

National Conference on
**INNOVATION &
ENTREPRENEURSHIP
DEVELOPMENT**

MEITY STARTUP
Sponsored by

in association with
**Centre for Innovation,
Incubation &
Entrepreneurship (CIIE)**
KL (Deemed to be University)



ABOUT US:

The Koneru Lakshmaiah Charities was established in the year 1980 and instituted KL College of Engineering. K L College of Engineering was granted Deemed to be University status in the year 2009 by University Grants Commission, MHRD, Govt. of India. K L E F (Deemed to be University) was accredited by NAAC with A++ grade. K L E F (Deemed to be University) is granted with Category-I status by UGC, in the year 2019. K L E F is also a proud Diamond category institution in QS Rankings.

Over the past decade Management education across the globe, has evolved by sustaining and adapting the changes driving the competitive economic environment. Dept of MBA, K L Business School (KLBS) has emerged as a leader in the Management education under the wide spread wings of KLEF that boasts of over 40 years of invincible history in nurturing individuals into outstanding business leaders.

Center for Innovation Incubation and Entrepreneurship (CIIE) was started in the year 2013 with an objective to leverage the operations of innovations & incubation, creation of next generation Startups & Entrepreneurs. CIIE's mission is to nurture independent entrepreneurs by inoculating grass root level innovations through highly conducive entrepreneurial eco system with emphasis on innovation, incubation & entrepreneurship that inculcate startup ventures creation competent of becoming part of the fortune list of companies.

NATIONAL CONFERENCE: INNOVATION & ENTREPRENEURSHIP DEVELOPMENT

The National Conference organized by the Dept of MBA, KLBS and CIIE brings brightest minds in India to a common platform to share the ideas and to recreate the ideologies in the Innovation and Entrepreneurship development. This conference aims at synergizing the know-how across different sectors and industries for a coherent and composed learning for the young entrepreneurs and start-up aspirants.

SUB-THEMES

- ✓ Entrepreneurship and Economic Development
- ✓ The role of universities in fostering entrepreneurship
- ✓ Entrepreneurship and gender
- ✓ Quality, Process, Product and Technology
- ✓ Resource mobilization and Entrepreneurship
- ✓ Research & developments and Entrepreneurship
- ✓ New start up, e start up, innovation and digital economy
- ✓ Role of Science & Technology in managing enterprise
- ✓ Green Technology in Entrepreneurship
- ✓ Public Policy and Entrepreneurship
- ✓ Financial Institution and Entrepreneurship

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- ✓ Women Entrepreneurship, Social Entrepreneurship, Rural Entrepreneurship, Ecopreneurship
 - ✓ Emerging trends in Entrepreneurship
 - ✓ Skill Development Mission, Sustainability and Entrepreneurial Issues
 - ✓ Entrepreneurship development and education system
 - ✓ Role of industry, organizations, civil society, social media and NGOs in Entrepreneurship
 - ✓ Ethics in Entrepreneurship and Risk Management
 - ✓ Family owned Enterprise
 - ✓ Entrepreneurship and Institutions
 - ✓ Entrepreneurship, Growth and Competitiveness
 - ✓ Entrepreneurship and regional development
 - ✓ International entrepreneurship
 - ✓ Corporate and Strategic Entrepreneurship
 - ✓ Entrepreneurial finance and venture capital
 - ✓ Entrepreneurship and governmental support
 - ✓ Social and community entrepreneurship
 - ✓ Green entrepreneurship
 - ✓ Entrepreneurial learning and communities of practice
 - ✓ Entrepreneurship and ethnic minorities
 - ✓ Corporate and strategic entrepreneurship
 - ✓ Entrepreneurship and regional development
 - ✓ Governmental support for entrepreneurs
 - ✓ Entrepreneurial learning and communities of practice
 - ✓ Small / family business management, intra / entrepreneurship
 - ✓ Understanding the role of entrepreneurship for social change;
 - ✓ Ecosystems of entrepreneurial knowledge creation with citizens;
 - ✓ Sustainable Innovation and Technology Incubation
 - ✓ Innovation and technological entrepreneurship
 - ✓ Innovation and Management of Renewable Resources
 - ✓ Innovation for low-income markets and social innovation
 - ✓ Innovation for sustainable development
 - ✓ Innovation in services, logistics and supply-chain management
 - ✓ Process Innovation
 - ✓ Technological innovation, product innovation and industrial innovation
 - ✓ Fintech for Services Sector
 - ✓ Technology Transfer, Marketing and Commercialization
 - ✓ Management of Technology in Developing Countries
 - ✓ Managing collaborative innovation
 - ✓ Managing IT and E-Commerce
 - ✓ E-technology adoption
 - ✓ Social business and innovation
 - ✓ Service innovation
 - ✓ Institutionally and research driven innovation

CHIEF PATRONS:

Sri. Er. Koneru Satyanarayana Garu, Honorable President, KLEF

Smt. Koneru Kanchana Latha Garu, Secretary, KLEF

PATRONS:

Sri. Koneru Havish, Vice President, KLEF

Sri. Koneru Raja Harin, Vice President, KLEF

Prof. S S Mantha, Chancellor, KL

Dr. E. Venkat, Pro Chancellor, KL

Prof. L S S Reddy, Vice chancellor, KL

Prof. N. Venkatram, Pro Vice Chancellor, KL

Prof. Y V S S S V Prasada Rao, Registrar, KL

ORGANISING TEAM

ADVISORS:

Dr. M. Kishore Babu - Dean-MHS

Dr. K L Narayana - Advisor - R&D

CONFERENCE CHAIRMAN:

Dr. J K Singh - Dean-R&D

CONVENERS:

Dr. P V Vijay Kumar Reddy - HoD-MBA, KLBS

Dr. K. Rajasekhar - Associate Dean, CIIE

CO- CONVENERS:

Dr. K. Hema Divya - Assoc. Professor, MBA-KLBS

Dr. K. Sekhar Rao - Assoc. Professor, MBA-KLBS

Dr. Ch. Balaji - Asst. Professor, MBA-KLBS

Dr. K. Siva Prasad - Asst. Professor, MBA-KLBS

Dr. J. Venkata Ramana - Asst. Professor, MBA-KLBS

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Dr. R. S. V. Rama Swathi – Assistant Professor, MBA, KLBS

Dr. Subham Saxena – Assistant Professor, MBA, KLBS

MANUSCRIPT SUBMISSION LAST DATE:

15th March 2021

REGISTRATION:

Students : Rs. 200
Scholars & Academicians : Rs. 500
Industry professionals : Rs. 750

BANK DETAILS:

Bank Name : SBI
Account Name : KLEF
Account Number : 62162871052
IFSC CODE : SBIN0021361

REGISTRATION LINK & QR CODE:

<https://bit.ly/3sKMx0V>

REGISTRATION E-MAIL ID:

ied2021@kluniversity.in

PUBLICATION:

Identified papers will be published in Scopus indexed journal
Conference proceedings will be published as a book with ISBN
Identified papers will be published in KIJMR – Koneru International
Journal of Management Research

For conference details contact:

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**SOME OF THE PICS RELATED TO THIS
CONFERENCE ARE BELOW**





