



AMITY
UNIVERSITY

IN COLLABORATION
WITH



ORGANISE

INTERNATIONAL CONFERENCE ON
**ENTREPRENEURSHIP AND
LEADERSHIP 2018**
(ICEL'18)

Theme: _____
**Innovation, Entrepreneurship
and Value Creation**

14-17 February, 2018

Venue: Amity University Campus, Sec-125, Noida



SUPPORTED BY -----



INTERNATIONAL CONFERENCE ON **ENTREPRENEURSHIP AND LEADERSHIP (ICEL'18)**

**Theme: Innovation, Entrepreneurship
and Value Creation | 14-17 February, 2018**

ICEL2018 aims to provide a platform for researchers, academicians, and professionals around the world to have an in-depth discussions, experience & idea sharing and presenting their research results in the area of Entrepreneurship, Innovation and Value creation. The conference will pave the way to establish business or research relations and to find global partners for future collaboration for innovation and entrepreneurship development.

Objectives

The main objectives of the conference is to:

- ✓ Provide a platform for aspiring entrepreneurs, academia, industry, Government and policy makers to share their research and ideas.
- ✓ Instill entrepreneurial spirit in students and community in general
- ✓ Promote benchmark of Entrepreneurial and Leadership practices of Start-ups, SMEs, Entrepreneurial business organizations, etc.
- ✓ Promote the basic and applied entrepreneurial research in different sectors of business industry.

Who Should Attend

- Academicians • Researchers
- Industry Professionals • Leaders • Managers
- Entrepreneurs • Students

Conference Highlights

- ✓ Pre-Conference Workshops
- ✓ Keynote Addresses
- ✓ Invited Talks
- ✓ Panel Discussions
- ✓ Case Study and Research Paper presentations
- ✓ Entrepreneurial Leadership Awards
- ✓ Best Paper Awards
- ✓ Lakshya: Business Plan Competition
- ✓ Start-up Exhibition
- ✓ Innovative Design Projects Competition
- ✓ Sponsors Exhibition
- ✓ Mentoring

Call for Research Papers / Innovative and Reflective practices / Case-Studies

The papers may be submitted in any of the following category:

- Research Papers: Abstract along with Research Papers may be either conceptual or empirical. The length of the paper should be not more than 3000 words. The references should be given in the APA format.
- Innovative and Reflective practices: The Length of these papers (should not be more than 300 words by practitioners (entrepreneurs, executives, consultant, policy makers) based on systematic reflections on their own work.
- Case-Studies: The recommended length of the Case is 3000-4000 words. Case should highlight the unique aspects of entrepreneurship in emerging economics as well as other benchmark countries.

Submission should be on A4 size paper setting, in single column format, in Times New Roman, 12 size font.

While we have mentioned a few sub-themes as guidelines for paper-submission, this is not to be treated as a restrictive list. Authors are encouraged to submit papers on other related themes as well. All submissions should be in English.

- Business Ethics and Entrepreneurship Ethics
- Entrepreneurship and Growth
- Entrepreneurial Finance and Venture Capital
- Entrepreneurship and Regional Development
- Entrepreneurship and Governmental Support
- Entrepreneurship and Intellectual Property
- Entrepreneurship and Ethnic Minorities
- Entrepreneurship and Sustainability
- Entrepreneurial Marketing
- Facilitating Entrepreneurship throughout the Growth Cycle
- Financing New Ventures
- Franchising
- Family Business Management
- Succession Planning in Family Business
- Marketing for High Tech Start-Ups
- New Prospects in Entrepreneurship
- Spin Off Processes and Knowledge Transfer
- Studies of New Businesses
- The Role of Universities in Fostering Entrepreneurship
- Entrepreneurial Universities
- Corporate and Strategic Entrepreneurship
- International Entrepreneurship
- Green Entrepreneurship
- Social and Community Entrepreneurship
- Entrepreneurial Culture
- Entrepreneurship and Gender
- Entrepreneurial Learning
- Communities of Practice
- Leadership and Management Styles
- Gender and Leadership

- Leadership for Sustainability
- Leaders role in Innovation
- Leadership in non-profit Settings
- Leadership and the Family Enterprise
- Leading Change and Managing Conflict
- Leading from the Middle-Centralized vs. Decentralized Control
- Leadership challenges-barriers to effective communications
- Entrepreneurial Leadership
- Entrepreneurship and Competitiveness
- Developing Strategic Leadership Capabilities

Sectoral Entrepreneurship:

- Entrepreneurship in Healthcare
- Entrepreneurship in Hospitality & Tourism
- Entrepreneurship in Financial and Insurance Sector
- Entrepreneurship in IT & ITES
- Creating and Managing Businesses in Life Sciences and Biotechnology
- Entrepreneurship in Event Management
- Entrepreneurship in Real Estate & Infrastructure
- Entrepreneurship in Social Media
- Entrepreneurship in Agriculture, Food, Beverages and Forestry Products

Authors should submit the papers through an email: icel2018@amity.edu and fill up Registration Form and pay fee online.

Call for B-Plans

The innovative business plans (Executive Summary- upto 500 words and Detailed B-Plan- upto 5000 words) are invited from students, budding entrepreneurs from Universities, Colleges, Institutions and individuals / Start-Ups, in a team not more than three members, for the following sectors:

- Textiles, Leather, Sports and related goods
- Chemicals, Pharma , Bio and other processed materials
- Engineering Systems & Technology related
- Agriculture, Food, beverage and Forestry products
- Renewable & non -renewable energy and waste management
- Handicrafts, traditional manufacturing & other related goods
- Education
- IT & ITES, Financial
- Healthcare
- Hospitality & Tourism
- E-Commerce, Logistics, Transport & other services
- Others

Interested participants should submit the Executive Summary along with the detailed Business Plan online at www.amity.edu/abs/icel2018 and for further queries, write to Dr. Neelam Saxena at nsaxena@amity.edu

Call for Start-Up / Stand-Up Expo

Students / Start-Ups / Stand-Ups can showcase their innovation (product/service, etc.) at the Start-Up / Stand-Up Expo during the Conference. A Table and 2 Chairs will be provided. Following will be the advantage:

- Networking with investors and govt. officials
- Showcasing the product/service among youths
- Customer lead and promotion

Interested participants for Start-Up / Stand-Up Expo should submit their entry through e-mail to Dr. Anjani K. Singh at aksingh6@amity.edu & Mr. Sumit Chauhan at sumitc@amity.edu, fill up the Registration form and pay fee online.

Call for Innovative Design Projects / Posters

Students can showcase their innovation / Innovative Design Products at the Expo during the Conference. A Table and 2 Chairs will be provided. They will have opportunity to network with Experts, Jury Members and Industry Professionals.

Interested participants for Innovative Design Projects /Posters, should submit their entry through e-mail to Dr. Sujata Pandey at spandey@amity.edu & Ms. Seema Rawat at srawat1@amity.edu, fill up the Registration form and pay fee online.

Important Dates

| | Last Date of Submission | Acceptance Notification | Last date for submitting camera ready Paper & Registration |
|---|-------------------------|-------------------------|--|
| Research Papers / Innovative and Reflective practices / Case-Studies | 10 January 2018 | 12 January 2018 | 24 January 2018 |
| Business Plan | 14 January 2018 | 30 January 2018 | |
| Start-Up / Stand-Up Entry | 30 January 2018 | 05 February 2018 | |
| Design Projects / Innovative Ideas / Poster Presentations by Students | 25 January 2018 | 30 January 2018 | |

Registration

Online Registration and payment of Registration fees in various categories should be done through the website: www.amity.edu/abs/icel2018 as per following:

| Category | Research Papers / Innovative and Reflective practices / Case-Studies | | Lakshya: B-Plan Competition | Start-Up / Stand-Up | Design Projects/ Innovative Ideas/ Poster Presentations by Students | Delegate | |
|----------------------------|--|----------------|-----------------------------|---------------------|---|---------------|----------------|
| | Indian (INR)* | Foreign (USD)* | (INR) | | | Indian (INR)* | Foreign (USD)* |
| Academicians | 2,500 | 125 | NA | NA | NA | 5,000 | 250 |
| Corporates / Entrepreneurs | 4,000 | 250 | 5,000 | 10,000 | NA | 7,500 | 500 |
| Research Scholars/Students | 2,000 | 75 | 3,000 | 5,000 | 2,000 | 2,500 | 150 |

**In case the paper is selected for publication in refereed, peer reviewed Journal, then fees will be applicable as per journal specifications.*

Accommodation

Accommodation on campus is limited and on first come first serve basis. An accommodation charge on twin sharing basis is Rs. 2,000/day including breakfast, lunch and dinner. Students' accommodation will be available at Rs.500/day. Accommodation may also be arranged on request in nearby good category Hotels at contracted rates and it would be on direct payment basis.

Programme Schedule

DAY 1: WEDNESDAY, 14TH FEBRUARY 2018

| | | |
|-------------------|--|--|
| 09:00hrs-10:30hrs | Registration | |
| 10:30hrs-13:00hrs | Pre - Conference Workshop | Lakshya: Business Plan Competition: Sectoral Presentations |
| 13:00hrs-14:00hrs | Lunch Break | |
| 14:00hrs-15:30hrs | Inaugural Session & Entrepreneurial Leadership Award Ceremony | |
| 15:30hrs-16:00hrs | Tea Break | |
| 16:00hrs-17:30hrs | Plenary Session 1: Creativity and Innovation in Changing Business Scenario | |
| | Lakshya: Sectoral Presentations | |
| 18:00hrs-19:00hrs | Cultural Programme | |
| 19:45hrs Onwards | Conference Dinner | |

DAY 2: THURSDAY, 15TH FEBRUARY 2018

| | | |
|--------------------|---|---|
| 09:30hrs-11:00hrs | Concurrent Sessions / Invited Talks | Lakshya- Business Plan Mentoring Workshop |
| 11:00hrs -11:30hrs | Tea Break | |
| 11:30hrs -13:00hrs | Plenary Session 2: Entrepreneurial Mindset and Motivation of Youth | |
| 13:00hrs-14:00hrs | Lunch Break | |
| | Concurrent Sessions / Invited Talks | |
| 14:00hrs-15:00hrs | Plenary Session 3: Boost your Business using Facebook | |
| 15:00hrs-15:30hrs | Tea Break | |
| 15:30hrs-17:00hrs | Plenary Session 4: Social Entrepreneurship and Innovation in Sustainability and CSR | |

DAY 3: FRIDAY, 16TH FEBRUARY 2018

| | | |
|-------------------|--------------------------------------|------------------------------|
| 09:30hrs-11:00hrs | Concurrent Sessions / Invited Talks | Lakshya: Final Presentations |
| 11:00hrs-11:30hrs | Tea Break | |
| 09:30hrs-11:00hrs | Concurrent Sessions / Invited Talks | Lakshya: Final Presentations |
| 13:00hrs-14:00hrs | Lunch Break | |
| 14:00hrs-16:00hrs | Valedictory Session & Award Ceremony | |

DAY 4: SATURDAY, 17TH FEBRUARY 2018

| | |
|-------------------|--|
| 08:00hrs-18:00hrs | Local Sightseeing Trip (Separately for Registered Participants only) |
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Organising Committee

Patron in Chief: Dr. Ashok K. Chauhan, Founder President, RBEF & Chairman, AKC Group of Companies

Patron: Dr. Atul Chauhan – Chancellor, AUUP & President, RBEF, CEO, AKC Group of Companies

Chair: Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP

Co-Chair: Prof. (Dr.) Sanjeev Bansal, Dean-FMS & Director, ABS

Convener: Dr. Neelam Saxena, Head, ACED • Dr. Manoj Joshi, Director, Centre of VUCA Studies, Amity University

Co-Convener: Dr. Anjani Kr. Singh, Professor, ABS • Dr. Sujata Pandey, Professor, AITEM

Members

- Rear Admiral Ravi Kochhar, Dy. Pro VC & OSD-HR & Admin, AUUP
- Dr. Sujata Khandai, Dy. Dean (Academics) & Offtg. Director, ACCF
- Dr. J K Sharma, Director, ASB
- Dr. R Srinivasan, Director, AICISM
- Prof. A P Singh, Director, ASIBAS
- Dr. M Sajnani, Dean - FH&T, Director, AITT
- Dr. Abhay Bansal, Jt. Head, ASET
- Dr. C Tandan. Director, AIB
- Prof. R K Kapoor, Head, AITEM
- Dr. V. K. Modi, Director, AIFT
- Dr. Shalini Singh Sharma, Head, ASE
- Dr. Ravi Prakash, Head, AIT
- Dr. K M Soni, Dy. Dean- E&T, AUUP
- Dr. S K Khatri, Director, AIIT
- Dr. Nirupama Prakash, Director, AISS
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- Dr. Alpana Kakkar, Dy. Dean of Student Welfare
- Dr. D C Sahu, MSME
- Dr. Meera Singh, ABS-Lucknow
- Ms. Kritika Das Gupta, ABS
- Gp. Capt. A K Saxena, ALS
- Dr. R Sujatha, ABS
- Ms. Seema Rawat, AIIT
- Ms. Ruchi Khandelwal, ASB
- Mr. Sumit Chauhan, ACED
- Dr. Chandranshu Sinha, ABS
- Dr. L K Tyagi, ASB
- Dr. Kavita Indapurkar, ASE
- Dr. Anchal Garg, ASET
- Dr. Sanjeev Thakur, ASET
- Dr. Bhawna Sharma, ACCF
- Dr. Varsha Goyal, ASB
- Dr. Sandeep Mathur, AIIT
- Dr. Shazia Rashid, AIB
- Dr. Mohit Verma, AUUP
- Dr. Sagina Hooda, AUUP
- Ms. Nidhi Gupta, ASB
- Ms. Nilima Agarwal
- Mr. Naman Sharma, ASB
- Ms. Namita Kapoor, ASE
- Ms. Divya Pathak, ACCF
- Kumar Shailendra, ASB
- Ms. Neha Arora, AITEM
- Ms. Vandana Sharma, AUUP
- Ms. Ritu Bhatnagar, AUUP

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