



INTERNATIONAL CONFERENCE ON “ENTREPRENEURSHIP & START-UPS- A NEW BEGINNING IN THE AI ENVIRONMENT- A ROADMAP” 5th & 6th SEPTEMBER - 2025

Organised by

Naba Ballygunge Mahavidyalaya

**IQAC, Department of Commerce, Campus Recruitment and Employment Cell together
with Seminar sub-committee of Naba Ballygunge Mahavidyalaya**

Papers are invited on the following sub- themes Sub- Themes:

Entrepreneurial Mindset

- **Innovation and Creativity** to encourage young minds to think out- of - the- box
- **Adaptability and Agility** to welcome change in response to change in market sequence
- **Risk- taking** in order to navigate uncertainty

Start- Up Strategies

- **Market validation** in order to understand target audience and validate business ideas
- **Product Development** in order to build products/ services that meet customer needs
- **Marketing and Branding** to create effective marketing strategies in order to build strong brand identities

Funding and Finance

- **Bootstrapping Vs. Funding** in order to explore different funding options and their implications
- **Venture Capital and Angel Investors** to enable understanding the role of investors in start-ups
- **Financial Planning and Management** in order to manage cash flow, budgeting and financial projections

Networking and Community

- **Building a support network** by surrounding yourself with mentors, peers and advisors
- **Industry Events and Conferences** to leverage networking opportunities
- **Collaboration and Partnership** to build strategic partnerships and collaborations

Scaling and Growth

- **Scaling your business** through strategies for expanding customer base, revenue etc.
- **Managing growth challenges** through strategic adaptation
- **Sustainability and Social Responsibility** in order to manage business growth in a economically, socially and environmentally responsible environment

Technology and Innovation

- **Emerging Technologies** exploring the potential of technologies like AI, blockchain and IoT
- **Digital Transformation** by leveraging technology to drive business innovation and growth
- **Cyber security and Data Protection** protecting start- up data and customer information

Women Entrepreneurship

- Breaking down barriers, Building Confidence, Mentorship and Support
- Profiles, Lessons learnt and Role Models
- Govt. initiatives, Incubators and Accelerators, Advocacy and Awareness

Submission Guidelines:

Submission of abstracts is necessary for all presentations.

Abstracts of only those who have paid Registration Fee will be included in the publication.

Abstract should be prepared not exceeding 350 words (A4 size with 3 cm margins, Times New Roman, 12 pt. Font). The title of the paper, name(s) of author(s) and their address (es) should be typed in Capital letters, along with email id and phone no. of the corresponding author. Abstracts are to be uploaded while submitting the Registration Form. The deadline of Registration and receipt of abstract is 30th July, 2025. Selected papers (after peer review) will be published in Peer Reviewed Refereed Journal as chapters with ISSN number. Authors are requested to send the Full Paper within August 25th, 2025 on the email address: **seminarsubcommitteenbm@gmail.com**

Important Dates

Submission of full paper/extended abstracts starts 27th JUNE, 2025

Abstract submission ends 30th July, 2025

Submission of full paper ends 25th August, 2025

Notification of Acceptance 30th August, 2025

Registration Fees: Faculty Members: ₹1000 Research Scholars and Students: Rs 500

Payment Details:

Naba Ballygunge Mahavidyalaya

Punjab National Bank

Branch: Bosepukur Rajdanga

A/C No. 0955050010301

IFSC Code: PUNB0095520

Kindly upload the payment details through the following link

<https://forms.gle/pt1PXBhJMprfJ6GL8>

For Further Query contact:

Dr. Debisree Bnerjee 9830645205

Sana Tahseen 9903057722