



INTERNATIONAL CONFERENCE & STARTUP EXPO - 24

THEME: INNOVATION AND ENTREPRENEURSHIP

21 & 22 FEBRUARY 2024
(HYBRID MODE)

**University School of Management &
Entrepreneurship**
Delhi Technological University (East Campus)
Vivek Vihar, Phase II, New Delhi -110095



DELHI TECHNOLOGICAL UNIVERSITY

With a legacy of 81 years of excellence in education, research and innovations in Engineering, Technology Management and allied areas, Delhi Technological University endeavors to provide an ecosystem for innovation, entrepreneurship and incubation focused on the spirit of developing solutions for society, aligned with its focus on research and education. The Delhi College of Engineering, initially established in 1941, became the Delhi Technological University, vide Act 6 of 2009 of the Delhi Legislative Assembly.

Currently, the University is operating from two campuses. The main campus is located at Shahbad Dautalpur, Bawana Road, Delhi , and East Campus is located at Vivek Vihar, Phase II, Delhi.

UNIVERSITY SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

USME at the East Delhi Campus of Delhi Technological University was inaugurated on August 18, 2017. A significant part of the mission was to nurture the spirit of innovation in students to facilitate the development of job creators, create an ecosystem for entrepreneurship, and facilitate world-class research and education in cutting-edge areas in industry and society.

USME offers programs at the undergraduate, postgraduate, and doctoral levels in Entrepreneurship, Management, and Economics areas. Currently, the UG-level programs offered include Bachelor of Business Administration (BBA), BBA (IEV), and Bachelor of Arts in Economics. At the PG level, it offers an MBA, MBA (IEV), MBA (Business Analytics), Executive MBA in Data Science and Analytics, and MA in Economics.

USME also engages students directly in entrepreneurship through its MBA (IEV-Innovation, Entrepreneurship & Venture Development) and BBA (IEV) programs building ventures and providing expertise and support to entrepreneurs. In line with radical innovation thinking, the programs focus more on experiential learning, mentorships, and projects, and focus on live venture creation, along with classroom learning through the support of the Entrepreneurship Development Center) and DTU-IIF (Innovation and Incubation Foundation). Its alumni have been awarded among the top 75 Startups in the country in the MoE, Govt's competition for start-ups.



ABOUT CONFERENCE

The two-day conference serves as a pivotal platform, fostering learning, discovery & research and igniting a collective passion for entrepreneurship as well as empowering family-owned businesses to thrive in the dynamic market landscape. Esteemed speakers and panelists would help highlight the opportunities in the current digital era, and help create an agenda for entrepreneurship and research. This will help bring family business owners, SMEs, ecosystem enablers, investors, corporate venturing executives, academicians & researchers to a common forum to discuss and debate the ongoing entrepreneurial challenges, opportunities and transformation required, and further need of study to boost the ecosystem for creating a larger impact to the society.

CONFERENCE OBJECTIVES

- To collaborate, discuss, and debate on entrepreneurial ecosystems issues, its challenges, and best practices to be addressed by building a common perspective by researchers, teachers, practitioners, policymakers, investors, and startups.
- To present the latest research, best practices, and thought leadership in the space of innovation and entrepreneurship.
- To facilitate incubation, funding, and marketing support for startups / MSMEs through USME, East Delhi Campus, DTU.
- To build a network of stakeholders for promoting the entrepreneurial ecosystem.

CONFERENCE HIGHLIGHTS

Conference

Theme: **Innovation & Entrepreneurship**

Track 1: Financial Strategies for Entrepreneurial Ventures.

Track 2: Marketing strategies for innovation and entrepreneurial ventures

Track 3: Technology innovation & entrepreneurship: Powering Startup

Track 4: OB insights and entrepreneurial leadership

Track 5: Supply Chain innovation Navigating Entrepreneurial Challenge

Track 6: Migration, Entrepreneurship, and Economic Development

Startup Pitch to Investors

Raise funds for your startups

Startups will be pitching to Angel, VC, Corporate VC and incubator for raising funds for their venture. USME & DTU IIF incubated startups will be given opportunity to raise external funds.

Faculty, Founders and Investors Interaction Session

Faculty, Founders and Investors interaction to learn and experience the LIVE startup pitching.

Round Table Congress

Building a common perspective and formation of a Forum

Policy Makers, Researchers, Startups, Investors and Incubation Managers will be discussing the entrepreneurial ecosystem challenges and sharing its best practices for building a common perspective to nurture, promote and support entrepreneurs.

Startup Expo

Startup product and innovation showcase, exhibition booths and stalls. DTU startups will be given opportunity to exhibit / showcase their products to a larger audience.

Panel Discussion

- Emerging sectoral opportunity – Agri, Energy & Cleantech, WASH, Fintech and Analytics
- Women Entrepreneurs
- Corporate Venture Capital
- Govt supports and initiatives

Doctoral Workshop

- Pre-conference workshop.
- Mentoring sessions for entrepreneurs / researchers.

SPIC-MACAY – Cultural program

A cultural program in association with SPIC MACAY followed with High Tea and Business Network

WHO SHOULD ATTEND ?

Startup, MSME Business owners, members of Trade associations, researchers and academicians, and aspiring students wishing to engage in research, education and venture creation.

CONFERENCE TRACKS

Track 1: Financial Strategies for Entrepreneurial Ventures

- Fintech and financial innovation
- Investment analysis and decision-making for innovators
- Start-up valuation and investment strategies Venture Capital and Angel Investing
- Funding options for social enterprises Corporate venturing strategies and venture funding
- Financial sustainability of social enterprises / NGOs / TBIs
- Financial inclusion and democratization

Track 2: Marketing Strategies for Innovation & Entrepreneurial Venture

- Marketing Strategies for Start-up
- Value Creation & Growth Hacking
- Emerging business models and marketing strategies
- Eco-friendly and Sustainable Marketing
- Influencer Marketing and Partnerships
- Neuromarketing and Behavioral Insights
- Global market opportunities

Track 3: Technology Innovations and Entrepreneurship: Powering Startup

- New technologies in Agri business, Energy and WASH tech
- IoT for entrepreneurial ventures
- Predictive analytics and Business forecasting
- Robotics and Automation in Startup Organization
- Design Thinking for innovation and Problem-solving
- AI Ethics and Responsible Innovation
- Technology adoption and challenges
- Open innovation, Open data, Open-source technologies

Track 4: OB Insights and Entrepreneurial Leadership

- Women Entrepreneurship and Leadership
- Diversity and Inclusion in Entrepreneurship
- Workplace Well-being and Entrepreneurship
- Corporate innovation & venturing
- Entrepreneurial leadership and Team Dynamics
- Family Business and Succession Planning
- Mentoring in Startup business
- Corporate Governance in Startup business
- Legal documentation and compliances
- Emotional Intelligence in Entrepreneurial Leadership
- Ethical Leadership in Entrepreneurship
- Team Dynamics in Entrepreneurial Ventures
- Managing Change in Entrepreneurship
- Motivation and Incentives for Startup Employees
- Mentorship and Coaching for Entrepreneurs
- Entrepreneurial Leadership Development

Track 5: Supply Chain Innovations: Navigating Entrepreneurial Challenge

- Sustainable Supply Chains and Entrepreneurship
- Lean Operations in Entrepreneurship
- Start-up Logistics and Distribution
- Global Supply Chains for Entrepreneurs
- Agile and Responsive Operations
- Business model innovation and emerging trends

Track 6: Migration, Entrepreneurship, and Economic Development

- Migration, diaspora, and entrepreneurship
- Technology, innovation, and migration
- Economic Policy and Entrepreneurship
- Inequality and Entrepreneurship
- Technology and Automation on Labor Markets
- Trade Economics and International Entrepreneurship
- Sustainability Economics and Green Entrepreneurship
- Economic development through incubation and acceleration
- Entrepreneurship education and promotion
- Business sustainability of startup venture and Business incubators

Note: The above topics are suggested. Any other topics which are related to the theme can be submitted.

PAPER SUBMISSION GUIDELINES

- Full papers submitted at the conference should be the original work of the authors and should not be previously published or under review with any academic publication.
- All papers selected for publication will undergo a double-blind review process.
- Please send the abstract of your paper in 400-500 words as part of the first round of the screening process latest by **31st December 2023**.
- After reviewing the abstracts, authors will be invited to contribute a full paper. The decision on submitted abstracts will be communicated via email.
- The maximum word limit for a full-length paper is 6000 words (including abstract, references, tables, figure captions, and annexure) and the last date of submission of the full length paper is **20th January 2024**.
- Please use Times New Roman font. Font size should be 16 points for the title and 12 points for the rest of the text. Please provide a margin of 1.5” on all sides. The text should be justified. All the figures and tables should be pasted at the end of the paper t.
- The paper must include the following headings- introduction, literature review, data and methodology, findings, discussion and policy implications, and references.
- References should be provided using the American Psychological Association 7 (APA7) Style.
- Submitted papers must not have been previously presented, published, or accepted for publication elsewhere.
- To submit your abstract, please visit **<http://usmedtu.in/icse24>**

PUBLICATION OPPORTUNITY

After the conference, the best papers of ICSE-2024 will be selected for publication in the following journals, in accordance with each journal's policies. The corresponding authors will be notified to submit the final version for further review. The selection process will consider both the quality of the author's presentation at the conference and the evaluation of the paper by reviewers.

- **The Journal of Entrepreneurship**
- **International Journal of Entrepreneurship and Small Business**
- **Asia Pacific Migration Journal**
- **Ramanujan International Journal of Business and Research**
- **Migration and Diasporas: An Interdisciplinary Journal**

CATEGORY & FEE

Student /Research Scholar	Rs. 500/-
Faculty / Corporate Executives	Rs. 1250/-
International	
Student / Research Scholar / Faculty / Corporate Executives	USD 100

CONFERENCE SCHEDULE

Last date for submission of Abstract	31 December 2023
Last date for submission of full paper	20 January 2024
Date of Conference	21 & 22 February 2024
For details and paper submission, visit http://usmedtu.in/icse24	

CALL FOR APPLICATIONS FOR STARTUP PITCH TO INVESTORS

STARTUP PITCH DAY – Call for Applications	
Suggested focus area / venture stage	Benefits
<p>Focus Area</p> <ul style="list-style-type: none"> • Agri, Urban Agriculture, Energy & Cleantech, WASH, Health, Analytics and FinTech. Women Led Startups. <p>Who can apply</p> <ul style="list-style-type: none"> • Idea Stage startup with founder team • Registered company / Startup looking for Incubation and SEED fund • Startups who are raising Angel / VC fund • Startups who are looking for corporate partners for PoC / Pilot / Market Access / Corporate Venture Fund • Startup who are Led by Women 	<p>Cash Award</p> <ul style="list-style-type: none"> • Opportunity to pitch to investors and raise SEED / Angel / VC fund from investors network/ VC / Corporate VC • Access to corporate for PoC / Pilot support and Market Access • Opportunity to be incubated at DTU-IIF • Opportunity to join MBA-IEV and pursue academic dream too. <p>For details and application, visit http://usmedtu.in/icse24</p> <p>Last date to submit start-up deck 31 December 2023.</p>

CONFERENCE COMMITTEE

Chief Patron

Prof. Prateek Sharma

Hon'ble Vice Chancellor
Delhi Technological University

Patron

Prof. Madhusudan Singh

Registrar
Delhi Technological University

Advisors

- Prof. M. Akbar, Professor (Rtd.) Strategic Management, IIM Lucknow
- Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India, Ahmedabad
- Prof. Rehan Khan Suri, Director, EIC, Jamia Millia Islamia University
- Prof. Binod Khadria, Former Professor (Rtd.) of Economics, Education and International Migration, Jawaharlal Nehru University
- Dr. Tarak Goradia, Consultant, Delhi Govt. Business Blaster
- Prof. Philippe Régnier, University of Applied Sciences Western Switzerland
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- Prof. Manoj Kumar Sharma, Professor (Visiting), USME, DTU
- Dr. Pushendra Singh, Consultant, EDC, USME, DTU
- Dr. Devendra Kaushik, Former Director, IACR
- Prof. Girish Kumar, CEO, Innovation and Incubation Center, DTU
- Prof. Sanjay Bhattacharya, Professor (Visiting), USME, DTU

CONFERENCE CHAIR

Prof. Amit Mookerjee

Director, East Delhi Campus, DTU

CONFERENCE CO-CHAIR

Dr. Nidhi Maheshwari

Associate Professor, USME

CORE ORGANIZING COMMITTEE

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Convener

Co-convener

Co-convener

Co-convener

Co-convener

Research Scholars & Student Coordinators

Mr. Ojus

Mr. Shubham Prajapati

Ms. Manvi Kukreja

Student E-Cell Team Members

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Contact Details

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