



Vivekanand Education Society

Institute of Management Studies & Research



CONFERENCE ANNOUNCEMENT

IC16-Mumbai Conference



International Conference on Entrepreneurship, Marketing,
Global Business, Economic and Finance

**Creative Entrepreneurship: A Sustainable Approach
for Economic Growth (IC16VESIM)**

12th Feb-14th Feb 2016,

VES Institute of Management Studies &
Research, Mumbai, India

CALL FOR PAPERS!

http://globalbizresearch.org/Mumbai_Conference_2016_Feb/

vesim.ves.ac.in

Dear Esteemed Colleagues!

It is our pleasure to welcome you to an International Conference on Entrepreneurship, Global Business, Economics, Finance and Social Sciences (IC16VESIM), Mumbai Conference which is being jointly organized by the VESIM, SDMIMD and the Global Business Research Journals (GBRJ) from February 12-14, 2016 at Mumbai, India.

IC16VESIM Conference aims to provide a communication platform for scholars, professionals, academicians and research scholars, to present their recent and latest research findings, share their thoughts and discuss aspects of future development in the field of entrepreneurship, marketing, global business, economics & sustainability, banking & finance and social sciences.

All theoretical, empirical and practical papers from scholars and professionals are invited in the given tracks.

Important Dates:

Abstract Deadline (250 words):	November 30, 2015
Communication of Acceptance:	December 14, 2015
Full Paper Submission Deadline:	January 5, 2016
Last Date for Registration:	January 15, 2016

Conference Objectives:

Entrepreneurial Ventures: The Need of the Hour

Entrepreneurs are National Assets

In a world where employment opportunities for the masses shrink, entrepreneurs are considered as national assets as they help to create wealth for the economy and provide greater opportunities for people to find gainful employment. So, undoubtedly, they should be highly encouraged, motivated and compensated in a fitting way.

Innovations Help Excellence and Economic Power

A close examination and analysis of the growth and success stories of the developed economies gives two interesting dimensions. Firstly, these economies have spent enormous amount of money on innovation and scientific research. Secondly, they encourage entrepreneurship and embed entrepreneurship based modules in their curriculum. Most of the Western and top-rated universities make it a point to encourage at least twenty percent of their students to be entrepreneurs as it solves many social problems and help promote economic growth and prosperity. Understandably entrepreneurs innovate and contribute to the maximum well-being of the society.

We Need New Businesses and New Ventures

Novel ideas and new businesses create employment opportunities and the same results in a virtuous circle in the economy. Fresh investments by entrepreneurs add to economic growth and development.

For example, a few IT companies founded the Indian IT industry in the 1990s as a backend programmers' hub. Soon the industry gathered pace in its own programmers' domain. But more importantly, millions from other sectors benefited from it.

In the same way, associated industries, maintenance companies and service companies help to create investment and employment opportunities, which has caused the movement of workforce from one part of a state or country to the other parts.

Entrepreneurs Add to Economic Prosperity

Creation of wealth is, certainly, in the hands of entrepreneurs. New products, new services and advanced technologies introduced as a result of innovations help economic prosperity not only for the host nations but also for greater social upliftment. In this process, governments get increased tax revenue, which enables them to allocate more funds for various sectors of the economy.

The Role of Government in Nurturing Entrepreneurship and Innovation

National governments should encourage good, creative and responsible entrepreneurs so that they invest in important sectors to support projects, industries and small & medium enterprises (SMEs) in tune with the national goals and economic welfare of citizens.

Against this backdrop, the upcoming conference in the city of Mumbai makes an attempt to achieve the following objectives;

- a) Analyze the important ways and means by which entrepreneurs could be identified and encouraged to start new business ventures.
- b) Systematically examine the ways of enhancing investments on innovative business ventures.

- c) Provide an ideal platform for researchers, entrepreneurs, economists, bankers and practitioners to share their research and practical experiences in all the major issues highlighted, as above.
- d) Offer suitable solutions to encourage innovation and entrepreneurship so that vibrant economic and investment activities take place in the country.

Publication Opportunity

Accepted and presented papers at the conference will be published in the official CD of proceedings and may be considered for inclusion in the following journals.

- ▶ Journal of Emerging Issues in Economics, Finance and Banking (ISSN 2306-367X)
- ▶ Global Journal of Contemporary Research in Accounting, Auditing and Business Ethics (ISSN 2311-3162)
- ▶ Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (ISSN 2311-3170)
- ▶ Global Review of Research in Tourism, Hospitality and Leisure Management (ISSN 2311-3189)
- ▶ International Journal of Recent Advances in Organizational Behaviour and Decision Sciences (ISSN 2311-3197)
- ▶ International Review of Research in Emerging Markets and the Global Economy (ISSN 2311-3200)

Topics

The conference topics should be related but not limited to:

Entrepreneurship

Entrepreneurial Indigeneity & Globalisation, Incubator Formation & Funding, Educational Entrepreneurship, Tech-Startups, Angel investors, Business opportunity, Career planning, Innovation, Entrepreneurial Leadership, Negotiation, Enterprise Life-Cycle, Social Entrepreneurship Networking, Venture Capital Funding, Green Business, Problems related to Startups, Business Continuity Plan, Rural Entrepreneurship, Supply Chain Management, Eco-Entrepreneurship, SME's & its Challenges.

Marketing

Marketing Strategies for Entrepreneurial Activities, E-commerce Sustainability, Digital Marketing, Social Media Marketing, Buyer Behavior, Business to Business Marketing, Brand Management, IMC, Relationship Marketing, Services Marketing, Retail Management and Fashion Retailing.

Global Business and Economics

Developmental Economics, Family Economics, Financial Economics, Global Economic Crisis, Health Economics, International Economics, Investment Climate, Currency Crisis, Government Deficit, Millennium Development Goals, Public Economics, Tourism Economics, Supply Chain Economics.

Finance

Crowd funding, Entrepreneurial Finance, Investments for the Startups, CSR, Ethical Investing, Financial Crisis, Financial Inclusion, Financial Risk Management, Financial Services, Personal Finance, Venture Capital Financing, E-Accounting, Commercial Banking, Corporate Banking, Development Banking, Governance in Banking.

General Management

Government Policies towards Incubation Centres, Business Analysis, Strategic Planning, Management of change, Strategy, Work-Life Balance, Stress Management, Change Management, Crisis Management, Knowledge Management, Organizational Development, Project Management, MIS, Business Intelligence.

Sustainability & Innovation

Innovation in Healthcare Sector, Reverse Innovation, Blue Ocean strategy, Agricultural Innovation, Green Economics, Community-driven Enterprise, Culture Heritage and Sustainable Tourism, Renewable Energy Resources, Water Resources Management, Smart City.

(The topics given are just suggestive in nature. You may feel free to submit manuscripts on related topics in your area of specialization.)

Registration Fee	Early Bird Before 15th Jan 2016 INR (For India)	Early Bird Before 15th Jan 2016 \$ (Foreign delegates)	After 15th Jan 2016 INR (For India)	After 15th Jan 2016 in \$ (Foreign delegates)
Author	2000	150	2500	200
Co-author/ Delegate	1000	100	1500	150
Corporate	3000	200	4000	250
Research Scholars	1500	100	2000	150

Mode of payment:

Draft in favor of VESIMSR, payable at **Mumbai** or online payment option:

1. Foreign delegates:

Bank Name : Canara Bank
SWIFT Code : CNRBINBBBFD
Account No : 0170101139343
Account Name : VESIMSR

2. Indian delegates:

Bank Name : Canara Bank
IFSC Code : CNRB0000170
Account No : 0170101139343
Account Name: VESIMSR

► **Conference Chair**

Dr. Satish Modh

Director, VESIM

► **Conference Advisor**

Prof. Milind D. Atrey

Professor, Society for innovation &
Entrepreneurship (SINE),
IIT Mumbai, India

Dr. Elango Rengasamy

Head of Finance and
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Faculty of Business,
British university

Mr. K.C. Shashidhar

Exchange control officer, RBI
and (Ex) Chief General Manager,
NABARD, India

Dr. Sunil Shukla

Director, Entrepreneurship
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Prof. V. Bapat

Assistant Profssor,
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About VESIM

With rich experience spanning over 50 years, VES Institute of Management Studies and Research is a leading management education in the vibrant city of Mumbai-Maharashtra, India and is one of the premier educational institutions in the country. The Institute ensures high quality in all its programs and offers

different programs keeping in mind the market demands and strives to hone the skillset of the students. VESIM offers Masters in Management Studies (MMS) and Post Graduate Diploma in Management (PGDM) for students to select a management program of their choice. The PGDM program is approved by AICTE, while the MMS and Doctoral program program affiliated to Mumbai University.

VESIM also offers a program on Entrepreneurship in collaboration with SME Chamber of India. It aims to accelerate the speed of self-employment and entrepreneurship development. It majorly focus on catering to the business needs and requirements of the young student entrepreneurs having backgrounds in Management education.

About JAA:

J. A. Alpha offers the best solutions for training, research, publication, recruitment, certification and other similar important intellectual requirements of universities, colleges, institutes of higher learning, faculty members, research scholars, graduates, students, and the academic community across the globe.

About SDMID:

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) Mysore, Karnataka (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore, Karnataka. The campus has won many architectural and landscape awards and provides a great environment for learning and germination of managerial intellect. The institute has been conferred A** Rating at National Level by CRISIL.