



AMITY UNIVERSITY

— UTTAR PRADESH —

And



In Association With



Organize

ACCF INTERNATIONAL CONFERENCE

On

“Impact of Emerging Trends in Entrepreneurship: Focus on Digital India, Start up India Stand up India Initiative”

7th- 8th March, 2017

THE BACKGROUND:

Entrepreneurship pursuance is the crying need of the hour. India produces around 50 Lakh graduates every year. But their employability remains a major challenge for policy makers, administrators and academicians alike. Implementation of various enterprise generating roadmaps at various levels needs a focused approach. With a number of pro-active government initiatives like Make in India, Digital India, Start up India – Stand up India, Skill India, MUDRA, etc., India has become one of the fastest growing and third largest start-up ecosystem, apart from being the most preferred destination for FDI in the world. The MSME sector is now experiencing an atmosphere of positivism and trust. Under Digital India, the objective is to transform India into a digitally empowered society and knowledge economy based on three goals of digital infrastructure growth, delivering services digitally and digital literacy.

Start-up India, Stand up India seeks to promote bank financing for start-ups and offer incentives to boost entrepreneurship and job creation. It purports to give a new dimension to entrepreneurship and help set up a network of start-ups in the country.

Being an innovation and research driven university, we are constantly evolving ourselves by 'synthesizing different ideas' and 'getting to know varied experiences' of forerunners in entrepreneurship, commerce and finance. Exercise of Leadership Skills is also an absolute necessity in modern day business world of venture capital and angel investing. Another area is gender equality, which is both a moral and economic imperative. Closing the gender gap must be a central part of any strategy to create more sustainable and inclusive economies and societies. It is about fairness and equity, the realization of individual aspirations, economic empowerment around the world and growth. From the early 1970s, women movements in a number of countries identified credit as a major constraint on women's ability to earn an income and became increasingly interested in the degree to which poverty-focused credit programs and credit cooperatives were actually being used by women. Harnessing the power of innovation to transform the lives of women in the developing world is an idea whose time has come. Never before has the world experienced such dynamic changes in technologies as it has today. Innovation through new ideas, products and practices increasingly is seen as a force for social change. At the same time, there is growing consensus that empowering millions of women who live in poverty is essential, both for their intrinsic human rights and broad benefits for global development and economic growth. An increasingly wide range of institutions from business, civil society and government have committed resources and capital to promote women empowerment. While this goal has been a challenge to realize in the past, the current convergence of commitment and shifting paradigms provides an unprecedented opportunity to forge new alliances and unleash innovation to achieve women empowerment and gender equality goals, which have proved difficult to realize. Innovations in Finance and Management have opened various channels for entrepreneurs (especially women) with a greater sense of self confidence and the ability to negotiate their concerns at home and in the community. With access to financial services (bank accounts, loans, etc.), women's bargaining power in society has increased.

Therefore, in the modern scenario, entrepreneurship is a powerful driver for economic growth. They have potential to improve economic environment. Further, to bridge the gap between IFRS and Indian Accounting Standards various provisions have been amended and updated for the new entrepreneur and different sources of finance. Adoption of Goods and Services Tax (GST) in India is also bound to invite divergent views.

To address to the above mentioned challenges and to highlight the increasing nature of reforms, specifically directed towards entrepreneurship, Amity College of Commerce and Finance (ACCF) is organizing an International Conference jointly with PHD Chamber of Commerce & Industry (PHDCCI) on the broad theme *"Impact of Emerging Trends in Entrepreneurship: Focus on Digital India, Start Up India Stand Up India Initiative"*.

Further, it gives us immense happiness to note that SIDBI has agreed to be major financial sponsor of the conference. The conference aims to invite speakers from India and abroad to speak and throw further light on the above theme and sub themes.

SUB THEMES: Not limited to...

Emerging Trends in Entrepreneurship	Make in India: Opportunities and Challenges
<ol style="list-style-type: none"> 1- Skill Development and Employment Equity 2- Women entrepreneurship: The Way Ahead 3- Make in India: Opportunities and Challenges 4- Role of Technology in startups and Small Business 5- Growth and Sustainability of startups and Small Business: Issues and Challenges 6- Creativity and Innovations in startups 7- Legal challenges to startups and small business 8- Startups and Small Business Incubation 9- Any other Relevant Issue 	<ol style="list-style-type: none"> 1- New Frontiers in Indian Manufacturing 2- Promoting R&D in manufacturing 3- Total Quality Management 4- Logistics and SCM 5- Reverse Engineering and BPR 6- Innovation in Product Design 7- Any other Relevant Issue
Digital India: A key to Entrepreneurial Success	Finance, Entrepreneurship and Growth
<ol style="list-style-type: none"> 1- Use of ICT in entrepreneurship Development 2- Digital Economy 3- Bridging the Digital Divide in Country 4- E-Governance 5- IOT: Issues and Challenges 6- Any other Relevant Issue 	<ol style="list-style-type: none"> 1- Financing entrepreneurs and Small Businesses 2- MUDRA and Micro Entrepreneurs 3- Micro Financing and MSMEs 4- Innovations in Banking 5- Islamic Banking 6- Venture Capital and Private Equity Funding 7- Restructuring the Financial System 8- Demonetization and Black Money 9- Strengthening Indian Capital Market 10- Any Other Relevant Issue
Practicing Entrepreneurial Marketing Models	Human Resource Practices: A Key to Business Success
<ol style="list-style-type: none"> 1- Entrepreneurial Marketing in Small Business 2- Innovations in Marketing Practices 3- Market opportunities to start-ups 4- New Horizons in Rural Marketing 5- Building customer Relationships 6- New Vistas in Advertising 7- Managing Service Quality 8- Any Other Relevant Issue 	<ol style="list-style-type: none"> 1- HRM in entrepreneurial Firms 2- Leadership Development 3- Organizational effectiveness through HRM 4- HRM and MSMEs 5- Succession Planning 6- Managing Family Businesses 7- Talent Acquisition and Retention 8- Any Other Relevant Issue

Cross Functional Themes	
<ul style="list-style-type: none"> 1- Business Analytics and Financial Engineering 2- Strategic Management 3- Intellectual Property Rights 4- Corporate Social Responsibility 5- Corporate Governance 	<ul style="list-style-type: none"> 6- Business Ethics and Human Values 7- Work- Life Balance 8- Gender Issues 9- Reverse Innovations 10- Any other Relevant Issue

WHO CAN ATTEND

- Senior Associates from the Academia
- Faculty Members, Research scholars and Students
- Representatives of Government Agencies and Departments
- Business Leaders from the Industry
- NGOs, Consulting Agencies and other interested people

PAPER SUBMISSION GUIDELINES:

Submission Guidelines:

- The submission of papers will open on December 1, 2016.
- Author(s) are requested to send the full length paper on the topic, on or before **16th January, 2017**.
- After peer review of papers, author(s) will be informed about acceptance/rejection of their contribution on or before **31st January, 2017**.
- After confirmation author(s) must registered on or before **7th February, 2017**.

Full Paper submission Format:

- The full length paper should not be more than **5000 words** typed in **double spaced** with **margin of one inch (2.5 cm)** on all four sides. Font size should be **12 point in Times New Roman**.
- Endnotes and footnotes should be avoided. Substantive comments should be integrated within the text rather than placed in a note.
- References should be written in **APA** style of referencing.
- The soft copy of the full length paper should be mailed to icaccf2017@amity.edu

Publication of Papers:

- Few selected papers with **HIGH IMPACT** will be published in Journal/Edited Book, published by **SPRINGER** (subject to peer review policy of respective journal/publisher).

- Few selected quality papers will be published in **SCOPUS Indexed Journal** (*International Journal of Applied Business and Economic Research*; ISSN-0972-7302). If paper is selected and author is willing to get it published in aforesaid journal, the author has to pay Rs.2500/- as publication charges additional to conference registration fee. (Subject to peer review policy of Journal).
- Few selected quality papers will also be considered for publication in **Open Access Journal** (*Special Issue of International Journal of Research in IT and Management (IJRIM) -ISSN 2349-6517, Scopus id-4FC469B7C1B008AF, Thomson Reuters ID: L-5236-2015, Impact Factor-6.502*) (subject to peer review policy of Journal).
- Please note that all selected papers for publication will be notified for its acceptance and would be called for/eligible for presentation in the conference. The selected papers will be published post the conference in respective selected journal/edited book stated above.
- A duly signed certificate of originality of paper(s) and separate copyright format shall be obtained from the author(s) of selected papers as per the requirements of the respective journal at the time of notification of acceptance of the paper(s).

IMPORTANT DATES

Call For Papers Open On :	1 st December, 2016
Full Paper Submission Deadline :	16 th January, 2017
Notification of Final Acceptance :	31 st January, 2017
Copyright Form To Be Sent By Author :	2 nd February, 2017
Registration: on or Before	7 th February, 2017
Last Date for Registration : With Late Fee	15 th February, 2017

REGISTRATION FEE:

Applicants	INDIAN	FOREIGN
Researchers From Industry	5000 INR	150 USD
Academia	3500 INR	100 USD
Research Scholars (Ph. D/ JRF Etc.)	2500 INR	80 USD
Students	1000 INR	50 USD
Listener Without Paper Presentation	1000 INR	50 USD

- At least one author must register as delegate with full registration fee applicable as above for the purpose of presentation and publication of paper.
- Each subsequent (co-author) willing to receive certificate of participation/presentation has to register by paying Rs. 1000/-.
- Author(s) with multiple papers has to register separately for each paper.
- A Late Fee of Rs. 1000/- (for all applicants) will be applicable for Registration after 7th February, 2017.
- The Registrations will be closed on 15th February, 2017 at 5:00 pm.
- Registration Fee once paid will not be refunded under any circumstances.
- The registration fee includes hospitalities, welcome kit and conference proceeding (inSoft Copy).
- For registration payment details please login to our conference website www.amity.edu/accf/icaccf2017/

ABOUT THE ORGANIZERS:



About Amity University

Amity is leading education group of India having more than 1.5 lacs students studying in its 250 plus programs at its 11 overseas campuses, 4500 faculty and scientists. Amity University is India's leading research and innovation driven private university. Amity University has been named by Quacquarelli Symonds (QS) as one of Asia's top 300 universities. Amity University is consistently ranked No.1 as it grooms leaders who are not only thorough professionals but also good human beings with values and sanskars. The University has been accredited Grade "A" by NAAC-National Assessment and Accreditation Council. Amity is not just a group of institution which imparts world class education, but an experience where everyone associated is a part of dream, a mission to nurture students as great leaders.

Amity College of Commerce and Finance (ACCF)

Amity College of Commerce & Finance is dedicated to developing a new generation of business leaders through innovative management education. At ACCF, you find a program that offers the satisfaction that comes from a blend of intensive rigorous academic study with the realities of practical world of finance and trade literature, as well as preparation.

ACCF offers diverse undergraduate and post-graduate programs in Commerce and Finance stream. The programs are design to prepare the students with the right mix of knowledge in the area of Commerce, Finance and Financial Analysis.

Vision

Building global bridges to foray in industry & academia providing total integrated

& quality education, being the front-runner in value education & nurturing Indian traditions and ethos.

Mission

To develop the overall personality of students by making them not only "excellent professionals", but also good individuals, with understanding and regards for "human values", pride in their heritage and culture, a sense of right and wrong and a yearning for perfection.



About PHDCCI

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level and with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organization of the business community, as it lives by the chosen motto "In Community's Life & Part of It" and contributes significantly to socio-economic development and capacity building in several fields.

Vision Statement

The dawn of the 21st century has brought with it unprecedented growth in all spheres of life. In order to not only survive but strive for excellence, the Chamber would have to undergo continuous evolution. It would have to reposition itself and realign its activities in tune with the changes taking place so as to ensure better, quicker, more value added and customized services to the industry in particular and to its members in general. The key to this would be effective change management, innovation and proactive development of strategies that would help the nation spearhead in becoming a global super power. The century is witnessing metamorphosis; people, countries and communities are coming closer to work together. We are endeavoring to bring the best to the doorsteps of our most valued members.

Mission Statement

As the premier multi-state Chamber of Commerce and Industry of Northern Region with national and international linkages, The PHD Chamber continues to:

- Enhance its leadership role by being proactive and providing quality services to its constituents.
- Act as a catalyst for rapid economic development and prosperity of the community in the region through promotion of trade, industry and services.
- Strengthen linkages for technological advancement through effective industry, government research partnership.
- Emphasize productivity, improve work ethos and encourage business ethics.
- Enhance the image of business by effectively projecting its credibility and commitment to the society at large.

About the Sponsor



About SIDBI

Small Industries Development Bank of India (SIDBI), set up on April 2, 1990 under an Act of Indian Parliament, acts as the Principal Financial Institution for the Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector and for Co-ordination of the functions of the institutions engaged in similar activities. The business domain of SIDBI consists of Micro, Small and Medium Enterprises (MSMEs), which contribute significantly to the national economy in terms of production, employment and exports. MSME sector is an important pillar of Indian economy as it contributes greatly to the growth of Indian economy with a vast network of around 4.6 crore units, creating employment of about 11 crore, manufacturing more than 6,000 products, contributing about 45% to manufacturing output and about 40% of exports in terms of value, about 37% of GDP, directly and indirectly.

The business strategy of SIDBI is to address the financial and non-financial gaps in MSME eco-system. Financial support to MSMEs is provided by way of (a) Indirect refinance to banks / Financial Institutions for onward lending to MSMEs and (b) direct finance in the niche areas like risk capital/equity, sustainable finance, receivable financing, service sector financing, etc. As on March 31, 2015, SIDBI has made cumulative disbursements of over ₹3.90 lakh crore benefitting about 346 lakh persons. By this way, SIDBI would be complementing and supplementing efforts of banks/ FIs in meeting diverse credit needs of MSMEs.

Mission Statement

"To facilitate and strengthen credit flow to MSMEs and address both financial and developmental gaps in the MSME eco-system"

Vision Statement

To emerge as a single window for meeting the financial and developmental needs of the MSME sector to make it strong, vibrant and globally competitive, to position SIDBI Brand as the preferred and customer - friendly institution and for enhancement of share - holder wealth and highest corporate values through modern technology platform

FOR REGISTRATION AND FURTHER DETAILS, PLEASE CONTACT:

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