



جامعة البريمي  
UNIVERSITY OF BURAIMI



"Two Days International Conference"

# Fostering Global Perspectives: Entrepreneurship, Inclusion and Innovation for Sustainable Futures

12<sup>th</sup> - 13<sup>th</sup> February 2025  
(Hybrid Mode)

*Jointly Organised by*

**Vivekananda College**  
IQAC and ECell  
NAAC Accredited 'A+' Grade  
University of Delhi, Delhi, India

**College of Business**  
University of Buraimi  
Oman  
Accredited by OAAAQA, Oman

**DME Management School**  
IQAC and ECell  
NAAC Accredited 'A+' Grade  
GGS Indraprastha University, Delhi

## About Vivekananda College, University of Delhi



Vivekananda College was established in 1970 with grants from UGC and Delhi Administration. The objective was to make higher education available to young women from the trans Yamuna area. Today, the college has a sprawling campus spread on an area of about 10 acres with a built-up area of 10825.36 sq. mts. with more than 2000 students and 90 teachers.

A total of 61 spacious classrooms, five Computer Labs, two Food Technology Labs, two Applied Psychology Labs, two Music Rooms, two Seminar Rooms, a Medical Room, Open Stage, Sports Room, state-of-the-art Hockey Astroturf as well as a Synthetic Athletic Track and several other infrastructural amenities make the college campus one of the best in the regions. The college offers a diversity of courses.

A total of eleven UG (Hons. and Programme) and two PG courses are offered in Arts, Commerce, and Sciences. Several Add-on courses and one self-financed course is offered as well.

## About DME, GGSIP University



Delhi Metropolitan Education (DME) was established on 1st August, 2012, under the aegis of Sunshine Educational & Development Society which has been working dedicatedly in the field of education for over 16 years. DME is affiliated to the prestigious Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi and is approved by the Bar Council of India. The institute is located in the IT hub of Delhi NCT and is housed in a splendid building equipped with modern educational facilities, a sine qua non for enhancing students' creativity and capabilities. The sister institutes of DME include Mayo School, Noida (in collaboration with Mayo College, Ajmer), Delhi World Public School, Greater Noida (West) and Delhi Technical Campus (DTC), Greater Noida.

DME offers sought after courses in the field of Management, Journalism and Law as given below:-

- **BA.LLB (H) & BBA.LLB (H) [Integrated programmes] - 5 Years**
- **LL.M [Corporate Law] - 1 Year**
- **LL.M [Alternative Dispute Resolution] - 1 Year**
- **BBA [Bachelor of Business Administration] - 3 Years**
- **BA (JMC) [Bachelor of Arts (Journalism & Mass Comm.)] - 3 Years**

## About College of Business, University of Buraimi



The College of Business, University of Buraimi is considered one of the prestigious colleges in the Sultanate of Oman. The College of Business was established in 2010. The number of graduates has grown to 1305 by the end of 2022-2023. The College has qualified and diversified Academic Staff who possess in-depth subject specific knowledge and have vast and distinctive expertise. Most of the Academic Staff have PhD Degrees. The College is Equipped with a state of art Business Simulation Lab & dedicated Entrepreneurship unit along with modern classrooms and computer laboratories, which are used for course delivery and student independent study. As of AY 2024-2025, College of Business Offers 5 Diploma, 2 Advanced Diploma, 5 Bachelor, 2 Master, and 2 PhD programs covering the aspects of Management Information System, Public Administration, Business Administration, Global Supply Chain and Logistics, E-Marketing and social media and Human Resource Management.

## Concept Note

In the 21st century, the movement towards sustainable development demands responsible entrepreneurship to promote inclusion along with driving innovation. The global 17 Sustainable Development Goals (SDGs) recognize the importance of trade and commerce in human advancement in economic and social terms without adversely affecting the ecological balance or depleting vital natural resources mandatory for survival of the planet. With the changing global scenario, advancements in technology, information and resource-sharing, global and national socio-economic changes and environmental challenges, it becomes imperative to foster a culture of responsible innovation in society and inculcate the spirit of entrepreneurship to address the various issues. Sustainability and entrepreneurship collectively an emerging paradigm that combines the principles of entrepreneurship with a commitment to environmental, social and economic sustainability. Establishing innovation hubs and research center at College and University levels, encouraging cross-sector, cross-culture and cross-discipline collaborations, and supporting R&D initiatives at preliminary levels that align with a sustainable future is the need of the hour.

In an increasingly interconnected world facing unprecedented global challenges in the fields of environment, education, policy, industry and healthcare to name a few, the bottom-line approach of today's enterprises should not be only to earn profits but also to impact the future of economies, societies and our planet as a whole. By addressing sustainability along with the key drivers of entrepreneurship, innovation and inclusion, we can recognise the transformative potential of technologies to mitigate and counteract adverse effects on the global as well as national issues. The International Conference titled: **“Global Perspectives: Fostering Entrepreneurship, Inclusion and Innovation for Sustainable Futures”** is an effort by the organising institutions to invite scholars, students, administrators and business enterprises to provide a knowledge sharing platform for all stakeholders. The conference also aspires to explore the possible collaborations between governments, private enterprises, civil society and academic institutions to pool resources and expertise to cater to the issue of sustainable entrepreneurship. With the objective of developing entrepreneurial culture among the young generation, this conference will also provide mentorship to aspiring entrepreneurs. Along with entrepreneurial spirit, the conference will explore the possibility of inclusive entrepreneurship by including the issues related to gender, socio-economic, and regional disparities.

## Sub-Themes

The conference will cover a wide range of interdisciplinary areas within the following key themes:

- Social and Community Entrepreneurship
- Promoting diversity, equity and inclusion as drivers of innovation and progress
- Tech-driven Entrepreneurship
- Environment Sustainability and Green Entrepreneurship
- Using design thinking to create eco-friendly and socially responsible solutions
- Government policy, regulation and support
- Role of Higher Educational Institutions (HEIs) and skill development
- Cross-sector collaboration for Synergies, Innovation and Sustainable Development
- Role of MSME (Micro, small and Medium Enterprises) in Innovation and Sustainable development
- Entrepreneurship and Regional Development
- Cultural and Social Entrepreneurship
- Sustainable Supply Chain Management
- Rural Entrepreneurship
- Showcasing sustainable business models, practices, and solutions
- Innovations in healthcare and well-being

The above themes are inclusive but not exhaustive. We invite you to be a part of this international conference where you will have an opportunity to connect with a dynamic exchange of ideas and insights among participants from diverse backgrounds and disciplines, hear from experts and contribute to sustainable futures within your spheres of influence.

# Abstract & Research Paper Submission Guidelines

The manuscript should be prepared in the following format:

Participants are invited to submit a research paper (3500-6000 words) relevant to the central theme of the Conference in Ms-Word as Doc or Docx

- Formatting Guidelines:
  - *Single Column, A4 Size, 1.5-line spacing; Font Style: Times New Roman, Size 12*
- Each submission must include a cover page with the following details:
  - *Title of the Long Abstract*
  - *Author(s)*
  - *Affiliation(s)*
  - *Contact Details (including an active email address and mobile number)*
- Paper should mention minimum 5 key words
- All references should follow APA style (7th edition) - <http://www.apastyle.org>
- Tables and figures: Tables and figures should be numbered consecutively in numerals and should be referred to in the text as Table 1, Table 2, Fig 1, Fig 2 etc. Each of these items must be cited.
- Only original, unpublished work will be considered. Proposals presenting identical or substantially similar work already published or under review elsewhere will not be accepted.
- All papers shall be strictly subjected to anti-plagiarism software (TURNITIN) and scrutinized through blind review of the Editorial board. The paper should be original and unpublished work of the author(s), and plagiarism is strictly prohibited. Plagiarism criteria: 10 percent, excluding footnotes and bibliography.

## Poster Guidelines

### Elements of a Poster

- Title with Author(s), with affiliations and emails
- If your poster is a representative of a research study, then it shall include the following sections:
  - *Introduction or Objective*
  - *Methods*
  - *Results*
  - *Conclusions and/or discussion*
  - *Acknowledgments (optional)*

## Paper/Poster Submission ID

[conference.mgmt@dme.ac.in](mailto:conference.mgmt@dme.ac.in)

## For Registration, click here

<https://forms.gle/T7ovHjW48gyioCRv7>

## Publication Opportunities

All papers of this conference will also be reviewed jointly by the Conference review panel and respective Journal reviewing teams.

Few selected papers will be published in the following journals and books:

- Journal of Content, Community and Communication (Scopus Q2)
- International Journal of Pluralism and Economics Education (Scopus Q3)
- DME Journal of Management (Peer Reviewed)
- Global Synergies: Harnessing Cross Cultural Management for Economics and Sustainable Growth (Emerald Publishing)- potential scopus indexed
- Immersive Technology for the Gig Economy: Transformative Business Practices (IGI Global Publishing)

## Registration Fees

<b>Paper Presenters</b>		
Faculty	₹1500	\$50
Student (UG/PG)	₹500	\$10
Research Scholar	₹1000	\$40
Corporate Delegate	₹2000	\$80
<b>Poster Presenter</b>		
	₹500	\$10
<b>Only Participant</b>		
	₹500	\$10

## Account Details

Name of Account: Vivekananda College  
Bank Name: State Bank of India,  
Vivek Vihar Branch,  
Delhi-110095  
Account Number: 41177554463  
IFSC Code: SBIN0011559



## Important Dates

<b>Extended Abstract Submission Date</b>	<b>15 December 2024</b>
<b>Notification of Abstract Acceptance</b>	<b>20 December 2024</b>
<b>Full Paper/Poster Submission</b>	<b>15 January 2025</b>
<b>Notification of Paper/Poster Acceptance</b>	<b>25 January 2025</b>
<b>Last Date for Registration</b>	<b>5 February 2025</b>
<b>Conference Dates</b>	<b>12-13 February 2025</b>

## Program Schedule

<b>Conference Session</b>	<b>Proposed Date</b>	<b>Format</b>	<b>Organizing Institute</b>	<b>Location</b>
Inaugural Session	12 Feb 2025	Offline	Vivekananda College	Vivek Vihar, Delhi
Technical Session 1	12 Feb 2025	Hybrid	Vivekananda College	Vivek Vihar, Delhi
Technical Session 2	12 Feb 2025	Hybrid	Vivekananda College	Vivek Vihar, Delhi
Technical Session 3	13 Feb 2025	Hybrid	DME	Noida
Technical Session 4	13 Feb 2025	Hybrid	DME	Noida
Valedictory Session	13 Feb 2025	Offline	DME	Noida

# Speakers



**Sr. Prof. Ajay Kumar Singh**  
Head & Dean  
Department of Commerce,  
Faculty of Commerce & Business,  
Delhi School of Economics  
University of Delhi



**Mr. Manoj Lal**  
Managing Director  
Central Cottage Industries  
Corporation of India Limited



**Dr. Ibrahim Rashid Al Shams**  
Dean  
College of Business,  
University of Buraimi  
Oman



**Arvind Kumar**  
Professor & Former Dean  
Atal Bihari Vajpayee School  
of Management and  
Entrepreneurship (ABVSM&E)  
Jawaharlal Nehru University



**Prof. Amit Kumar Singh**  
Department of Commerce  
Delhi School of Economics  
University of Delhi  
Delhi



**Prof. Zafar Sareshwala**  
Former Chancellor  
Maulana Azad National  
Urdu University, Hyderabad  
CEO Hilal ESG Ltd



**Dr. Shad Ahmad**  
Assistant Professor and  
Program Chair of  
Business Administration  
College of Business  
University of Buraimi, Oman



**Dr. Maria Victoria U. Rosas**  
Executive Member  
Asia Pacific Region  
and Former Dean of the Trinity  
University of Asia, Philippines



**Ms. Sapna Kedia**  
Assistant Director-Gender &  
Social Development,  
International Center for Research  
on Women (ICRW), Assia Office

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Chairman  
DME

**Dr. Said Eid Younes**  
Vice Chancellor,  
University of Buraimi

**Prof. Neera Agnimitra**  
Chairperson  
Vivekananda College

**Mrs. Kiran Sahni**  
Chairperson  
DME

## Patrons

**Mr. Aman Sahni**  
Vice-Chairman  
DME

**Dr. Hina Nandrajog**  
(Officiating Principal)  
Vivekananda College

**Dr. Abdullah Said Alkalbani**  
Deputy Vice Chancellor for Academic Affairs,  
Research and Innovation (DVCAARI)  
University of Buraimi

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**Dr. Ibrahim Rashid Al Shamsi,**  
Dean, College of Business  
University of Buraimi

**Hon'ble Mr. Justice Bhanwar Singh**  
Director General, DME  
Former Judge,  
Allahabad High Court

## Board of Advisors

**Prof (Dr.) Ravi Kant Swami**  
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Dean, DME Management School

**Dr. Umar Safar**  
Director  
Research, & Innovation Unit  
University of Buraimi.

**Sr. Prof. A.K. Singh**  
Head & Dean, Department of Commerce,  
Faculty of Commerce & Business, Delhi  
School of Economics, University of Delhi

**Dr. Boumedyen Ahmed Shannaq**  
Associate Professor &  
Program Chair of MIS  
College of Business  
University of Buraimi

**Dr. Devarajanayaka**  
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College of Business  
University of Buraimi

**Dr. Shad Ahmad Khan**  
Assistant Professor &  
Chair- Research Committee  
College of Business  
University of Buraimi

**Prof. S.K. Palhan**  
Founder, Director of Great Lakes  
Institute of Management  
Gurugram

**Prof. Anil Rai**  
Dean, International Relations,  
Social Sciences & Health Humanities,  
University of Delhi, Delhi

**Prof (Dr.) Poorva Ranjan**  
Head, DME Management School &  
IQAC Co-ordinator

**Dr. Sukrita Paul Kumar**  
Indian Poet, Critic and  
Academician

# Conference Convenors

**Dr. Shalini Gautam**  
Professor and  
Head Research & Outreach, DME

**Dr. Shafaq Zareen**  
Assistant Professor  
IQAC Co-convenor  
Vivekananda College

## Conference Co-Convenors

**Dr. Stuti Jain**  
Associate Professor, DME &  
ERP Convenor

**Dr. Seema Nath Jain**  
Assistant Professor &  
E cell Convenor, Vivekananda College

## Organising Committee

**Dr. Vanita Sondhi**  
Professor IQAC Convenor  
Vivekananda College

**Dr. Navya Jain**  
Associate Professor  
IQAC Member, DME

**Dr. Rashmi Arora Chawla**  
Associate Professor  
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Assistant Professor  
IQAC Member, Vivekananda College

**Ms. Kanika**  
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**Ms. Roli Wadhwa**  
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Associate Professor  
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**Dr. Mohannad Talal Shakir**  
Assistant Professor,  
College of Business  
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**Dr. Shahzad Ahmad Khan**  
Assistant Professor  
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