

# 1st

INTERNATIONAL  
CONFERENCE

April 20 -22, 2018

# Digital Entrepreneurship

Prospects

Perils

Dividends and Challenges



Unique Opportunity for Experience Sharing and Publishing

SCHOOL OF MANAGEMENT

**PRESIDENCY UNIVERSITY**



Private University Estd. in Karnataka State by Act No. 41 of 2013

## About the Conference

Digital Entrepreneurship is the new icon of 21<sup>st</sup> century entrepreneurship. It is the growth engine of digital economy. The enabling power of information and communication technology (ICT) and the creative hunger of educated youths have produced a new breed of enterprises, who are known as disruptive innovators. They have broken the cost, time, geography and structural barriers of doing business and have transformed the world of business into a digital hub.

The innovative nature of digital entrepreneurship is inspiring, encouraging and luring young professionals to join in this marathon race of innovation as start-ups. Many of these start-ups are producing exciting products, services, distribution channels and business models. Many of yesterday's start-ups are today's exemplary organisations with millions of delighted customers.

Despite being one of the critical pillars for economic growth and job creation, 'digital entrepreneurship' is still – an amazing craft. Our present knowledge of digital entrepreneurship is incomplete. A forum is necessary to debate and discuss our views, opinions and experience in digital entrepreneurship to avoid failures and to protect digital resources from future shocks.

This conference intends to further the research and practice prospects on key challenges faced by the digital entrepreneurs and enterprises across the world. The conference proposes to bring together leading entrepreneurship thinkers, researchers and practitioners across the world for presentations and dialogue. Acknowledging the innovation potential and vulnerability of digital enterprises, the conference will not only focus on the potentials, but also on the way forward for prevention and protection from its perils. The insights and analyses presented in this conference are expected to provide guidance for future deliberations and set the agenda for digital entrepreneurship research, enterprise development, and policy formulation in this domain.

## Conference Objectives

Objectives of this conference are to:

- Provide an interdisciplinary platform for researchers, practitioners and academicians to discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of digital entrepreneurship.
- Create an international community for research to figure out the fail-safe processes and practices of digital entrepreneurship;
- Figure out how disruptive, dynamic and innovative digital landscape can embrace the ethos of sustainability;
- Promote policies and frameworks for development of digital entrepreneurial culture; and
- Spread this knowledge among the academic researchers, entrepreneurs and policymakers.

## Call for Papers

Academicians, thought leaders, policy-makers, entrepreneurs and research scholars, students, practitioners and social activists from all around the globe are invited to submit their papers, posters, case studies, and success stories and stories of firsthand entrepreneurial experience. Those who wish to make presentations related to the conference theme are also welcome.

Presenters are encouraged to contribute new ideas, concepts and paradigms for discussions. Papers and case studies should be based on original, recent research. Researchers, practitioners and students can use posters to display their ideas, research methods and outcomes of their projects. The papers should address the theme and subthemes of the conference. Limited number of scholarships (Travel Grants and Fee Waivers) are available for research scholars and students.

## Conference Sub-Themes

Delegates are invited to present papers, cases, and experiences under the following broad subareas:

### 1: Prospects:

- Innovation, Creativity and Design Thinking for Sustainable Digital Entrepreneurship
- Technologies, Enablers and Ecosystems of Digital Entrepreneurship
- Business Models, Geopolitical Issues, and Emerging Frameworks
- Returns and Rewards of Digital Business: Strategy, Actions, and Learnings
- Others ....

### 2: Perils:

- Safety, Security, and Sustainability Issues of Digital Entrepreneurship
- Deterrents, Decoys and Hazards of Digital Entrepreneurship
- Cyber Crime, Cryptography, Fire Walls and other Punitive Measures
- Others ...

### 3: Dividends:

- Path Breaking Innovations in Service and Non-Service Operations
- Social Benefits of Digital Entrepreneurship,
- Success Stories (National and International)
- Others ...

### 4: Challenges:

- Managing Change, Managing Talent and Technology, Gaining and Maintaining Competitive Edge
- Strategy, Systems, Skills, Styles and Habits of Successful Digital Entrepreneurs.
- Digital Innovation and Entrepreneurship,
- Social Engineering and Empowerment,
- Prevention of Cyber Crime, Regulatory Frameworks and Social Security
- Others ...

## Time Line

- Abstract Submission – 31<sup>st</sup> December, 2017
- Abstract Acceptance – 20<sup>th</sup> January, 2018
- Full Paper Submission Date – 20<sup>th</sup> February, 2018
- Review Comments – 5<sup>th</sup> March, 2018
- Final Submission Date – 20<sup>th</sup> March, 2018

PS: Papers submitted after the timelines will not be considered for publication.

## Publication of Full Papers

Thirty selected papers will be published in an edited volume titled “Digital Entrepreneurship: Promises, Perils, Dividends and Challenges” by a credible International Publisher with ISBN and will be released during the Inaugural Session of the conference.

## Best Paper Award

Full paper submitted and presented at the conference will be considered for the Best Paper award in each category (Academicians, Research Scholars, Corporates/Practitioners and Start-ups) will receive cash prize of ₹15,000. All paper presenters will receive ‘Certificate of Participation’.

The criteria for selection of the Best Paper Award will include the parameters like: • Originality of Research • Quality of Discussions • Impact of the Study • Presentation Skills.

## Registration Fees

• Foreign Delegates/ Academicians	USD 350
• Foreign Research Scholars/ Students	USD 250
• Indian Corporate Delegates	₹ 5000
• Indian Academicians	₹ 2500
• Indian Research Scholars	₹ 1500
• Indian Students	₹ 1000

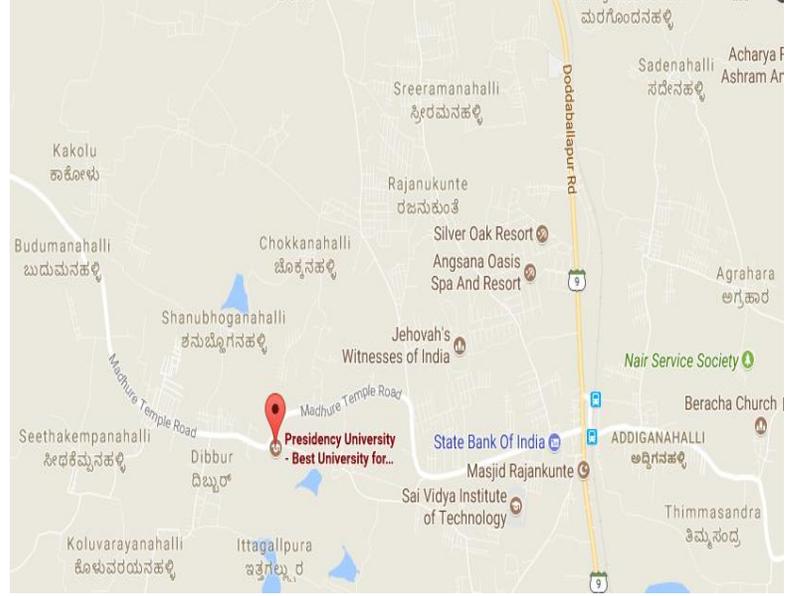
## Abstract Submission Guidelines

- Length of an abstract should not exceed the limit of 800 - 1000 words.
- Last date of abstract submission is December 31, 2017.
- Participants must register with easychair and use the following link for abstract submission <https://easychair.org/conferences/?conf=icde2018>
- Paper abstract should be in Times New Roman font with font size 12, clearly mentioning Name of author(s), Title of paper, affiliated organization, Contact number & Email ID of authors. Key words for the article should also be given.
- All submissions are to be presented formally by the authors. Each Presenter will be given 10-12 minutes for the presentation followed by 2-3 minutes of Q&A. Conference language is English.
- For the abstract to be included in the proceedings, at least one author must register himself or herself. In case of joint authorship, if more than one author wishes to attend the conference then each author must register independently.
- The abstract will form part of the proceedings.
- Selected papers will be reviewed by a panel for publication in the selected volume.

## Location Map:

The University is located Itgalpur, Rajanakunte, Yelahanka, Bengaluru 560064 (10 KMs from Yelahanka Town).

1. 24 KMs (52 minutes' drive) from the Kempegowda International Airport.
2. 32 KMs (1hour drive or avail BMTC Bus No. 293S and then 407C) from Bangalore City Railway Station and Majestic Bus Stand and
3. 33kms (1hour 10mins drive) from MG Road.



**For Further Information, Please Contact**

### Conference Chair

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