



SHRI VILE PARLE KELAVANI MANDAL'S

NARSEE MONJEE COLLEGE OF COMMERCE & ECONOMICS, MUMBAI

(AUTONOMOUS)



**NAAC Re-accredited Grade A (CGPA : 3.42)*

<https://nmcollege.in>

Organising

A ONE DAY MULTIDISCIPLINARY NATIONAL LEVEL SYMPOSIUM (ONLINE)

Unlocking Excellence: The Transformative Power of Technology in Business Optimization Dynamics



21st December 2024

ABOUT THE COLLEGE

Shree Vile Parle Kelavani Mandal's Narsee Monjee College of Commerce and Economics (Autonomous) was established in 1964 under the ever progressive and widely reputed SVKM educational trust. The college is affiliated to University of Mumbai. The College offers EIGHT undergraduate value based programmes, THREE Postgraduate programmes and two Ph.D. Centres. The College is reaccredited with A grade with a CGPA of 3.42 by NAAC, and in 2019-20 was granted Autonomous status by the University Grants Commission (UGC) and University of Mumbai. On 29th June 2024 the college has been granted Empowered Autonomous Status for the period of 10 years from the academic year 2024-25 to 2033-34.

Through the years, the institute is proud to be recognized as one of the distinct commerce colleges in the country. Having featured consistently among the top ten best commerce colleges in the country and no.1 in Maharashtra and Mumbai, the college is undoubtedly one of the most sought-after colleges for the undergraduate and post graduate programs. Education World Private Autonomous Colleges Rankings 2023-24 has placed NM College as Rank 4 in India. NM College has conducted the World's Largest Financial Literacy Drive, teaching 12746+ students offline. In 1st July 2024 India Today ranked NM College as 7th among the top colleges in India, 7th among the top colleges with best placement record, 6th among the top college with best value for money and 1st among top five colleges in West region.

NM College has increased the number of credits for all UG programs from 120 to 132 & for the Honors program to 148 credits according to UGC norms. Management support enables College to appoint qualified and professional faculties preferably Ph. D., CA, MBA degree holders. The faculty is trained on continuous basis through Faculty Development Programs on curriculum designing, pedagogy including case study, evaluation and imparting quality education. The Training and Placement Cell arranges Soft Skill programs and training for interviews and facilitates the placement process throughout the year. Well renowned corporates from Accounting, Finance, Consultancy and Marketing sectors visit college for Campus placements. This year we have started a separate Skills Department, which conducts various activities related to skills development for students. The College has also initiated an array of value-added course and certificate courses through collaborations with professional institutions, industries and Government undertakings. NM College strives to employ the best educational and administrative practices thus creating skilled professionals, business leaders and social contributors, and responsible global citizens of the future.

About The Conference

Unlocking Excellence: The Transformative Power of Technology in Business Optimization Dynamics

The transformative power of technology in business optimization is a multifaceted phenomenon that has revolutionized how organizations operate. Businesses can foster engagement and productivity by leveraging technology, driving career commitment and role innovation. In Dynamic Workforce Management, AI, IoT, cloud computing and other technologies have emerged as pivotal trends, offering agile and efficient solutions that cater to the evolving needs of an engaged workforce. However, the digital workplace also presents ethical challenges that must be navigated with care, as the misuse of information and the potential for breaches in digital ethics pose significant risks.

Unlocking excellence can't be merely about implementing the latest tools; it's about fostering a mindset that sees technology not just as an enabler but as a strategic partner in achieving business goals. As organizations embark on their journey of transformation, embracing technology is not merely an option but a necessity. Those who harness its potential can unlock remarkable efficiencies and create a sustainable competitive advantage. the transformative power of technology is not just a tool for optimization; it becomes the very foundation upon which the future of successful enterprises is built.

Furthermore, the impact of technology extends beyond immediate operational concerns, influencing strategic management and necessitating a reevaluation of traditional approaches to align with the rapid pace of digital transformation. As we look to the future, the effects of emerging technologies on human values and civilization are profound, with the potential to reshape cultural norms and identities, challenge privacy, equity, and accountability, and redefine the social fabric of society. Businesses and policymakers must consider these multi-level factors and strategically manage the transformative power of technology to ensure it serves as a force for good, enhancing human capabilities without compromising ethical standards or human values.

Subthemes:

- Leverage technology to foster engagement and productivity through various means
- Career commitment and role innovation
- The transformative tech trends in dynamic workforce management: AI, IoT, other technologies and optimization for agile and efficient HR solutions.
- Transformative power of digitalization for Engaged Workforce
- Leveraging Data Analytics for Strategic Decision Making
- Fostering Innovation and Agility
- Automation and Efficiency: Streamlining Business Processes
- Digital workplace and its dark side – ethical issues
- Multi-Level Factors associated with transformative power of technology
- Strategic management issues related to transformative power of technology
- Cybersecurity and Risk Management in the Digital Age
- The future of emerging technologies and its effects on human values and civilization

GUIDELINES FOR RESEARCH PAPER SUBMISSION

- Papers shall be typed only in Word file, page size A4, Times New Roman, Font size 12 and 1.5 line spacing with 1" margin on all sides.
- Should not exceed 5000 words (including abstract)
- The front page of the paper should contain the following information - Title of the paper, Author's name(s), Institution's name and address, Email ID(s) and References should be in APA style.
- The author shall submit the undertaking provided in the registration link regarding the originality of their submitted paper.
- Research papers without Plagiarism report will not be accepted.
- [Link for registration and full paper submission: https://forms.gle/H6QLGBHhutB6MmaA8](https://forms.gle/H6QLGBHhutB6MmaA8)

GUIDELINES FOR PARTICIPATION IN CONFERENCE AND PAPER PRESENTATION

- The link for online presentation will be sent to you on your registered email ID.
- Presentations may be of maximum 7 minutes, followed by 3 minutes of Q&A.
- Following may be included in the oral presentation: Title, Background, Rationale, Problem, Hypothesis, Methods, Result, Discussion, Conclusion and References.

Important Dates	
Registration & Last Date For Submission Of Full Paper	15 th December 2024
Intimation Of Acceptance Of Paper	19 th December 2024
Date Of Online International Symposium	21 st December 2024

Registration Fees	
Fee in Rupees (Including publication)	Rs. 800 (For Academicians, Research Scholars, and Industry Experts) Rs. 500 (For students)

REGISTRATION PROCESS

1. Participants have to make **Online payment** via **NEFT / IMPS** and take screenshot of the receipt.

2. After making payment, kindly register yourself for the Conference by filling up the link given below and uploading the **payment proof** in **pdf/jpeg** in the Registration form.

3. Details of Bank Account for the payment are as follows:

BANK - HDFC BANK LTD.

ACCOUNT NAME- "NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS COLLECTIONS ACCOUNTS"

ACCOUNT NO.: 03210330000223

IFSC CODE: HDFC0000321

4. Link of Registration Form:

<https://forms.gle/H6QLGBHhutB6MmaA8>

NOTE:

- Registration is mandatory for participants and attendees. Participation certificates shall be issued to the registered participants only.
- Papers received will be peer reviewed and selected papers will be published in the proceedings with ISBN number.
- Soft-copy of the proceedings will be published on the day of the conference.

CONFERENCE ORGANISING COMMITTEE

CONVENER:

DR. VAISHALI DAWAR

CO-CONVENER :

MS. TESSY PHILJI

MEMBERS:

DR. SHIVESH SHUKLA

DR. REETA JAIN

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MS. SUSAN ABRAHAM

MS. DIMPLE BATRA

MR. VISHWANATH ACHARYA

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MANAGING COMMITTEE (STUDENTS)

MANAV MEHTA

SHUBHAM GUPTA

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ANSHIKA UMESH BAJAJ

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KAVYA MEHTA

PRAGYA SINGH

LAKSHITA TAWADE

YASHVI VIPUL DOSHI

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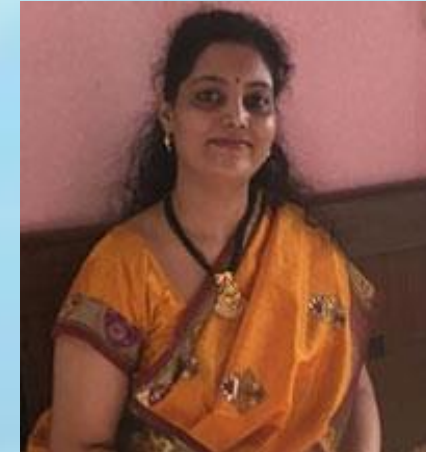
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Mentor, N. M. College



Dr. Parag Ajagaonkar
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Mrs. Geeta Desai
Vice-Principal

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