



INDORE

In collaboration with



Indore Management Association

presents

**International e-Conference 2021**

on

**Post Covid-19  
Strategies for SME  
Ecosystem &  
Entrepreneurship  
(ICPCSME 2021)**

**8<sup>th</sup> and 9<sup>th</sup> January 2021**



### About NMIMS, Indore

'Considering the need of global quality education in the growing state of Madhya Pradesh, state government invited SVKMs NMIMS to set up an off-campus center in its commercial capital Indore. State government allotted 25.5 acres of land to NMIMS in the vicinity of Super Corridor, which is an ambitious project of Indore Development Authority having involvement of major corporate and IT companies. Indore Campus of NMIMS is coming up with a state-of-the-art infrastructure having all modern amenities to meet global standards. Keeping with the university's mission to provide good quality and socially sensitive human resources to the nation, mission of NMIMS Indore is to be an institution of excellence for learning and collaborative research in Management with a deep commitment to people.

### About the conference

'COVID-19 pandemic has wreaked havoc on the world economy. A sector that is reeling under the impact of the COVID-19 outbreak is the Small and Medium Enterprises (SME), which account for a lion's share of the enterprises in most economies and employ significant numbers of people. They are also thought to be an engine of new growth and innovation. The stimulus package announced by Govt - world over - is a mix of fiscal support, monetary support, ease of conducting business processes, as well as some fundamental reforms. The need of the hour is to have a clarity in policy mix by making it simple for the end beneficiaries, the SMEs, without leaving any room for subjectivity. 'ICPCSME 2021' would bring together academicians, practitioner, researchers, industrialists and policy makers to deliberate on strengthening SMEs for better business growth as well as to compete with challenges of post COVID-19. ICPCSME 2021 intends to provide a vibrant platform for brainstorming issues, challenges, opportunities and share ideas, researches, experiences on current issues and future prospects in the realm of SME, entrepreneurship and family business.

### Publication opportunities

Based on reviewer's comment, few selected quality papers may be published in '**International Journal of Technology Transfer and commercialization**' (ISSN: 1741-5284)

**Proquest indexed**

### Awards and Recognition

Awards will be given to one best paper from each track along with the merit certificate.

# Conference Tracks

## Start-Ups

## SMEs

## Entrepreneurship Growth & Competitiveness

## Family owned business

## Innovation and Sustainability

- E-commerce-integral part of Startup Journey
- Technopreneurship
- Business strategy for Startups
- Issues and challenges for startups
- Startup India: Issues, Challenges and Opportunity
- Govt. of india schemes for start ups

- MSME Innovation, export & IPR Opportunities
- SME - The growth engine
- SME Development through technology and skill
- Globalization of SMEs
- MSME policies & trends
- Financing of SME

- Rural , tribal & grassroots entrepreneurship
- Woman entrepreneurship
- Entrepreneurship perspective & practices
- Global entrepreneurship
- Sectorial entrepreneurship
- Industry associations for the service of entrepreneurship

- Trans generational entrepreneurship
- Multinational Family Business / Internationalization Impacts Challenges & Strategies
- Impact of family & Ownership on strategic processes
- Sources of Non-economic utilities formations in the family business context

- Sustainable microfinance & rural development
- Social responsibility in International business
- Sustainability practices in today's environment (Diversity and inclusion)
- Green market & Consumerism
- Innovation & Technological entrepreneurship
- Innovative Economic Strategies for Financial Inclusion
- Financial Innovation, Engineering & Analytics
- Happy planet index in corporate world
- Management ethos in 2021



# “ Guidelines for Submission

An abstract of 250 words (Times New Roman Font-12) of the research papers to be presented in the conference has to be sent along with the registration fees. A soft copy of the abstract and research paper may be sent by E-mail to [ICPCSME2021@nmims.edu](mailto:ICPCSME2021@nmims.edu) Acceptance of the abstract as oral presentation will be conveyed after screening. The papers will be evaluated on their originality, structure, clarity and relevance.

- Final manuscript must have proper literature review, research methodology, results & discussions, theoretical and managerial implications, limitations and Figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.
- The extended abstract must cover the title Page, keywords, main text, figures, tables, references, etc., and all the tables must be in ONE document created in both MS-Word and PDF format.
- Incomplete submissions will not be considered for review.
- Title page must include author(s) details and their affiliation. Manuscript must not have any author details except from Title Page.

First screening of the manuscript will be based on 10 -12 % plagiarism - Turnitin software (excluding references and tables). Submitted papers must NOT have been either previously presented, published, accepted for publication, or under review. For the same Declaration letter must be filled.



## Important Dates

Submission of Abstract

20th December 2020

Submission of Full-Length Paper

20th December 2020

Notification of Review & Acceptance

1st January 2021



Publication Opportunities

[CLICK HERE TO REGISTER](#)



## Registration Fees

- |   |          |
|---|----------|
| • Full Time Research Scholar & Post Graduate Students | Rs. 1000 |
| • Academicians/ Faculty Members                       | Rs. 1500 |
| • Industry/ Practitioners                             | Rs. 2000 |
| • Foreign Participants                                | \$ 25    |

## Bank Account Details

Registration fee to be paid through NEFT/RTGS/IMPS in the following account:

**Account Holder:** SVKM NMIMS, **NEFT IFSC Code:** KKBK0005915

**Bank Name & Address:** KOTAK MAHINDRA BANK, Metro Tower, Vijay Nagar, Indore

**Account No:** 9913265568, **Type of Account:** Current, **MICR Code:** 452485003

*After payment kindly submit bank acknowledgement copy to accounts office and Email to: [nidhi.khare@nmims.edu](mailto:nidhi.khare@nmims.edu), [accountant@nmims.edu](mailto:accountant@nmims.edu)*



## Patrons

Shri. Amrish Bhai Patel  
Chancellor, SVKM's, NMIMS

Shri. Bhupesh Bhai Patel  
Joint President, SVKM

Shri. Akhilesh Rathi  
Mentor, Indore Campus



## Conference Chair

Dr. Prachi Gharpure  
Director  
NMIMS Indore Campus

## Convener (ICPCSME 2021)

Dr. Rajeev Srivastava  
Associate Professor  
SBM, NMIMS, Indore

## Conference Advisors

Dr. Ramesh C. Bhatt  
Vice Chancellor

Dr. Sharad Mhaikar  
Pro-Vice Chancellor

## Conference Co-Chair

Dr. Sameer Pingle  
Associate Dean  
SBM, NMIMS, Indore

## Co-Convener

Dr. Ramzan Sama  
Assistant Professor  
SBM, NMIMS, Indore

## POINT OF CONTACT

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Dr. Ramzan Sama- 9978526575  
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SCHOOL OF  
BUSINESS MANAGEMENT



Indore Management  
Association

## Conference secretariat

**Dr. Niranjana Shastri**

Associate Professor, SBM, NMIMS, Indore

**Dr. Shubhangi Jore**

Associate Professor, SBM, NMIMS, Indore

**Dr. Akshay Joshi**

Assistant Professor, SBM, NMIMS, Indore

**Prof. N.Rajpurohit**

Assistant Professor, SBM, NMIMS, Indore

**Prof. Meetesh Jha**

Adjunct Faculty , SBM, NMIMS, Indore

## Local Address of Institute

SVKM's NMIMS, Indore  
(Deemed to be University)  
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