

NATIONAL VIRTUAL CONFERENCE

ON

BUSINESS STARTUPS, INNOVATION AND ENTREPRENEURSHIP

NOVEMBER 25 – 26, 2021

ORGANIZED BY



ENTREPRENEURSHIP DEVELOPMENT AND INDUSTRIAL COORDINATION DEPARTMENT

NATIONAL INSTITUTE OF TECHNICAL
TEACHERS TRAINING AND RESEARCH,
CHANDGARH

www.nitttrchd.ac.in

MINISTRY OF EDUCATION, GOVT. OF INDIA

IMPORTANT INFORMATION

ABSTRACT SUBMISSION CLOSES: 27th Sept, 2021

FULL PAPER SUBMISSION CLOSES: 29th Oct, 2021

INTIMATION OF ACCEPTANCE: 05th Nov, 2021

REGISTRATION CLOSES: 15th Nov, 2021

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ABOUT THE CONFERENCE

Organizations of today are facing unprecedented challenges in these tough and uncertain times called upon by the COVID-19 pandemic. Across virtually every industry, firms are confronted with new conditions of rapid technological change, intense global competition, and growing demands for social responsibility. As traditional sources of competitive advantage are being eroded, firms are looking towards innovation and startup culture as ways of attaining sustainable profitability. Even various national governments in order to attain comparative advantage over their counterparts are fostering a culture of entrepreneurship and innovation by promoting and providing necessary support for the growth of the startup ecosystem in their respective countries. This national conference on “Business startups, Innovation and Entrepreneurship” aims to provide a platform to both academic and corporate world in deliberating and debating on the role of business startups, innovation and entrepreneurship in unlocking the true potential of Indian economy. It will also provide an interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent happenings in the field of business startups, including the

untapped opportunities as well as practical challenges and concerns encountered in the fields of innovation and entrepreneurship.

The conference is open to all the Indian nationals from Industry / Universities / Institutes/ Colleges, Academia as well as to all the researchers, practitioners and students.

ABOUT NITTTR CHANDIGARH

National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh has been established by the Ministry of Education, Government of India in 1967 to meet the requirements of training technical teachers for the growth and development in the northern region of the Country. Presently the Institute is offering services in the fields of Engineering and Technology, Entrepreneurship Development, Rural Development, Pedagogical sciences, Education and Educational Management, Media Engineering etc. The institute undertakes the following spectrum of activities: Education and Training Programmes, Curriculum Development, Instructional Material Development, Research and Development, Extension Services, industry institute interaction, Consultancy in Technical Education and

Technology areas. The institute has various international and national collaborations to its accolade.

ABOUT THE DEPARTMENT

Entrepreneurship Development and Industrial Coordination (EDIC) department at NITTTR Chandigarh was set up in the year 1982 and has been a pioneer in promoting Entrepreneurship and Industry academia linkages in Technical Institutions across the country. The department has expertise in the area of Education and Training, Extension Services, Consultancy Projects, Instructional Material Development, Research and Development and has taken up a number of such projects sponsored by various National and International organizations.

CALL FOR PAPERS

We invite original unpublished papers from following disciplines centered around, but not limited to the above conference theme:

- Digital Transformation
- Small Business Management
- Marketing of SMEs
- Entrepreneurial Teaching & Learning
- Engineering Technology
- Economics

- Human Resource Management
- Valuation of startups
- Social Entrepreneurship
- Technopreneurship
- Case studies on Business Startups
- Women Entrepreneurship
- Rural Entrepreneurship
- Creativity and Innovations
- Case Study based research article

All submitted papers will be double-blind peer-reviewed based on originality and technical quality. **Papers that are accepted and presented will be published in the Conference proceedings and few selected quality papers will also be considered for publication in 'Journal of Engineering & Technology Education' a reputed national journal published by NITTTR Chandigarh. Abstracts will be published in the booklet of Abstracts.**

GUIDELINES FOR PAPER SUBMISSION

The interested participants are requested to submit their research articles / abstracts to the below mentioned email:

bsie.edic@gmail.com

Submitted document must include:

Title (250 Character Maximum, entered in Title Case)

Abstract (Maximum 300 words)

Author Name and Affiliation: After the title, name of author, author's affiliation and institutional address with pin code and email id should be mentioned. In case there are two or more authors, then corresponding author's name and address details must be clearly specified.

Maximum Page Length : 10 Pages Maximum

Font Style : Times New Roman

Font Size :11-Point Font

Spacing : Double-spaced

Margins : 1-inch (2.5cm) margin all around

Document Type : Microsoft Word

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