platforms provide exchange functions necessary to the platform economy and, consequently, constitute the vital organs of digital capitalism. In synchronising online marketplaces for goods, services, labour, information and credit, transaction platforms ensure the interoperability of profuse digital currencies, the functioning of complex transaction chains and, above all, the velocity of money in digital societies. Asia is the region demonstrating the strongest and swiftest transition to digital transactions, reflecting its more-mobile tendencies, digital majority, competitive and cooperative investments in digital futures. From this, I infer that digital transactions are not only the nerves and veins of algorithmic capitalism, but also symptomatic indicators of emergent transactional cultures, each with their own material histories and aspirations, social and semantic ontologies.

**Dr Adrian Athique is Associate Professor in Digital Cultures at the University of Queensland,** having previously held positions at the University of Waikato and the University of Essex. Adrian's career research has focused upon the sociology and political economy of media in Asia. His major works include *The Multiplex in India* (2010, with Douglas Hill), *Indian Media* (2012), *Digital Media and Society* (2013), *Transnational Audiences* (2016) *The Indian Media Economy* (2018, 2 Vols, with Vibodh Parthasarathi and SV Srinivas), *Digital Transactions in Asia* (2019, with Emma Baulch) and *Platform Capitalism in India* (2020, with Vibodh Parthasarathi). He is currently leading the Australian Research Council Discovery Project 'Digital Transaction Platforms in Asia', and is contributing to the SSHRC project 'Global Media and Internet Concentration'.



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### Schedule

<b>11:00 am</b>	<b>Welcome Note: Dr Akshaya Kumar</b>
<b>11:00-12:00 pm</b>	<b>Speaker: Dr Adrian Athique</b>
<b>12:00-01:00 pm</b>	<b>Discussion and Q &amp; A</b>
<b>01:00-02:00 pm</b>	<b>Lunch</b>
<b>02:30-04:00 pm</b>	<b>PhD Masterclass</b>
<b>04:00 pm</b>	<b>Vote of Thanks</b>