



# SILICON CITY COLLEGE

(A Unit of MJ Education Trust)

Re-Accredited by NAAC with 'A' grade

Recognised by UGC under section 2(f) & 12(B), Affiliated to Bengaluru North University

#26/2 Ravindra Layout, K R Puram, Bengaluru 560036, [www.siliconcitycollege.ac.in](http://www.siliconcitycollege.ac.in)

*Empowerment Through Knowledge*

**Department of Commerce and Management organizes**

**One Day National Conference on**

**“Promoting Entrepreneurship And Innovative Methods In SMEs For Sustainable Economic Growth” (NCPEIM – 2023)**

**On 4<sup>th</sup> January, 2023**

**in Collaboration with Ramanujan College (University of Delhi)**

## **ABOUT SCC**

Silicon City College established in the year 2007 is a unit of MJ Education Trust in Bangalore, India. Silicon City College is re-accredited by NAAC with 'A' grade. Silicon City College is considered as one of the best colleges in Bangalore by students and parents. The college is a comprehensive institute offering students from throughout the region, state, nation and across the globe, a world-class education by providing learning experience designed to develop intellectual abilities, as well as social, moral, cultural and ethical values. The college campus is spread in a sprawling area of 3.5 acres with full greenery. It is surrounded by IT, BT, Major industries, academic institutions and research organizations. The campus is located inside the city with well connectivity from all directions, means and modes of transport. It has close interaction with industrial leaders and experts from all professions to impart specialized training to prepare students as per the present requirements in the competitive world.

## **ABOUT THE CONFERENCE**

One Day National Conference on **“Promoting Entrepreneurship and Innovative Methods in SMEs for Sustainable Economic Growth”** will focus to understand the fundamental importance of smart business solutions for SMEs and manufacturing industries for sustainable growth, role of banks in strengthening SMEs, enhancement of quality productivity, promote innovation and awareness that will help to grow the entrepreneur industry, encourage more people to patent their ideas, trademark their brands, to improve exports and imports to grow economy, take risks and engage in new and exciting sectors of the economy. Small Scale Industries constitute a key link in the process of socio-economic transformation of under developed social structures. India has gradually evolved as a knowledge-based economy due to the abundance of capable, flexible and qualified human resource and lower cost. The conference also focuses on further research and practice prospects on challenges faced by entrepreneurs in the era of digitization

## **Objectives of the Conference:**

1. To bring together academicians and industry experts from different parts of the country to share and exchange their knowledge, present research analysis and results, experience and opinions.
2. To provide participants a critical understand of the role of small and medium scale enterprises and its impact on the Indian Economy.
3. To create a platform for innovative methods in Banking finance, generate policy, program, and institutional recommendations which will encourage innovations in entrepreneurial research and practice.

## **Themes for NCPEIM-2023**

1. Economic development and sustainability
2. Digital Entrepreneurship outside the Service Sector
3. Digital Platforms and/or Sustainability in Rural Entrepreneurship
4. Role of SSE and their contributions to economic growth.
5. The role of insurance in minimizing business risk on small and medium scale enterprises.
6. Role of commercial banks in the performance of small-scale enterprises.
7. Nurturing functional skill for employability in SMSE.
8. Enhancing cognitive skills for creating knowledge on bridging the skill gap in global labor market.
9. Impact of social media for the promotional act
10. E-commerce and Rural development
11. Enrichment of knowledge and skills
12. Logistics and supply chain management
13. Role of micro finance in entrepreneurship
14. Financial allocation on resource
15. Human resource management in entrepreneurship
16. Marketing trends in entrepreneurship
17. Working capital management in entrepreneurship
18. Customer relationship management
19. Competitive enhancement in entrepreneurship
20. Green revolutions on entrepreneurial development
21. Role of information technology
22. Designing effective social network to promote entrepreneurship
23. Role of startup – challenges in marketing
24. New strategies to develop the contribution of SMEs for economy

### **Call for papers:**

The academicians, researchers, professionals, industry experts and students are invited to submit full papers on any of the sub themes or any other themes relevant to the main theme of the conference.

### **Guidelines for submission of paper:**

- The title page must have the name of the author (s) affiliation of the author and communication address with contact number and mail ID
- An abstract must be clear with objectives, scope, results and conclusions between 200-250 words.
- The length of the paper should not exceed 5000 words or 12 pages including all references, tables and figures
- Authors are expected to cite all references in APA format. The references must be single spaced.
- The maximum number of authors allowed per paper is two. Each author has to register separately.
- Self-declaration stating the originality of the work from author(s) should be submitted along with full paper. The paper submitted should not have been published or forwarded for publication elsewhere.
- The abstract and full paper should be sent to this email id: [conference@siliconcitycollege.ac.in](mailto:conference@siliconcitycollege.ac.in) on or before **26<sup>th</sup> December 2022 in MS-Word format only**
- TA/DA and accommodation will not be provided for outstation candidates.
- Registration of the author(s) for the conference will be confirmed only after receiving the payment.
- The author(s) presenting the paper or participating in the conference must share the screen shot of the registration amount paid through the registration link [tinyurl.com/3cke bw27](https://tinyurl.com/3cke bw27) on or before **10<sup>th</sup> December, 2022.**
- On spot registration is also accepted only for participation in the conference.

### **Publication:**

- Full papers received on or before 26<sup>th</sup> December, **2022** will be considered for publication in UGC CARELIST Journal **Ramanujan International Journal of Business and Research (RIJBR), ISSN: 2455-5959 subject to the comments received from peer committee.**
- Publication fee is additional and the author(s) must pay once the papers are accepted and confirmed after peer-review.

### **Important Dates:**

Abstract paper submission: **10<sup>th</sup> December, 2022**

Full paper submission: **26<sup>th</sup> December, 2022**

Conference date: **4<sup>th</sup> January, 2023**

**Registration Fee:**

Academicians (only participation): Rs 500/-

Research Scholars/ Students / Industry professional (only participation): Rs. 300.00/-

Academicians (Participation & Presentation only): Rs 1000/-

Research Scholars / Students / Industry professional (Participation & Presentation): Rs. 700.00/-

**Publication fee:** Additional charges have to be paid by author(s) if papers are selected for UGC CARELIST journal **Ramanujan International Journal of Business and Research (RIJBR) ISSN: 2455-5959**

**Payment details:**

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