

International Conference on
Sustainable Entrepreneurship and Startup Ecosystem:
Global Challenges and Opportunities

(7th and 8th March 2025)



Organized by:



**Dr. D. Y. Patil Institute of Management Studies, Akurdi, Pune, India
and
D. Y. Patil Institute of Master of Computer Applications and
Management, Akurdi, Pune, India.**



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SUSTAINABLE SMART TECHNOLOGY BUSINESSES IN GLOBAL ECONOMIES

Edited by
Lalit Prasad, Anandhi Ganesan, Tolly Das,
Hemant Kishore and Sri Ranjan





The International Conference on Sustainable Entrepreneurship and Startup Ecosystem: Global Challenges and Opportunities

Scheduled for 7th and 8th March 2025 is organized by Dr. D. Y. Patil Institute of Management Studies and D. Y. Patil Institute of Master of Computer Applications and Management, Akurdi, Pune (India). It is a harbinger of transformative metamorphosis and heralds a new era in high-level collaborations

- Conference Title: **International Conference on Sustainable Entrepreneurship and Startup Ecosystem: Global Challenges and Opportunities**
- Summit: Keynote Addresses of International Speakers, Panel Discussions, and Research

Paper presentations on Sustainable Businesses across Global Economies.

- Awards for Research Papers: Top research papers will also get special Cash Awards.
- Awards: The awards for significant contributions and excellence in the categories of Academic, Research, Leadership, and Business.
- Sponsorship: Sponsorship opportunities to showcase your organization, brand, products, or services, as well as awards for excellence regarding your contribution to your industry
- Publication: The publication of selected research papers in Scopus indexed journal associated with the Taylor and Francis Publication



Important Dates:

Task	Date
Last Date of Submission of Abstract	24 Feb 2025
Last Date of Submission of Papers	24 Feb 2025
Intimation of Acceptance (for Conference Only)	24 Feb 2025
Last Date for Payment of Registration Fee for participation in Conference	25 Feb 2025
Dates of Conference	7 and 8 March 2025



About the Conference:

The International Conference on Sustainable Entrepreneurship and Startup Ecosystem: Global Challenges and Opportunities is a prestigious gathering of global experts, scholars, industry leaders, policymakers, and entrepreneurs. It focuses on exploring the dynamic interplay between sustainability and entrepreneurship within the evolving startup ecosystem. The conference provides a platform for in-depth discussions about the challenges and opportunities that shape entrepreneurial ventures worldwide. Key topics include achieving environmental, social, and economic sustainability in business practices, addressing market competition and regulatory complexities, and leveraging technological advancements and globalization to unlock growth potential for

startups. Additionally, the focus will also remain on the role of the Global South in developing the international economy. Participants will also engage in conversations about the role of policies, infrastructure, and collaborative networks in fostering a supportive entrepreneurial environment. Through keynote speeches, panel discussions, research presentations, and interactive workshops, the conference aims to inspire innovative approaches and equip participants with actionable insights. Highlighting case studies and success stories, it emphasizes the impact of sustainable startups on economies and communities while encouraging meaningful networking and collaboration among stakeholders to drive global sustainable development.



About Dr. D. Y. Patil Institute of Management Studies (DYPIMS):



Dr. D. Y. Patil Institute of Management Studies (DYPIMS) is one in the illustrious galaxy of educational endeavors of Dr. D.Y. Patil Pratishthan. The Institute is committed to providing quality management education that helps to ensure its alumni rise to become future leaders of India. DYPIMS was established in 2004 and is located in Akurdi, a suburb of the mega industrial township of

Pimpri-Chinchwad. The Motto of the Institute is 'Gyanadheenam Jagat Sarvam' which means knowledge is supreme. The mission of Dr. D. Y. Patil Institute of Management Studies is to produce value-based professionals and leaders in management science. We are committed to producing globally competent management professionals for industry and society through value-based education. DYPIMS is permanently affiliated with Savitribai Phule Pune University (SPPU). In addition, the Institute initiates and encourages as well as implements the most innovative teaching-learning methods and practices

About D. Y. Patil Institute of Master of Computer Applications and Management (DYPIMCAM)



D. Y. Patil Institute of Master of Computer Applications and Management is one of the premier institutes of Computer Applications established in 2002 by Dr. D. Y. Patil Pratishthan. This institute has carved out a special niche for imparting quality education to cater to the needs of the community at large. Since its inception, the institute has

been striving in the pursuit of academic excellence and good governance. The institute is situated on the green and scenic campus of Dr. D. Y. Patil Pratishthan's Educational Complex, Akurdi, Pune. The institute has a state-of-the-art infrastructure with modern amenities to meet the current needs of education. The institution is approved by the All India Council of Technical Education, New Delhi (AICTE), Recognized by the Directorate of Technical Education, Govt. of Maharashtra (DTE), and Affiliated to Savitribai Phule Pune University, Pune (SPPU).



We invite the research papers for the conference as per the following tracks:

Conference Tracks:

Track 1: Marketing Management and Entrepreneurship

- E-Commerce and Entrepreneurship
- Marketing and SMEs
- Rural Marketing and Technology
- Digital and Social Media Marketing
- Entrepreneurial Marketing
- Market Research for Startups
- Brand Building for Startups
- Digital Marketing for Entrepreneurs
- Innovation in Product Marketing
- Guerilla Marketing for Small Businesses
- Entrepreneurial Branding and Positioning
- Content Marketing for Entrepreneurs
- Viral Marketing for Startups

Track 2: Human Resource Management and Entrepreneurship

- Technology and Innovations in HRM
- Global Human Resource Management
- Talent Acquisition for Startups
- Building an Entrepreneurial Team
- HR Challenges in Startups
- Organizational Design for Startups
- Employee Engagement in Startups
- Training and Development in Entrepreneurial Settings
- Workforce Planning for New Ventures
- Performance Management in Startups
- Conflict Management in Startups
- Remote Work and Startups

Track 3: Financial Management and Entrepreneurship

- FinTech
- Financial Planning for Entrepreneurs
- Cash Flow Management in Startups
- Cost Management for New Ventures
- Capital Structure Decisions for Startups
- Break-Even Analysis for Entrepreneurs
- Risk Management in Entrepreneurship
- Financial Reporting for Entrepreneurs
- Managing Startup Capital
- Profitability Analysis in Startups
- Budgeting for Entrepreneurial Ventures
- Building Creditworthiness for Startups
- Economic Impact of Entrepreneurship

Track 4: General Management and Entrepreneurship

- Entrepreneurial Operations Strategy
- Strategic Planning for Startups
- Leadership in Entrepreneurial Ventures
- Risk Management in Entrepreneurship
- Scaling Startups with Effective Management Practices
- Entrepreneurial Decision-Making and Problem-Solving
- Innovation in Entrepreneurship
- Entrepreneurship in Emerging Markets
- Social Entrepreneurship Management
- Managing Intellectual Property in Entrepreneurial Ventures

Track 5: Operations Management, Business Analytics and Entrepreneurship

- Lean Startup and Operations Efficiency
- Supply Chain Design for Startups
- Scaling Operations in New Ventures
- Resource Allocation in Startups
- Innovation in Operations
- Sustainable Entrepreneurship and Operations
- Operational Risk Management
- Customer Experience and Operations
- Data-Driven Decision-Making in Startups
- Customer Analytics for Market Entry
- Financial Analytics for Startups
- Big Data and Startups
- AI and Machine Learning in Entrepreneurship

Track 6: Information Technology Management and Entrepreneurship

- Digital Transformation for Startups
- IT-Driven Business Models in Entrepreneurship
- Managing IT Infrastructure in Startups
- Cybersecurity for Entrepreneurs
- IT Project Management
- Building Scalable IT Solutions for Startups
- Entrepreneurship in the Internet of Things
- Blockchain in Entrepreneurship
- IT Service Management (ITSM)
- Cloud Computing and Startup Innovation
- IT Outsourcing and Partnerships for Entrepreneurs
- Mobile App Development for Startups
- Green IT for Sustainable Startups



Category of Fee:

Academicians from India	INR 2500
Research Scholars/Students	INR 2000
Industry Professionals	INR 3000
Foreign Delegates	USD 200

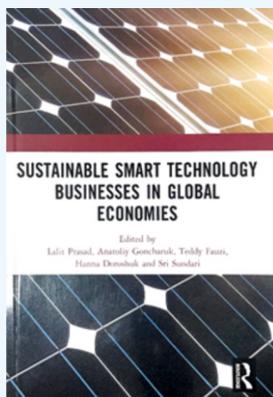
Note for Participants:

- Registration in the Conference is mandatory for T&F Publication.
- Publication Fees: Rs. 13,600 (Taylor and Francis) – Subject to Acceptance by the Publisher will be submitted for Scopus Index as a Conference Proceeding.
- The Remaining Papers will be published in peer-reviewed journal (Fees of Rs. 1150/-)
- The Conference fee will include a Conference Kit, Certificate, Lunch & Tea, etc.
- Traveling and accommodation expenses will be borne by the participants.

Best Paper Award:

Best Paper Award in Each Track of Research Paper Presentation. It includes a Trophy, Certificate, and Cash Prize of Rs. 5000

Publication Opportunity:



We have Successfully Published 65 papers in Scopus Indexed Taylor and Francis Conference Proceedings in the International Conference 2024

- Selected Papers will be published in Taylor and Francis Conference Proceedings, Subject to Acceptance by the Publisher. (The Journals include Public Management Review, The International Journal of Human Resource Management, Journal of Small Business Management, Journal of Advertising, etc.)

Paper Guidelines:

1. Registration and submission of the abstract/ full paper must be made through the provided link.
2. Please follow the guidelines on <https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/journal-manuscript-layout-guide/> Paper size should be 6-7 pages including the references and use the Times New Roman Font of size 12 for the entire manuscript.

Steps for Registration:

- Step 1: Register for the Conference on <https://forms.gle/YU3ZcuJ7MFstb4kw8>
- Step 2: Get the Acceptance for your Abstract/Paper
- Step 3: Submit the Full Paper and Pay the Conference Registration Fees (The Link will be shared in the acceptance email)
- Step 4: Participate in the Conference
- Step 5: If your paper is selected for T & F publication, revise the paper as per suggestions and pay the T & F publication fees

Conference Account:

To register for the conference, submit your paper and pay the fees in the following institutional account.

- A/c Name: Dr. D. Y. Patil Institute of Management Studies
- Bank Name: HDFC Bank
- Branch: Bhandarkar Road, Pune.
- A/c No: 50100114421089
- IFCS Code: HDFC0000007

Award Nomination:

The awards for significant contributions and excellence in the following categories

- Academic Excellence Award
- Research Excellence Award
- Leadership Excellence Award
- Business Excellence Award

The awards will be evaluated by the Award Jury Committee. Nominate for the Award (before 15th February 2025)



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