

# INTERNATIONAL CONFERENCE ON **ENTREPRENEURSHIP, INNOVATION AND SOCIETY**

15th-16th February, 2024



ENTREPRENEURSHIP,  
INNOVATION AND SOCIETY  
CONFERENCE

propel  
**pitchfest24**  
∞pportunities  
Feb. 15-16, 2024

## Knowledge Partners



*Gujarat Institute of Development Research*

## Journal Partners



Excellence with Values

**BIMTECH**  
**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY



**MDI**  
GURGAON

# CALL FOR PAPER

## Innovate for Social Impact: Sustainable Entrepreneurship in Digital Age

---

In the digital era, the forces of innovation and sustainable entrepreneurship have gained unprecedented momentum, playing an even greater role in shaping positive social transformation. This paradigm shift has not escaped the notice of a wide array of stakeholders, from academics and practitioners to policymakers. Particularly in a world increasingly reliant on technology and connectivity, the potential for technology-driven entrepreneurial endeavors to drive meaningful change in the lives of marginalized and underserved communities has come to the forefront. In response to this dynamic landscape, we are delighted to announce the second edition of Entrepreneurship, Innovation, and Society (EIS) Conference. Our mission is to navigate the complex landscape of social issues, striving to unearth innovative solutions through social enterprises, startups, and social innovation, all within the context of this rapidly evolving digital age.

Institute of Innovation and Entrepreneurship (I2E) along with the School of Management, School of Law, School of Engineering and Technology, and the School of Liberal Arts, takes great pride in organizing this landmark conference. At the heart of this conference lies a dedication to both the theory and practice of entrepreneurship and innovation. Our conference encompasses a wide array of startup initiatives and welcomes academic and practitioner contributions from diverse disciplines, including sociology, technology, education, management, psychology, economics among others.

"Innovate for Social Impact: Sustainable Entrepreneurship in the Digital Age" is a call to action. Over the course of two enriching days, our conference endeavors to kindle dialogues on entrepreneurship, social innovation and technology. It provides a global platform for presentations and conversations, bringing together communities from around the world.

Join us as we embark on this journey towards harnessing the power of entrepreneurship and innovation for the betterment of society. Together, we can create lasting change and shape a brighter and a more inclusive future!

# CONFERENCE THEMES AND TRACKS

---

## Track 1: Sustainable Entrepreneurship for Social Impact

The track focuses on the fusion of innovation and social responsibility in the business world, highlighting entrepreneurship's power to address pressing social and environmental challenges.

- **Eco-friendly Tech for Social Well-being:** The track focuses on entrepreneurship leveraging eco-friendly technologies for social benefit.
- **Environmental Conservation & Sustainable Practices:** The track emphasizes entrepreneurship at the intersection of environmental conservation and sustainability, promoting green practices and preserving ecosystems.
- **Social Entrepreneurship for Community Empowerment:** The track spotlights the role of social entrepreneurship in addressing community-specific challenges and strategies for creating positive social change at the grassroots level.
- **Government Policies Driving Social Change:** The track explores the impact of government policies, incentives, and programs in supporting sustainability and social entrepreneurship, and the alignment with entrepreneurial ventures aimed at social and environmental impact.

## Track 2: Sustainable Business Model Innovation

In an era characterized by rapid changes and an increasing emphasis on sustainability, this track delves into the pivotal intersection of business models, innovation, and sustainability-driven creative problem-solving. It seeks to uncover pioneering approaches, strategies, and frameworks that not only contribute to organizational success but also prioritize and promote sustainability in an ever-evolving business landscape.

- **Platform Business Models:** This sub-track explores the principles and practices of different business models. It delves into how organizations can design strategies that prioritize waste reduction, resource efficiency, and environmental sustainability. Participants will learn about real-world case studies, innovations, and best practices that illustrate how a variety of business model principles can be integrated into various industries.
- **Inclusive Business Models:** Inclusivity delves into sustainable business models with a focus on social responsibility and equity. This sub-track showcases successful examples of inclusive business models that drive both profitability and societal well-being.
- **Sharing Economy Business Models:** It explores the rise of peer-to-peer platforms, collaborative consumption, and resource optimization. Participants will discover how sharing economy models reduce waste and environmental impact while fostering community collaboration.
- **Sustainable Business Models in Emerging Markets:** It explores how sustainable models can address unique challenges and opportunities in regions undergoing rapid economic development. Attendees will gain insights into strategies for creating sustainable, environmentally responsible businesses in diverse and dynamic global contexts.

### Track 3: Entrepreneurial Innovation in the Circular Economy

In this track, we delve into the dynamic convergence of entrepreneurship and the circular economy. We explore pioneering approaches and strategies that entrepreneurs can leverage to foster sustainable and circular business practices. Key focal points within this track include:

- **Circular Business Strategies:** Delving into how entrepreneurs can conceptualize and implement circular business models, with an emphasis on resource efficiency, waste reduction, and sustainability.
- **Circular Product Development and Ingenuity:** Investigating the influential role of entrepreneurs in designing products with circularity at the forefront, emphasizing the extension of product lifecycles and the mitigation of environmental impact.
- **Optimizing Circular Supply Chains:** Exploring how entrepreneurial initiatives can advance circularity within supply chains, fine-tuning resource utilization and waste reduction.
- **Entrepreneurship's Role in a Circular Future:** Examining how entrepreneurs can spearhead the transition to a circular economy, bolstered by real-world examples and case studies that showcase sustainable and regenerative entrepreneurial ventures.

### Track 4: Thriving Through Entrepreneurship, Innovation, and Leadership Triad

This research track underscores the interconnectedness of entrepreneurship, innovation, and leadership as essential pillars in achieving remarkable accomplishments. In today's rapidly evolving business landscape, thriving requires more than just surviving. Entrepreneurs, leaders, and innovators must embrace a triad approach that combines entrepreneurship, innovation, and leadership to navigate the challenges and seize the opportunities that come their way. This approach, often referred to as the "Entrepreneurship, Innovation, and Leadership Triad," is a powerful framework that fosters success and sustainable growth.

- **Entrepreneurial Mindset and Strategy:** This track involves exploring the foundations of entrepreneurship, including the mindset, strategic planning, and risk management required for successful ventures.
- **Innovation in Practice:** This track involves delving into the practical aspects of fostering innovation within organizations, from idea generation to product development and market adaptation.
- **Leadership in the New Economy:** This track involves examining contemporary leadership styles and strategies tailored to navigate the challenges and opportunities of the digital age and globalized markets.
- **Diversity and Inclusion in Leadership:** This track involves exploring how diversity and inclusive leadership can drive innovation and entrepreneurship in today's diverse workplaces.

## Track 5: Transforming Education for Entrepreneurship

This track embodies the dynamic shift in educational paradigms required to nurture innovative and enterprising minds. It champions the evolution of educational institutions, curricula, and methodologies to equip students with the entrepreneurial skills, mindset, and knowledge needed to thrive in a rapidly changing world.

- **Experiential Learning and Real-World Challenges:** This includes Emphasizing hands-on experiences, practical projects, and simulations in entrepreneurial education and Strategies for integrating real-world challenges into the curriculum to prepare students for entrepreneurship.
- **Entrepreneurship Across Disciplines:** This includes emphasizing on how entrepreneurship education can benefit students from diverse academic backgrounds.
- **Innovation in Teaching Methods:** It includes Exploring innovative pedagogical approaches and teaching techniques for entrepreneurship.
- **Global Perspectives in Entrepreneurship Education:** It includes examining the importance of cultural diversity and international perspectives in entrepreneurial training.

## Track 6: Entrepreneurship for Gender Equality and Community Development

This theme underscores the pivotal role of entrepreneurship in bridging gender disparities and fostering rural development. It champions the empowerment of women entrepreneurs in rural areas, recognizing them as catalysts for economic growth and social progress. By promoting entrepreneurship as a vehicle for change, this theme aims to create opportunities, drive innovation, and build resilient communities where every individual, regardless of their gender or geographic location, can actively participate in and benefit from entrepreneurial endeavors, ultimately contributing to a more equitable and prosperous society.

- **Women in Entrepreneurship:** This track focuses on the unique challenges and opportunities faced by women entrepreneurs, highlighting their contributions to the business world and exploring strategies to enhance their participation and success in various industries.
- **Community-Based Entrepreneurship:** This track highlights community-based entrepreneurship, underscoring the importance of sustainable business initiatives within communities. It focuses on addressing the specific needs and challenges faced by entrepreneurs operating within these local ecosystems, ultimately contributing to community development and economic empowerment.
- **Gender-Inclusive Funding and Resources:** Access to funding and resources plays a crucial role in entrepreneurship. This track delves into the disparities in funding faced by minority entrepreneurs, with a particular focus on women and other genders in rural and urban areas, and explores solutions to bridge these gaps.
- **Technology and Innovation for Inclusion:** Technology can be a great equalizer. This track explores how technological advancements and innovations can be harnessed to empower minority entrepreneurs, particularly women in rural settings, and create more inclusive business ecosystems.

# SUBMISSION GUIDELINES

- All contributions must adhere to any one reference style. (APA, Chicago, Harvard, etc.)
- Paper should have the formatting of 12 font size in Times New Roman and 1.5 spacing.
- An initial abstract of not more than 500 words to be submitted.
- After abstract acceptance, an extended abstract of not more than 2000 words is to be submitted.
- Paper proposal in PDF/MS word format.
- Title of the paper should not exceed 15 words.
- Minimum three(3) and maximum five(5) keywords to be provided
- Corresponding author and all co-authors should be listed in the submission along with their affiliation.
- Maximum of three (3) proposals, either as an author or a co-author, may be submitted.
- Case studies, poster presentations, and perspective papers are highly encouraged as a part of the submission for the conference.

## IMPORTANT DATES

Submission window opens:

**15th October, 2023**

Submission of Initial Abstract:

**31st December, 2023**

Initial Abstract Acceptance Notification:

**15th January, 2024**

Submission of Extended Abstract:

**21st January, 2024**

Early Bird Registration:

**20th January, 2024**

Last Date for Registration:

**10th February, 2024**

## ORGANIZING COMMITTEE MEMBERS

**Dr. Deepak Pandit**

E: deepak.pandit@bmu.edu.in | Ph.: +91-9811311032

**Dr. Deepika Dixit**

E: deepika.dixit@bmu.edu.in | Ph.: +91-9567933606

**Dr. Sakshi Chhabra**

E: sakshi.chhabra@bmu.edu.in | Ph.: +91-9928852107

**Dr. Nirupama M P**

E: nirupama@bmu.edu.in | Ph.: +91-9113690900

## CONFERENCE ADVISOR

**Dr. Sangita Dutta Gupta**

E: sangita.dgupta@bmu.edu.in | Ph.: +91-9836088699

## CONFERENCE SECRETARIAT

**Ms. Shreenidhi R**

E: shreenidhi@bmu.edu.in

Ph.: +91-9688779429

**Ms. Chanchal Tyagi**

E: chanchal.tyagi.23pd@bmu.edu.in

Ph.: +91-7290033420

**Ms. Vidhi Gill**

E: vidhi.gill.23pd@bmu.edu.in

Ph.: +91-8813904189

**Mr. Hardikya Gupta**

E: hardikya.gupta.20cse@bmu.edu.in

Ph.: +91-9167057021

**Ms. Talisha**

E: talisha.22bmi@bmu.edu.in

Ph.: +91-9971100527

**Ms. Manya**

E: manya.gupta.22bb@bmu.edu.in

Ph.: +91-8319729145

## DAY 1

| TIME                  | ACTIVITY   |
|-----------------------|--|
| 10:00 am - 11:00 am   | Inauguration of the Conference: Speech of VC, Conference Chair & Deans                           |
| 11:15 am - 12:00 Noon | Keynote Speaker(s) – Day 1   |
| 12:15 pm - 1:30 pm    | Panel Discussion-Day 1   |
| 1:30 pm - 2:30 pm     | Lunch Break  |
| 2:30 pm - 5:30 pm     | Doctoral Colloquium (Scholars)/ Entrepreneurship Educators (Academicians)/Case Study Competition |

## DAY 2

| TIME                | ACTIVITY                               |
|---------------------|--|
| 10:00 am - 10:45 am | Key Note Speaker - Day 2               |
| 11:00 am - 12:30 am | Start- up Panel Discussion – Day 2     |
| 12:30 pm - 1:30 pm  | Paper presentation (Parallel Sessions) |
| 1:30 pm - 2:30 pm   | Lunch Break                            |
| 2:30: pm - 4:30 pm  | Paper Presentation (Parallel Session)  |
| 5:00 pm- 6:00 pm    | Valedictory Session                    |

**Submission Link:** Abstract/ Extended Abstract to be e-mailed to [eis@bmu.edu.in](mailto:eis@bmu.edu.in)

**Registration Link:** [https://maitri.bmu.edu.in/asd\\_EventPublicUserMaster.htm?eventID=19](https://maitri.bmu.edu.in/asd_EventPublicUserMaster.htm?eventID=19)

**Website link:** <https://www.bmu.edu.in/eis-conference>

**Venue:** BML Munjal University

67th KM Milestone, NH-8, Gurugram - 122413, Haryana, India