



## **MSRA CONFERENCE, 21<sup>st</sup> and 22<sup>nd</sup> NOVEMBER 2024**

### **GEN AI, DISRUPTOR OR ACCELERATOR:**

### **CALL FOR RESEARCH PAPER PRESENTATIONS**

With the aim of ensuring the steady growth of our industry by promoting a learning culture, the Marketing & Social Research Association (MSRA) Kenya welcomes your participation in its 14<sup>th</sup> annual conference scheduled to take place on the **21st and 22nd November 2024 in Nairobi.**

#### **Conference Theme: - Gen AI, Disruptor or Accelerator:**

- **Rationale for the conference theme:**

The advent of Generative Artificial Intelligence (Gen AI) poses critical questions for industries worldwide. Is Gen AI a disruptive force, upending traditional business models and strategies, or an accelerator, propelling innovation, and efficiency to new heights? This theme reflects on the dual nature of Gen AI—its potential to both challenge and enhance current practices across various sectors.

Generative AI encompasses a range of technologies that can autonomously create content, solve complex problems, and even simulate human-like understanding and interaction. For the field of Data, Research, and Insights, this represents both a frontier of opportunity and a battleground of ethical considerations. The 2024 MSRA Conference aims to delve into these dichotomies, exploring how Gen AI can drive forward our capabilities while scrutinizing the disruptions it may cause in data integrity, job roles, and privacy.

Simultaneously, the theme also captures the human generation growing under the age of Artificial Intelligence. This generation, steeped in technology from birth, interacts with AI in their everyday lives, shaping their expectations, behaviours, and values. Understanding this generational shift is crucial for researchers aiming to stay relevant in a rapidly evolving landscape. The conference will explore how these two aspects intertwine, influencing each other and driving the future of research, consumer behaviour, and market trends.

By addressing both the technological advancements and the human generational shifts, the theme "Gen AI, Disruptor or Accelerator?" captures the need to navigate these emerging trends wisely. By doing so, we can better position our industry to leverage AI's potential while understanding and adapting to the generational changes it fosters.



### Objectives of the conference:

The upcoming conference, focused on " Gen AI, Disruptor or Accelerator," has been meticulously designed with the following key objectives in mind:

1. **Insightful Exploration:** To explore the dual nature of Gen AI as both a disruptor and an accelerator within the Data, Research, and Insights industry.
2. **Technological Advancements:** To showcase cutting-edge Gen AI applications that enhance research capabilities and outcomes.
3. **Ethical Considerations:** To establish ethical guidelines and best practices for integrating Gen AI into research work.
4. **Generational Insights:** To understand the behaviours, expectations, and values of the generation growing under AI influence.
5. **Collaborative Learning:** To foster a collaborative environment where industry professionals can share knowledge, experiences, and strategies regarding Gen AI and generational shifts.

### Conference Sub Themes:

- **AI Integration in Research Processes:** Exploring how AI technologies are being integrated into various stages of the research process, from data collection to analysis, and their impact on the quality, accuracy, depth, and speed of insights generated.
- **Human-Centric Approach to AI Adoption:** Addressing how to maintain a human-centered approach when adopting AI technologies, ensuring that AI serves to enhance rather than replace human judgment and creativity.
- **Consumer Behaviour and the AI Generation:** Examining how the generation growing up with AI interacts with technology, brands, and services, and the implications for the Data, Research, and Insights Industry.
- **Ethics and Privacy in Gen AI Research:** Addressing the ethical considerations and privacy challenges associated with using Gen AI in the Data, Research, and Insights Industry.
- **Showcasing Gen AI Innovations:** Presenting real-world examples of cutting-edge Gen AI applications/ solutions that enhance Data, Research, and Insights capabilities and outcomes, highlighting the latest advancements and their practical implications for the industry.

To achieve the objectives of the conference, the following activities shall be undertaken:

- Plenary sessions
- Panel discussions
- Outdoor exhibitions
- Networking sessions

**We are now calling for presentation submissions for this 2024 conference for the plenary sessions. For information on submissions, please see the MSRA Speaker's Manual. The deadlines for submissions are:**

DUE DATE	ITEM
14 <sup>th</sup> Aug 2024	Submission of synopses by potential speakers
28 <sup>th</sup> Aug 2024	Review and feedback on synopses submitted
20 <sup>th</sup> Sept 2024	Submission of presentations by speakers
8 <sup>th</sup> Oct 2024	Dry run of presentations & selection of papers to proceed to conference
29 <sup>th</sup> Oct 2024	Notification of presenters who will proceed to conference
8 <sup>th</sup> Nov 2024	Submission of final written paper & presentations by speakers



21 <sup>st</sup> Nov 2024	Presentation of papers at conference Day 1
22 <sup>nd</sup> Nov 2024	Presentation of papers at conference Day 2 and Announcement of winners

- **Synopsis:**

The deadline for submitting your summary paper (which will outline in brief what your final paper will cover) is set for the **14<sup>th</sup> of Aug 2024**. The synopsis will be primarily used to help us ascertain your paper’s purpose, its relevance to the topic, scope of coverage of the topic among others. A panel of judges will review your synopsis and give you feedback/advice to guide you in preparing your paper & presentation by the **28<sup>th</sup> of Aug 2024**.

- **Presentation:**

Following the advice/feedback from the judges you are required to prepare your presentation and submit it to MSRA by the **20<sup>th</sup> of Sept 2024**. Guidelines of how these should appear, the judging criteria to be used, and timings for the presentation are included in the Speaker’s Manual.

- **Dry Run/Selection:**

A dry run is scheduled for the **8<sup>th</sup> of Oct 2024** where you will be given the opportunity to present your paper. The dry run will be primarily used to identify and select presenters who will proceed to conference and therefore need to complete their final paper and presentation. This selection will be done by a panel of judges and speakers notified by the **29<sup>th</sup> of Oct 2024**.

- **Final Paper and Presentation:**

Presenters selected to proceed to conference should submit their final written paper (is more detailed and is normally uploaded on the MSRA website after the conference) and final presentation (in presentation format for use during the conference) by the **8<sup>th</sup> of Nov 2023**. Guidelines of how these should appear, the judging criteria to be used, and timings for the presentation are included in the Speaker’s Manual. The Manual also includes deadlines for submitting your equipment and other requirements.

- **Award Presentations:**

There will be **2 awards** given at the conference with decisions for the Best Paper Award and People’s Choice Award being made by a panel of judges and delegates in attendance respectively:

<p><b><i>Best Paper Award (Judges’ Award)</i></b></p> <ul style="list-style-type: none"> <li>• A token from the Association (MSRA)</li> <li>• Official MSRA recognition plate</li> </ul>	<p><b><i>Best Presentation (People’s Choice Award)</i></b></p> <ul style="list-style-type: none"> <li>• A token from the Association (MSRA)</li> <li>• Official MSRA recognition plate</li> </ul>
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- **Conference discounts:**

All research paper presenters will be able to attend the one (1) day conference for FREE. Please note that this applies to only one speaker per presentation. In cases where more than one speaker is presenting then the additional speaker will be given a 50% discount on the conference fee. Maximum is two speakers per paper.

**We look forward to your participation. For any clarifications/questions, please send mail to [info@msra.or.ke](mailto:info@msra.or.ke)**