



# JAIN UNIVERSITY

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presents

1<sup>st</sup> BIENNIAL

## INTERNATIONAL CONFERENCE ON **ENTREPRENEURSHIP**

Entrepreneurship in High-Potential Economies  
in the Digital Era

Jointly Organized by  
Center for Management Studies (CMS) - Jain University  
and  
Kautilya Entrepreneurship & Management Institute (KEMI)

NOVEMBER  
24<sup>th</sup> - 25<sup>th</sup> 2017

at CMS, Lalbagh Road  
Bengaluru-India



## Message from President



**Dr. Chenraj Roychand**  
President, Jain University Trust

A great deal of attention has been paid to the subject of entrepreneurship in the 21st Century. We may even say that this is the "era of entrepreneurship." Our conference therefore aims to bring together leading thinkers and entrepreneurs with the goal of nurturing an ecosystem of ideas – one that will help us better understand this entrepreneurial era, as well as how to thrive within it. I extend a heartfelt welcome to all those who wish to join us at our inaugural entrepreneurship conference in Bangalore, India's "Startup Capital."

## Invitation



**Col. (Hony.) Dr. N. Sundararajan**  
Vice Chancellor, Jain University

Business models are being challenged on a daily basis by disruptions caused by rapid changes in technology, the emergence of digital economies and shifts in consumer preferences. Depleting resources, environmental degradation and other factors pose challenges to sustainability. The urban-rural divide, income disparities and the scourge of poverty are both challenges and opportunities. The turmoil due to political instability, terrorism and social upheaval has rendered the political and social environment murkier than ever before. The approaches adopted by entrepreneurs to navigate their way through a tough environment and still deliver value to stakeholders should make for interesting deliberations at the 1st Biennial International Conference on Entrepreneurship on November 24-25, 2017 organized by KEMI and CMS. It gives me immense pleasure to invite scholars and entrepreneurs from across the globe to join us in Bengaluru.

## Conference Objectives

The conference aims to:

- Provide a platform for a diverse range of leading stakeholders to present research results, analyses, expert opinions, and experiences;
- Begin a dialogue on the challenges and opportunities of the digital era for entrepreneurs in high-potential economies today;
- Link entrepreneurship with sustainability and understand if and how sustainable entrepreneurial practices and processes can find a place in this new landscape;
- Generate policy, programme and institutional recommendations which will encourage innovations in entrepreneurial research and practice; and
- Disseminate this knowledge as widely as possible among communities of academic researchers and entrepreneurs globally.

## Theme of the Conference

The conference seeks to further the research and practice horizon on key challenges faced by entrepreneurs and enterprises in high-potential economies such as India in the era of digitization. The conference intends to bring together leading entrepreneurship thinkers, researchers and practitioners from around the world for two days of presentations and dialogue. Acknowledging the important role of social enterprises in such economies, the conference will additionally focus on the potential for sustainable social and economic development in such enterprises. The insights and analyses presented in this conference are expected to provide guidance for future deliberations and set the agenda for entrepreneurship research, enterprise development, and policy formulation in this domain.

## Call for papers

Academic papers, business case studies, and accounts of firsthand entrepreneurial experience are invited from scholars and practitioners who wish to make presentations related to the conference theme. Presenters are encouraged to contribute new ideas, concepts and paradigms for discussions. Papers and case studies should be based on original, recent research.

Delegates are invited to present papers, cases, and experiences under the following broad areas:

- The Digital Revolution: Entrepreneurial Risks and Opportunities
- Enterprise Sustainability and Growth Barriers
- The Entrepreneur and the Enterprise in the Digital Era
- Gender, Technology, and Entrepreneurship
- Social Enterprises in the 21st Century
- The Digital Revolution and Socio-economic Change
- Managing Organizational Change amidst Uncertainty
- Innovation and Creativity in the entrepreneurial life-cycle (Start up, Growth, and Corporatization)
- Design Thinking for Sustainable Entrepreneurship
- Government and Entrepreneurship: Partnerships, Support, and Regulation
- Digital Entrepreneurship Outside the Service Sector
- Digital Platforms and/or Sustainability in Rural Entrepreneurship
- Experience Sharing: Learning from Failures and Successes

## Award

Papers submitted to the conference will be reviewed through an autonomous multi-level review process. Outstanding Paper Awards will be given to the three best papers at the conference.

## Guidelines for abstract submission

- Participants are requested to submit an extended abstract of 800 - 1000 words maximum by May 31, 2017 to [info.kemi@jainuniversity.ac.in](mailto:info.kemi@jainuniversity.ac.in)
- Please note that submission of abstract does not ensure acceptance of full paper or conference presentation.
- Paper abstract should be in Times New Roman font with font size 12, clearly mentioning Name of author(s), Title of paper, Affiliated organization, Contact number & Email ID of authors. Key words for the article should also be given.
- The guidelines for the full paper submissions will be sent to short listed authors.
- All submission are to be presented formally by the authors. Each Presenter will be given 20 minutes for the presentation followed by 10 minutes of Q&A. Conference language is English. For the abstract to be included in the proceedings, at least one author must register himself or herself. In case of joint authorship, if more than one author wishes to attend the conference then each author must register independently.
- The abstract will form part of the proceedings. Selected papers will be reviewed by a panel for publication.

## Panel discussions

The discussions will offer an opportunity for entrepreneurs and business practitioners to share experiences and lessons learned.

## Important Dates

Last date of submission of Abstract	:	31 <sup>st</sup> May 2017
Communication regarding acceptance of Abstract	:	30 <sup>th</sup> June 2017
Early bird registration	:	30 <sup>th</sup> September 2017
Last date for submitting the full paper	:	15 <sup>th</sup> October 2017
Last date for Registration	:	31 <sup>st</sup> October 2017

Those whose abstracts are accepted are eligible to attend the conference.  
Select abstracts will form part of the Proceedings.

## Registration Fees

Includes conference materials and lunch, tea and snacks at the conference venue

Foreign Delegates & Practitioners	:	US\$ 150
Industry Delegates	:	₹ 5,000/-
Academic Delegates	:	₹ 4,000/-
Research Scholars	:	₹ 1,000/-

Note : There will be a 20% discount for early bird registrations (on or before September 30<sup>th</sup>).

## Visa for Foreign Delegates

All foreign delegates will receive their letter of invitation following registration. While the onus of obtaining a visa rests with the delegates, Jain University will assist with any documentation required to facilitate the process.

## About JAIN UNIVERSITY

Since its founding in 2008, Jain University has brought thousands of students from more than 25 countries to India's "Startup Capital", Bengaluru (Bangalore), ranked "Most Dynamic City in the World" by the JLL City Momentum Index in 2017. Jain University's vision is to foster human development through excellence in education, research, and entrepreneurial development. Jain University ranks among the top five private universities in India, according to Nielsen's Best Universities Survey. Centres such as the Chenraj Roychand Centre for Entrepreneurship (CRCE), the Jain University Incubation Centre (JUIC), and Basket Option are devoted to the study and practice of entrepreneurship, and have thus far incubated over 50 startups. The Kautilya Entrepreneurship and Management Institute (KEMI) offers a practice-focused MBA in Entrepreneurship program, provides handholding and consulting for entrepreneurs and SMEs, and conducts entrepreneurship research. Jain University is also a member organization of the Babson Collaborative for Entrepreneurship Education.



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Conference website: <https://www.jainuniversity.ac.in/International-Conference-on-Entrepreneurship.php>

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