



**M.O.P. VAISHNAV COLLEGE FOR  
WOMEN (AUTONOMOUS)**  
AFFILIATED TO UNIVERSITY OF MADRAS  
AND REACCREDITED AT 'A++' BY NAAC  
CHENNAI - 600034

**NATIONAL LEVEL  
STUDENT PAPER PRESENTATION  
COMPETITION 2022 - 2023**

**ON THE THEME**

# **BOOMING TECHNOLOGY: HOW TECHNOLOGY IS TRANSFORMING THE FUTURE OF BUSINESS**

**09 MARCH 2023**

ORGANISED BY:  
DEPARTMENT OF MANAGEMENT  
STUDIES(B.B.A.),  
M.O.P. VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)



## **ABOUT THE COLLEGE**

M.O.P. Vaishnav College for Women is affiliated to the University of Madras and is the youngest college to be granted the autonomous status. The College, with a student strength of 3785, currently has 17 Undergraduate courses, 8 Postgraduate courses and research programmes in the department of Commerce, Communication, Media Studies and Management. The College also offers market-driven Diploma, Postgraduate Diploma and Certificate courses. The College has been re-accredited with an A++ Grade by NAAC.

## **ABOUT THE DEPARTMENT**

The Department of Management Studies offers B.B.A (Bachelor of Business Administration) Shift I & Shift II. The program is structured to imbibe the required conceptual, analytical, technical, entrepreneurial and human relation skills to students to be effective and ethical management professionals. The program also nurtures students with professional competence to do higher studies, research and provides a platform for continuous growth and development.

The Department organizes Inter-Departmental & Inter-Collegiate activities under the aegis of "Drucker's Progeny" & "Mercatus"- the Department Clubs.

## **ABOUT THE CONFERENCE**

The theme for this year's conference is "**Booming technology: How Technology is Transforming the Future of Business**". Technology today is evolving at a rapid pace, enabling faster change and progress, causing an acceleration of the rate of change. The speed at which technology is evolving is almost exponential today, leading to a dynamic and adaptive workplace. This conference aims at discussing the technological transformations in the industry and its effect on the future and scope of the workforce.

## **SUB-THEMES FOR THE PAPER PRESENTATION**

- Next generation mobility and micro-mobility
- Using 5G technology in business
- Bridging the gap between data storage and computation
- Democratization: facilitating access to technology
- The need for data-driven policing and regulation
- The transformation of customer analytics and advertising
- Reskilling to build a digitally mature workforce
- Balancing obsolescence and development towards sustainability
- The digital divide in business
- The move towards a technology-enabled cashless economy
- How can small businesses keep up with the latest technological developments? - Company review/interview
- The need for automation of business processes
- Accelerating digital business strategy through intelligent composable business
- The boom of virtual and augmented reality in business
- The Internet of Behaviors
- The demand for remote collaboration and communication tools

Papers related to the main theme of the conference, other than those mentioned above, will also be considered.

## **ABOUT THE COMPETITION**

With a view to inculcate the practice of research and the habit of inquiry among students, the paper presentation competition invites participation from colleges all over the country. The students are expected to conduct research on a selected topic and present their findings in the form of a research paper.

## RULES AND REGULATIONS FOR PAPER PRESENTATION

- Papers are invited from U.G. students only.
- Papers should contain real-life examples and interviews supported by valid statistics, illustrations, photos and charts.
- Each team should comprise of **two** members, and there can be unlimited entries per institution.
- All work should be original and unpublished. Plagiarism will lead to disqualification.
- Teams will be shortlisted for full paper submission and presentation based on the abstract.

## PAPER FORMAT

Word limit: 2500-3000 words.

The papers must adhere to the following specifications:

- Paper size: A4 size
- Font type: Times New Roman
- Alignment: Left
- Font size: 14 for heading in capitals (bold), 12 for subheadings in capitals (bold), and 12 for the body text.
- Line spacing: Single.
- Papers must be submitted in MS Word 2013 format.
- References and bibliography must be in APA style.

## PRESENTATION FORMAT

- 5 minutes for the presentation of the paper.
- 2 minutes for Question and Answer session.
- Presentations must be submitted in MS PowerPoint 2013 format.

## DATES TO REMEMBER

Submission of Abstract	<b>27/01/2023</b>
Last Date to Pay Registration Fee	<b>03/02/2023</b>
Submission of Full-length Paper	<b>20/02/2023</b>
Submission of Presentation	<b>06/03/2023</b>
Date of the Conference	<b>09/03/2023</b>

## AWARDS

The best team will be awarded a cash prize of Rs. 6000/- and the runner-up will be awarded Rs. 4000/-. A certificate will be provided to all participants and winners after the conference.

## REGISTRATION

Teams should register in the given link:  
<https://forms.gle/W2TXuopqnaAD1i618>

The fee per team is Rs. 300/- and can be paid through NEFT/RTGS/Bank transfer. The fee must be paid before 03 February 2023.

Details for transaction:

### Name of the Beneficiary:

M.O.P VAISHNAV COLLEGE FOR WOMEN-  
SPECIAL FEES A/C

IFSC: CIUB0000112

A/C Number: 112001000850556

Bank Name: CITY UNION BANK LTD

Destination Branch: PURUSAWALKAM,  
CHENNAI

## CONTACT US

### Address:

Department of Management Studies (B.B.A.)  
M.O.P. Vaishnav College For Women  
(Autonomous)  
20, IV Lane, Nungambakkam High Road,  
Chennai - 600 034, Tamil Nadu, India.

E-mail ID: [bbapaperpresentation@gmail.com](mailto:bbapaperpresentation@gmail.com)

### Staff Coordinators:

Ms.Alamelu C: +91 98403 94849

### Student Coordinators:

Nivedita G: +91 86374 15420

Abiraami: +91 94456 63135

Dharshini: +91 86107 99611

Nandini Sairam: +91 72999 74778