



Conference Registration Fees

Rs. 1000/- Per Participant *

Rs.500 for students UG & PG

* Only one paper per participant allowed.

* Co-authors need to register separately to attend the Conference.

* You need to register first to submit an abstract

Registration Fee Covers

- Admission to all academic sessions
- Conference kit and materials
- Tea/Coffee at the designated breaks during the conference
- Conference lunches



E -Certificate of Participation will be Issued to the Attendees

Bank Account Details for Payment of Fees:

Institute of Excellence in Management Science (IEMS)
A/C No : 83190100007830
IFSC Code : BARB(Zero)VJTARH
Bank of Baroda, Tarihal Branch

For Registration Scan the QR Code

<https://shorturl.at/vDQY1>



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Kaizen Eduplus Society's
IEMS B-SCHOOL
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INCON-1

A Two Day International Conference
On

ENTREPRENEURSHIP

& Innovation

Dhaka International University



Established: 7th April, 1995

International Collaborator



Knowledge Partner



18th & 19th
January 2024

ABOUT THE CONFERENCE

With a focus on fostering entrepreneurial excellence and driving innovation, this conference on **Entrepreneurship and Innovation** offers a diverse range of themes including marketing and business development, HR and organizational behaviour, finance and investments, entrepreneurship and business growth, business analytics, and Industry 4.0. Through engaging sessions, networking opportunities, and practical workshops, attendees will gain valuable knowledge, expand their network, find inspiration, and develop practical skills to excel in the ever-evolving landscape of entrepreneurship and innovation.

CONFERENCE THEMES

- 1. Marketing and Business Development:**
 - Rural Marketing
 - Sustainable Marketing and Consumption
 - Digital and Social Media Marketing
 - Value Creation
 - User Experience in Marketing
 - Marketing Strategies for Startups
 - Innovation in Marketing
- 2. HR and OB:**
 - Leadership and Supervision in Innovative Organizations
 - Organizational Citizenship Behaviour and Entrepreneurial Culture
 - Diversity and Inclusion in Entrepreneurial Ventures
 - Work-life Balance and Well-being for Entrepreneurs
 - Managing Change in Innovative Startups
 - Human Resource Management for Startups
 - Gig Economy and Entrepreneurship
- 3. Finance and Investments:**
 - Financing Strategies for Startups
 - Venture Capital and Angel Investing
 - Financial Planning for Entrepreneurial Ventures
 - Investment Analysis and Decision-making for Innovators
 - Funding Options for Social Enterprises
 - Financial Technology (FinTech) for Startup Growth
- 4. Entrepreneurship and Business Growth:**
 - Rural Entrepreneurship
 - Family Business
 - Entrepreneurial Ecosystem and Innovation Hubs
 - Scaling and International Expansion Strategies
 - Social Entrepreneurship and Impact Investing
 - Women Entrepreneurs and Leadership
 - Sustainable Business Models and Practices
 - Design Thinking for Innovation and Problem-solving
- 5. Business Analytics:**
 - Data-driven Decision-making for Entrepreneurs
 - Big Data Analytics for Startup Growth
 - Predictive Analytics and Business Forecasting
 - Data Visualization for Insights and Communication
 - Business Intelligence Tools and Techniques
 - Innovation in Data Management and Analytics
- 6. Industry 4.0:**
 - Digital Transformation and Innovation in Manufacturing
 - IoT and Smart Technologies for Entrepreneurial Ventures
 - Robotics and Automation in Startup Operations
 - Cybersecurity for Innovative Enterprises
 - Supply Chain Optimization and Innovations
 - Emerging Technologies for Business Disruption



EXPECTED PARTICIPANTS

- Researchers
- Faculty Members
- Entrepreneurs
- Students.
- Innovators

DATES TO REMEMBER

Abstract Submission	08th January 2024
Notification of Acceptance	10th January 2024
Final Paper Submission	15th January 2024
Last date for Online Registration to submit Abstract	08th January 2024
Last date for Online Registration to Attend Conference	15th January 2024*
Conference Dates	18th & 19th January 2024

* Offline Registrations are accepted during the Conference.
Note : Please use the common online link and QR code provided for online registration.

CALL FOR PAPERS

There are three streams of papers acceptable for this conference, namely :

1. Academic Papers
2. Reflective Practices
3. Case Studies

Selected papers will be published in IEMS Journal of Management Research (ISSN: 2249-569X)

ABSTRACT SUBMISSION GUIDELINES

- The abstract should be presented in fully italicized text.
- The abstract should adhere to the following formatting guidelines: 12-point Times New Roman font and 1.15 line spacing.
- The abstract should not exceed 300 words.
- The abstract should comprehensively elucidate the background, necessity, objective, methodology, and anticipated findings of the research.
- The title should be written in 16-point Times New Roman font.
- The authors' names should be in 12-point Times New Roman font.
- The authors' designations, affiliation/address details, telephone numbers, and email IDs should be in 10-point Times New Roman font.
- The abstract should conclude with a list of keywords, not exceeding five in number.
- The keywords should be arranged in alphabetical order, separated by commas, and followed by a full stop.

IEMS-B-SCHOOL

IEMS B-School a distinguished institution within the Kaizen Eduplus Society, stands as a premier business school committed to nurturing excellence in management education and professional development. Founded in 2006, IEMS B-School offers MBA programme in General Management, Finance, Marketing and Human Resource. It is affiliated to Karnataka University, Dharwad and is approved by All India Council for Technical Education. (AICTE), Govt. of India, New Delhi. The institute is also ISO EOMS 21001:2018 certified.

Vision: Be a Centre for Continuous Learning that Excels in Management Education and Professional Development.

- Mission:**
- Develop competent professionals to lead business by providing a learner-centric environment to the student community.
 - Offer contemporary, technology-driven value-added courses to develop an entrepreneurial mindset.
 - Enhance employability skills by facilitating strong networking with alumni, professionals, industry, and the community.
 - Promote training and motivate faculty and staff to address the expectations of society in North Karnataka.
 - Nurture a research culture, spirit of the dignity of the individual, and a commitment to growth.

Values: Adaptability, Commitment, Integrity, Passion & Professionalism.

FULL PAPER SUBMISSION GUIDELINES

- The full paper should be prepared according to the specified guidelines for the respective category of paper (Conceptual, Empirical, Reflective Practice, and Case Studies).
- The manuscript should be formatted on standard A4 size paper.
- Maintain a 1.15 spacing and a single column layout with 1" margins set for top, bottom, left, and right.
- Use 12-point Times New Roman font for the entire manuscript.
- Place page numbers at the bottom centre of each page.
- Section headings should be in 14-point Times New Roman font, bold-faced, left-aligned, and fully capitalized.
- Sub-section headings should be in 12-point Times New Roman font.
- Leave a blank line before each heading.
- Number and place the titles of figures/tables above them.
- Mention the sources of figures/tables below them.
- Follow the APA style for in-text citations and the reference list.
- Refer to the guidelines provided in the latest edition of the Publication Manual of the American Psychological Association.

OUTCOMES OF THE CONFERENCE

- ☞ **Enhanced Entrepreneurial Knowledge:**
 - Gain understanding of entrepreneurship and innovation.
 - Explore marketing, HR, finance, business analytics, and Industry 4.0.
 - Empower informed decision-making for entrepreneurial success.
- ☞ **Expanded Network and Collaboration:**
 - Connect with entrepreneurs, researchers, academics, and industry experts.
 - Build professional relationships for partnerships and joint ventures.
 - Access diverse networks for entrepreneurial reach and valuable resources.
- ☞ **Inspiration and Motivation:**
 - Hear success stories from renowned entrepreneurs.
 - Learn from experiences, challenges, and achievements.
 - Fuel entrepreneurial drive through inspiration.
- ☞ **Practical Skills Development:**
 - Hands-on sessions for practical skills enhancement.
 - Implement effective marketing, HR, financial, and analytic strategies.
 - Apply Industry 4.0 technologies to entrepreneurial endeavors.
- ☞ **Foster a Network of Peers and Experts:**
 - Interact with experienced resource persons and participants.
 - Build a network of peers and experts in research methodology & case writing.
 - Leverage the network for future collaboration and learning opportunities.