BSSS
INSTITUTE
of Advanced
Studies

LUX MENTIS LUX ORBIS

SYNERGY UNIVERSITY

One Day National Conference on

Entrepreneurial Ecosystems and Startup Environment: Fostering Innovation and Entrepreneurship

📅 **22 April 2024**

Hybrid Mode

In collaboration with
Synergy University Hub Private Limited, India

BSSS Institute of Advanced Studies
www.bsssias.ac.in

ABOUT
BSSS IAS

BSSS Institute of Advanced Studies, which stands in a responsible position to meet the educational requirements of the changing scenario constantly striving to update itself and accordingly respond to the needs of all concerned stakeholders. The institute is trying to emerge as a top Professional Management Institution in Central India and will play a pivotal role in professional education as a whole in the coming years and determine the path of development as the institute of excellence and of national and international importance. It envisages to meet the demand for the trained human resource with managerial & analytical skills in the areas of business management, and development management through regular educational courses and also to update the knowledge and managerial skills of the serving professionals in the above areas through short-term Management Development Programme & Executive Management Programme

CONFERENCE OBJECTIVES

The One Day National Conference on Entrepreneurial Ecosystems and Startup Environment aims to bring together a diverse group of entrepreneurs, innovators, policymakers, industry experts, academics, and investors to foster a dynamic exchange of ideas and insights, with the ultimate goal of strengthening and nurturing the startup ecosystem in our country. The conference will be a platform for knowledge sharing, collaboration, and networking, with a focus on promoting innovation and entrepreneurship. Specifically, the conference aims to facilitate the exchange of knowledge, experiences, and best practices among participants, including successful entrepreneurs, startup support organizations, and policymakers, to learn from each other's successes and challenges.

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One day National Conference on Entrepreneurial Ecosystems and Startup Environment: Fostering Innovation and Entrepreneurship

Who Should Participate
Students, Research Scholars, Academicians, and Corporate Professionals

PROGRAMME COMPONENTS
SUB THEME TRACKS

₹ Finance

- Startup Funding Strategies
- Financial Management for Startups
- Alternative Financing and Impact Investing
- Exit Strategies and M&A for Startups
- Risk Management and Investor Relations

Marketing

- Digital Marketing for Startups
- Content Marketing and Storytelling
- Customer Acquisition and Retention
- Brand Building and Positioning
- Metrics and Analytics for Startups

Human Resource

- HR Practices and Entrepreneurial/Startup Success
- Challenges and Opportunities of HR
- Employee Engagement and Entrepreneurial /Startup Success
- Talent management and entrepreneurial/Startup Success
- Building a Diverse and Inclusive Startup Culture
- Remote Work and Distributed Teams
- Startups and the Gig Economy
- Employee Development and Growth

General Management

- Implementing lean principles for startups to optimize resources and accelerate growth
- Scaling Startups Successfully
- Innovation and Disruption
- Building Sustainable Business Models
- Leadership and Team Building in Startups

Note: The above subthemes are only suggestive and hence the research articles may not be limited to them only.

SUBMISSION GUIDELINES

- The abstract should not be longer than 300 words and should incorporate Purpose, Research Methodology, Findings, Managerial Implications, and summarising the highlights of the full paper.

- A soft copy of the abstract must be submitted, along with the author's information (Name, affiliation, email address, and phone number) as a covering page.

- The content similarity should not exceed 10 %. In case of co-authorship, no more than three authors will be considered.

- Headings and subheadings should be brief and unnumbered. The primary heading should be capitalised and bold, while the subheading should be in title case capitalisation and bold. The tables should be numbered sequentially, and the table title should be placed above the table. Figures, diagrams, and graphs should be numbered, and source should be indicated at the bottom.

- References should be listed alphabetically and in APA seventh edition format.

- The manuscript should be in MS word format, with 1.5 line spacing and a 1-inch margin, and Times New Roman font size 12 black.

- Submission will be accepted only through submission portal.

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IMPORTANT DATES

Registration as Participant
18th April 2024

Registration as Paper Presenter
15th April, 2024

Full paper along with abstract
15th April, 2024

BEST PAPER AWARD

Based on the novelty, methodology, and significance of the research, the best paper will be selected and awarded the best paper award by the review committee.

PUBLICATION OPPORTUNITY

Papers will be selected through a double-blind peer review process and published in the conference proceedings with an ISBN without any additional cost. Authors will be provided with electronic version of the same.

REGISTRATION FEES

Type of Participants	Participation Only	Participation and Paper Presentation
Students/ Research Scholars	INR 300	INR 500
Academicians	INR 700	INR 1000
Corporate Professionals	INR 700	INR 1000

Registration Link:
https://bsssiaserp.com/Conference/Registration

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