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EFFECT OF DIGITALIZATION ON INTELLECTUAL CAPITAL: CHALLENGES AND OPPORTUNITIES**Neelam Bachwani¹**

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ABSTRACT

Intellectual property rights have historically played an important role in protecting creators of all kinds in scientific, commercial and artistic endeavour. However, as knowledge and creativity have begun to supersede the boundaries of traditional media – particularly due to the emergence of the Internet and the increased capacity of electronic networks – new challenges to the established copyright models have been raised. Insofar as the right to own copyright incurs a financial cost, it can also constitute a barrier to the free flow of information and knowledge and to the development of trade and investment. So far, the relatively high cost of Internet connections remains the major barrier to wider Internet access. However, as the new information economy develops, and knowledge becomes a fundamental source of wealth, the cost of Internet *content* may become also a major factor affecting affordability for developing countries. There is therefore a need to promote initiatives to ensure a fair balance between intellectual property rights (IPR) and the interests of users of information.

KEYWORDS: Copyright protection, intellectual capital, intellectual property rights, WTO (world trade organisation)