



Entrepreneurship Development Institute of India Ahmedabad

16th Biennial Conference on Entrepreneurship (February 26-28, 2025)

Conference Schedule

26th February 2025 (Wednesday)

0900 hours to 1000 hours : Registration (Prekshagruh Lobby)
1000 hours to 1130 hours : Inauguration
Venue - Prekshagruh
Invocation - **Ms. Abhirami Roy**, PGDM-E Student
Lighting of the Ceremonial Lamp
Welcome Address

Prof. (Dr.) Sunil Shukla
Director General, EDII, Ahmedabad &
Conference Chair, 16th Biennial Conference on Entrepreneurship

Release of Conference Proceedings (Abstracts)

Release of 3rd Special Issue of the Journal of Entrepreneurship on
“Entrepreneurship and Society”

Guest Editor

Prof. (Dr.) Suresh Bhagavatula
Professor of Entrepreneurship
Indian Institute of Management Bangalore

Address by the Chief Guest -

Prof. (Dr.) T.V. Rao
Founder and Chairman
T V Rao Learning Systems Pvt Ltd
Ahmedabad &
Former Professor
Indian Institute of Management Ahmedabad

Vote of Thanks -

National Anthem

1130 hours to 1200 hours : Group Photo and Reception

16th Biennial Conference on Entrepreneurship

1200 hours to 1330 hours :

Vice Chancellors'/Directors' Conclave

Innovations in Entrepreneurship Education

Moderator

Prof. (Dr.) Harivansh Chaturvedi

Director General

IILM Delhi

Panelists

Prof. (Dr.) Deepak Kumar Srivastava

Director

Indian Institute of Management Ranchi

Prof. (Dr.) Rajat Moona

Director

Indian Institute of Technology Gandhinagar

Prof. (Dr.) Rajul K. Gajjar

Vice-Chancellor

Gujarat Technological University

Ahmedabad

Prof. (Dr.) Ravi P Singh

Provost

Adani University

Ahmedabad

Prof. (Dr.) Sameer Sood

Director

National Institute of Fashion Technology

Gandhinagar

1330 hours to 1430 hours :

Lunch

1430 hours to 1615 hours : Concurrent Sessions

Concurrent Sessions		
Session I-A	Session I-B	Session I-C
Theme: Entrepreneurship Theory and Practice	Theme: Entrepreneurship Education	Theme: Entrepreneurship Ecosystem
<p>Venue: Manthan I Chair: Dr. Abdul Razak EDII, Ahmedabad</p> <p>Co-Chair: Dr. Dharmendra Mehta Vikram University, Ujjain</p> <p>Rapporteur: Dr. Yamini Chandra EDII, Ahmedabad</p> <p>A Sustainable Business Model for the Commercialization of Gait Watch – A Fall Risk Prediction Device <i>Jayashree L. S., Suresh Kumar P. & Madhana K.</i></p> <p>Decoding the Motivators of Habitual Entrepreneurs in India <i>Kaushik Meenakshi Ramesh, Amita Pathania & Sunita Tanwar</i></p> <p>Entrepreneurial Intensity: The Literature Based and Bibliometric Study <i>Analyjoti Basu, Priya Singh, Chinbita Sanyal & Pankaj Bharti</i></p> <p>Entrepreneurship: A Systematic Literature Review Accompanied by Bibliometric and Meta Analytical Insights <i>Pankaj Parmeshwar Sharma</i></p> <p>Interstices and Relative Impregnable base in Penrose Effect: In the Process of Building Theory on Growth of Entrepreneur Managed Small Firms <i>Satyajit Majumdar</i></p> <p>Role of Entrepreneurship in Circular Economy: A Systematic Literature Review and Bibliometric Analysis <i>Deepak Ranjan</i></p> <p>Serial Entrepreneurship Dynamics: Unveiling the Role of Setbacks, Emergent Learning, and their Influence on Firm Resilience <i>Sukriti Pandey, Ruchika Khetarpal & Satya Ranjan Acharya</i></p>	<p>Venue: Manthan II Chair: Dr. Satya Ranjan Acharya EDII, Ahmedabad</p> <p>Co-Chair: Dr. Zahoor Ahmad Paray EDII, Ahmedabad</p> <p>Rapporteur: Mr. Raunak Gupta EDII, Ahmedabad</p> <p>A Review Paper on Models and Challenges in Entrepreneurship Education <i>Satish Kumar V & B. Girirajapriya</i></p> <p>AI-Enhanced Teaching: Empowering Entrepreneurship Educators <i>Mahita Kaushik & Shivali Kumari</i></p> <p>Capacity Development and Lifelong Learning <i>Arun Pal</i></p> <p>Crafting and Assessing Experiential Learning Scale Concerning to Entrepreneurship for Students in Higher Education <i>Mohit Taneja</i></p> <p>Critical Analysis of Agripreneurial Willingness of the Agri-Graduates in Odisha <i>Biswajit Mallick</i></p> <p>Developing Entrepreneurial Skills Through IB MYP-DP Curriculum and Pedagogy <i>Moti Kumari Jha</i></p> <p>Entrepreneurship Education's Role in Shaping Intention and Competence: A Comprehensive Analysis Employing the SPAR-4-SLR Protocol <i>Amruthambika P & Badusha Muhammed</i></p>	<p>Venue: Vimarsh IV Chair: Dr. Amit Kumar Dwivedi EDII, Ahmedabad</p> <p>Co-Chair: Dr. Kumar Aashish Jaipuria Institute of Management Noida</p> <p>Rapporteur: Mr. Satyanarayan Rath, EDII, Ahmedabad</p> <p>A Study on the Impact of Climate Changes on Sundarbans Ecosystem and Challenges for Wild Honey Entrepreneurships <i>Diya Das, Rampada Bera & Indranil Chatterjee</i></p> <p>Entrepreneurial Ecosystem in Higher Education in India: Opportunities, Prospects and Future Pathways for the Young Generation <i>Vijayalakshmi Iyengar & S.N. Singh</i></p> <p>Entrepreneurial Intention to Action among Students: Impact of Success vs. Failure Lens of Analysis <i>Krishna Dixit & Andrella Chatterjee</i></p> <p>Entrepreneurship Development in the Handloom Industry of Northeast India: A Study on Role of Institutions and Policies <i>Kangkana Haloi, Chandan Kumar & Smriti Das</i></p> <p>Fostering Grassroots Entrepreneurship Evaluating the Role of Pradhan Mantri Mudra Yojana in India's Entrepreneurial Ecosystem <i>K. P. Radhika & Rithika Jayabharathi Yuvarajan</i></p>

16th Biennial Conference on Entrepreneurship

<p>Synaptic Franchise as an Entrepreneurship Tool: A Transformation for Franchise Success and the Future of Sustainable Franchising – A Perceptual Overview <i>Sudbarsan N & Shankar R</i></p> <p>The Entrepreneurial Pedagogical Practice Scale: Construction and Validation <i>Reena Rana & Akanksha Srivastava</i></p>	<p>Impact of Entrepreneurial Education on Engineering Students' Mindset in the Coimbatore Region <i>V Senthil Kumaran, Elangovan S & Dharun N</i></p> <p>Understanding Entrepreneurial Education Through the Lens of Entrepreneurs <i>Shreenidhi R</i></p>	<p>Gender Dynamics and Entrepreneurial Actions: A Comparative Analysis within the Entrepreneurial Ecosystem <i>Rannak Gupta & Ashutosh Mishra</i></p> <p>Indian Entrepreneurship Since 2000-2024: A Highlighted Literature Exploration <i>G.P. Bhandari & Analiyoti Basu</i></p> <p>Understanding Entrepreneurial Ecosystem and Entrepreneurship Activity in India: Evidence from the Global Entrepreneurship Monitor Project <i>Nivedita Dwivedi & Amit Kumar Dwivedi</i></p> <p>Using Vroom's Expectancy Theory to Understand Motivating Factors of Community Institution's Leadership <i>Subhasish Chaki</i></p>
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1615 hours to 1630 hours : Tea Break

1630 hours to 1700 hours : Presentation on

Importance of Financial Planning Education in Management as well as Entrepreneurship Programs in India
by
Krishan Mishra, CEO, FPSB India

1800 hours : City Visit

27th February 2025 (Thursday)

0900 hours to 1045 hours :

Concurrent Sessions		
Session II-A	Session II-B	Session II-C
Theme: Psychology and Entrepreneurship - I	Theme: MSME Entrepreneurship	Theme: Technology and Digital Entrepreneurship
Venue: Manthan I Chair: Dr Kailash BL Srivastava Indian Institute of Technology Kharagpur Co-Chair: Dr. Anju Karna Pandey EDII, Ahmedabad Rapporteur: Ms. Vidhy Shethna EDII, Ahmedabad Breaking Barriers? The Role of Perceptions in Entrepreneurial Intentions Across Genders in India <i>Hemverna Dwivedi, Richa Kotbari & Sheetal Sharma</i> Cognitive and Behavioral Aspects of Entrepreneurship <i>Arum Chalotra</i> Cognitive and Behavioral Aspects of Entrepreneurship among Farmer Producer Organization Members <i>Badigi Pavan Naik</i> Cognitive and Behavioral Aspects of Entrepreneurship: A Bibliometric Analysis <i>Sheetal Thomas & Reshmi Banerjee</i> Comparative Analysis of Socio-Economic and Wellbeing Conditions of Gig Workers in India <i>Vikrant Yadav & Pankaj Bharti</i> Development of Entrepreneurial Personality Scale (EPS): A Study on SMEs in India <i>Shilpi Gupta Vijay & Amit Mookerjee</i> Exploring Entrepreneurial Intentions: the Role of Personality Traits Entrepreneurial Motivation and Locus of Control Among Hyderabad's Professional Students <i>Regalla Ravi Kanth, M.S. Bhat & D. Raghunatha Reddy</i>	Venue: Manthan II Chair: Dr. Rajeev Sharma EDII, Ahmedabad Co-Chair: Dr. Krishna Dixit Institute of Management Technology Hyderabad Rapporteur: Ms. Nandini Varshney EDII, Ahmedabad Analysis of Spatial Distribution of MSME Clusters in India <i>Ritobrato Bhattacharyya</i> Assessing the Effectiveness of Government Subsidies on MSME Performance in Kamrup District of Assam: An Impact Evaluation Study <i>Dipakshi Das & Nivedita Goswami</i> Empowering Women: A Case Study on the Female Sambalpuri Weavers in Bargarh District of Odisha. <i>Bishnu Prasad Panda & Bibhu K. Mohanty</i> Focus on MSMEs: Competitiveness, Growth and Sustainability <i>Dinyalaksbmi S & Agnesh Roshini</i> Roadblocks in the Firm Survival: A Study on Indian Firms <i>Isha Ramawat</i> Significance of SMEs in the Indian Context: Through the Lens of Qualitative Approach <i>Nandini Varshney, Satya Ranjan Acharya & Sucheta Agarwal</i> The Creatorpreneur Journey: Building Micro-Enterprise through Personal Branding in a Fragmented Digital Ecosystem <i>Amrita Shil</i>	Venue: Vimarsh IV Chair: Dr. Satyajit Majumdar Tata Institute of Social Sciences Mumbai Co-Chair: Dr. Simran Sodhi Institute of Management Technology Ghaziabad Rapporteur: Mr. Kumar Anubhav EDII, Ahmedabad A CSR Need Assessment for Digital Empowerment of Rural Entrepreneurs <i>Anurag Kumar, Ranjan Kotiyal & Akash Sabu</i> A Study of Usage of Digital Transactions by Young Entrepreneurs and Its Impact on Knowledge, Attitude and Practice (KAP) for Running Enterprises in Santiniketan, Birbhum and Ghurni, Nadia District of West Bengal <i>Shaik Salman Asharaf & Sharmistha Bhattacharjee</i> CaRes Fitwatch - An Innovative Wearable Device to Automate the Cardiorespiratory Fitness Estimation in Preventive Cardiology Applications <i>Madhana K. & Jayashree L. S.</i> Digital Transformation and Knowledge Management for Technopreneurship Success <i>Reshmi Manna, Krishna Dixit, Saubhagyavardhan Shukla & Abhay Kumar Bafna</i> Drivers and Barriers to Solar Energy Adoption Among Commercial Consumers in Uttar Pradesh, India <i>Pratishtha Awasthi & Sabeeha Fatima</i>

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<p>Exploring the Entrepreneurial Intentions of Business and Commerce Students: Insights from Select HEIs of Kolkata <i>S Kavitha & Abhik Kumar Mukherjee</i></p>	<p>Understanding Firm's Transition Across Size in India: Age, Sector & Entry-Exit Dynamics <i>Akhilesh Kumar Sharma & Tripti</i></p> <p>Why Firms Fail- Evidence from Entrepreneurial and Innovative Firm: An Indian Perspective <i>Aditi Sharma, Komal Malik & Manoj Joshi</i></p>	<p>Entrepreneurship at the Crossroads of Tradition and Technology: Examining the Impact of Digital Microfinance on Banarasi Silk Weaving Communities <i>Prashant Bhatt & Sana Moid</i></p> <p>Harnessing AI for Market Research: Boosting SMEs' Global Competitiveness <i>Heena</i></p> <p>Leveraging Business Model Innovation in Startups: Factors Influencing New Product Development Performance <i>Kumar Anubhav, Satya Ranjan Acharya & Kumar Aashish</i></p> <p>The Convergence of Digital Entrepreneurship and Artificial Intelligence: A Conceptual Framework <i>Prabhu G, Varsha G, Shobana M & Raja Rajeswari</i></p>
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1045 hours to 1100 hours : Tea Break

1100 hours to 1300 hours :

Concurrent Sessions		
Session III-A	Session III-B	Session III-C
<p>Theme: Psychology and Entrepreneurship - II</p>	<p>Theme: Inclusive Entrepreneurship</p>	<p>Theme: Startup and Innovation</p>
<p>Venue: Manthan I Chair: Dr Kailash BL Srivastava Indian Institute of Technology Kharagpur</p> <p>Co-Chair: Dr. Anju Karna Pandey EDII, Ahmedabad</p> <p>Rapporteur: Ms. Vidhy Shethna EDII, Ahmedabad</p> <p>Gender Differences in Entrepreneurial Intentions and Perceived Barriers Among Undergraduate Students in Sikkim <i>Dushyant Kharel, S.S. Mahapatra & Abhijit Dutta</i></p> <p>Impact of Big Five Personality Traits on Entrepreneurial Intentions of Students: A Pilot Study <i>Anshita Yadav, Anjali & Pooja</i></p>	<p>Venue: Manthan II Chair: Dr. Pankaj Bharti EDII, Ahmedabad</p> <p>Co-Chair: Dr. Zahoor Ahmad Paray EDII, Ahmedabad</p> <p>Rapporteur: Dr. Priyadarsini Patnaik, EDII, Ahmedabad</p> <p>A Literary Study on Determinants of Attaining Organisational Performance in Enterprises Promoted By Military Veterans <i>Samir Jain & Hetal Dipen Vyas</i></p> <p>A Review on Intrapreneurship: Organizational and Individual Perspective <i>Satyanarayan Rath & Amit Kumar Dwivedi</i></p>	<p>Venue: Vimarsh IV Chair: Shri. Shailesh Modi EDII, Ahmedabad</p> <p>Co-Chair: Dr. Neha Sharma Accelerate India, Ahmedabad</p> <p>Rapporteur: Mr. Dhruv Patel EDII, Ahmedabad</p> <p>Analytical Review on the Functioning of Incubation Centres in Fostering Entrepreneurship in India <i>Prathib Vamsi & Ram Jagadeesh</i></p> <p>Assessing the Impact of Founder's Halo Effect on Sustainability of Startup <i>Seema H. Kadam & Hiral Tailor</i></p>

<p>Impact of Perceived Traits on Solar Panel Implementation in Enterprises: A Study from Uttar Pradesh <i>Pratishtha Awasthi & Sabeeha Fatima</i></p> <p>Path Creation through Imagination: The Case of Pioneering Entrepreneurs in India <i>Charu Rastogi, Srivardhini Jha & Sanjay Jain</i></p> <p>The Revalidation of the Self-Rating Questionnaire (SRQ) <i>Reena Rana & Akanksha Srivastava</i></p> <p>The Socioeconomic Outcomes and Wellbeing of Gig Workers: A Systematic Literature Review <i>Vikrant Yadav & Pankaj Bharti</i></p> <p>VITALIS: A Small Venture for Dietary Solutions <i>Vasanthamani K., Abrajith M. & Krishnaprasath U. M.</i></p>	<p>Analysing the Factors Influencing Marginalized Entrepreneurs in India <i>Amir Hussain, Zaboora Ahmad Paray, Mohd. Yasir Arafat & Mohd Saeem Khan</i></p> <p>Dynamic Legal Configurations: Pathways to Success for Migrant Entrepreneurs <i>Sreejith P. M. & Sreejith S.</i></p> <p>Entrepreneurial Bricolage in Kudumbashree: The Role of Social Networks in Resource Mobilization <i>Shabnas A</i></p> <p>Entrepreneurial Inclinations of the Millennial Generation from Marginalized Groups: An Empirical Investigation of Scheduled Castes (SC) and Scheduled Tribes (ST) <i>Bhaveshkumar J Parmar</i></p> <p>Environmental Health Impact Assessment (EHIA) Process for Agricultural and Horticultural Processes- A Case Study on Ginning of Indian Seed-Cotton (or Kapas) <i>Vijayan Gurumurthy Iyer</i></p> <p>Exploring the Ecosystem Gaps in Green Entrepreneurship: A Study of Western Maharashtra's Entrepreneurial Landscape <i>Neehar M Brave & Rajesh Manerikar</i></p> <p>Women Entrepreneurs with Disabilities: Disadvantaged by the Square of Two <i>Simran Sodhi, Amit Kumar Dwivedi</i></p>	<p>Determinants of Performance of Indian Unicorns: A Mixed Method Approach <i>Naveen Kumar K, Ashutosh Kashyap & Harsh Sinha</i></p> <p>Exploring the Role of Artificial Intelligence in Talent Acquisition in Startups: A Multiple Case Study <i>Nitu Bharti & Kumar Mukul</i></p> <p>Fostering Innovation and Entrepreneurship: Analysing India's Start-up Ecosystem and Government Initiatives <i>Abdul Razak</i></p> <p>Healthcare Startups and Sustainability: Unveiling Critical Issues and Growth Opportunities <i>Vinita Gadhavi & Hitesh Vekariya</i></p> <p>Mentoring for Entrepreneurial Success: How Guidance Fuels Growth and Innovation <i>Trupti Labiri, Shradha Labiri & Mehak Chaturvedi</i></p> <p>Profile of Managerial Skills of Workforce in Start-ups and Enterprises <i>Ananya Mohanty, Swabhisa Rana & NDS Naga Seema</i></p> <p>Start-Ups and Innovation Ecosystem as Drivers of Economic Growth: Insights from Uttar Pradesh <i>Subhash Kumar & Mukta Pujari</i></p>
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27th February 2025 (Thursday)

1300 hours to 1400 hours : Lunch

1400 hours to 1545 hours :

Concurrent Sessions		
Session IV-A	Session IV-B	Session IV-C
Theme: Green and Sustainable Entrepreneurship	Theme: Social Entrepreneurship	Theme: Culture, Tradition and Value-based Entrepreneurship
<p>Venue: Manthan I Chair: Shri. S B Dangayach Innovative Thought Forum Ahmedabad</p> <p>Co-Chair: Dr. Akhilesh Kumar Sharma Institute for Studies in Industrial Development, Delhi</p> <p>Rapporteur: Ms. Sukriti Pandey EDII, Ahmedabad</p> <p>Entrepreneurship and Sustainability <i>Vasundhara Chaudhary</i></p> <p>A Sustainable Food Supply Chain Model for Crisis Management <i>Geethu Mary George, G Menaka, Thomas Joseph & L S Jayashree</i></p> <p>Fostering a Sustainable Entrepreneurial Ecosystem through Social Innovation: The Role of Entrepreneurship Training and Entrepreneurial Competence <i>Badusha Muhammed & Amruthambika P</i></p> <p>Green Business Practices Adoption by MSMEs: A Story from Indonesia <i>Tulus Tambunan</i></p> <p>Green Economy and MSME Performance in India: Evidence from World Bank Survey Data <i>Naveen Kumar K & Rushikesh Ranaji Honmore</i></p> <p>Perception of B-School Students of Ahmedabad on Environmental Sustainability <i>Janvi Sharma</i></p>	<p>Venue: Manthan II Chair: Dr. Piyush Kumar Sinha EDII, Ahmedabad</p> <p>Co-Chair: Dr Ashwin Parwani Pandit Deendayal Energy University Gandhinagar</p> <p>Rapporteur: Ms. Anshu Sinha EDII, Ahmedabad</p> <p>A Review Paper on Social Innovation: A Pathway to Sustainable Development <i>R. Velmurugan</i></p> <p>An Empirical Analysis of the Factors Affecting Social Entrepreneurship Interests Among College Students in South Kashmir <i>Gh Hassan Thakur</i></p> <p>Assessing the Societal Outcome of Entrepreneurship Education: A Multi-Dimensional Analysis <i>Sheetal Thomas, Mridula Goel & Devang Joshi</i></p> <p>Fostering Women’s Social Entrepreneurship and Sustainable Development in Small and Medium Enterprises “With Special Reference to Handloom and Handicraft” <i>Sharmila Singh, Dharmendra Mehta , Vijay Kumar Verma & Amit Kumar Singh</i></p> <p>Impact of Service Learning on Social Entrepreneurial Mindset <i>Harmeet Kaur Dawar</i></p>	<p>Venue: Vimarsh IV Chair: Dr. Satyajit Majumdar Tata Institute of Social Sciences, Mumbai</p> <p>Co-Chair: Dr. Vasundhara Chaudhary National Institute of Fashion Technology, New Delhi</p> <p>Rapporteur: Mr. Ashutosh Mishra EDII, Ahmedabad</p> <p>8 S Model for Entrepreneurial Success as Guided by Mahabharata and Life of Lord Krishna <i>Hitendra Gandhi</i></p> <p>An Impact Study on the Role of Governmental Intervention for Financial Inclusion and Economic Well-Being of Moules - Entrepreneurs of Sundarbans <i>Amit Majumder, Sajal Kr Maiti, Debarshi Mandal, Anwesha Podder & Diya Das</i></p> <p>Care to Commerce: A Study of Assisted Living Facilities in Pune City <i>Rajeshree Gokhale, Manjusha Wadekar, Neetika Sharma & Mitali Yarde</i></p> <p>Communication Ecology of Artisans: A Study on Communication Dynamics Amongst Various Stakeholders <i>Anshu Sinha, Rajesh Gupta & Piyush Kumar Sinha</i></p> <p>Cultural Consumption: Exploring a Dynamic Perspective for Arts Entrepreneurs <i>Achala Bhargavi R & Kumar Mukul</i></p>

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<p>Small and Medium Enterprises (SMEs) Finance towards Sustainable Development and Innovation <i>Arun Chalotra</i></p> <p>Strategic Innovation in Supply Chain Management- A Case Study of Green Sizz Pvt. Ltd. <i>Durga Devi & Kamal Anil</i></p> <p>Turning Trash into Trust: How Circular Entrepreneurship Model Contributes to Sustainability <i>Reshmi Manna, Kirtika Chetia, Ankit Singh, Hotri Trivedi & Anshika Gupta</i></p>	<p>Leveraging Social Entrepreneurship Capitals for Measuring Social Impact: An Empirical Insight <i>Anisha Yadav, Jaspreet Kaur, Aarti Bhadauria & Preeti Manani</i></p> <p>Social Innovation and Entrepreneurship: Transforming Rural Livelihoods in India <i>Chandan Kumar, Esrafil Ali & A Bhavani</i></p> <p>Turning Crisis into Opportunity - Social Innovation to Develop an Entrepreneurial Mindset Amongst Tribal Communities in Times of Crisis <i>Trupti Labiri, Kamini Pradhan & Sbraddha Labiri</i></p> <p>Values-Driven Sustainability: A Multi-Capital Framework for Social Enterprises <i>Divakar Singh & Richa Awasthy</i></p>	<p>Cultural Entrepreneurship in the Context of the Indian Knowledge System: A Literary and Philosophical Exploration <i>Nidhi Kanshal</i></p> <p>Innovations in Architecture of Lifestyle Design: A Journey of Traditional Heritage through Value-based Entrepreneurship <i>Harini P. R., Jenella B., Anand M. & Sivakumar P.</i></p> <p>Role of Social Media in Influencing the Perception on Corporate Social Responsibility and Brand Loyalty <i>Janani Meher & Sabat Kumar Digal</i></p> <p>The Role of Museums, Monuments and Sites to the Development of Cultural Heritage Tourism Entrepreneurship in Tanzania <i>Angelo C. Nzarabahi</i></p>
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- 1545 hours to 1600 hours : Tea Break
- 1600 hours to 1700 hours : **Presentation on Global Entrepreneurship Monitor: India Report**
- 1700 hours to 1730 hours : **Presentation by Gold Sponsor SAGE Publications India Pvt. Ltd**
- 1930 hours : Director General's Dinner at EDII Main Lawns

28th February 2025 (Friday)

0900 hours to 1045 hours :

Concurrent Sessions		
Session V-A	Session V-B	Session V-C
Theme: Women Entrepreneurship - I	Theme: Rural Entrepreneurship - I	Theme: Nascent Entrepreneurship and New Venture Creation & Family Business - I
Venue: Manthan I Chair: Dr. Sumita Srivastava Dayalbagh Educational Institute Agra Co-Chair: Dr. Reshmi Banerjee EDII, Ahmedabad Rapporteur: Ms. Anuja Sharma EDII, Ahmedabad A Study on the Role of Family Support on the Success of Women Entrepreneurs <i>Shraddha Yadav</i> Agricultural Technology Management Agency (ATMA) and Women Empowerment in Kerala: A Conceptual Study with Reference to Thiruvananthapuram District <i>Suresh S K & Harisundar G</i> Attitude and Impediments of Financially Literate Women Toward Entrepreneurial Development in Odisha: An Empirical Study <i>Lipsa Priyadarshini Naik & Kishore Kumar Das</i> Bridging Socio-Cultural Barriers by Nurturing Women Entrepreneurship: A Case Study of ZingnZest <i>Satabdi Roy, Gaurav Majumdar & Vikas Dargan</i> Community Morphing Through Women-led Entrepreneurship: A Case Study of Pabiben.com <i>Diti Pundrik Vyas & Subhalaxmi Mohapatra</i> Conceptualizing Empowerment through the Lived Experiences of the Women Entrepreneurs: A Qualitative Inquiry <i>Chitrakleha Chandhari & Samapti Guba</i>	Venue: Manthan II Chair: Dr. Rajesh Gupta EDII, Ahmedabad Co-Chair: Dr. Sheetal Thomas EDII, Ahmedabad Rapporteur: Mr. Vikrant Yadav EDII, Ahmedabad A Study on Effectiveness of ICT on SVEP's Implementation with Reference to Local Self-Governing Bodies in Tappal Block, Uttar Pradesh <i>Akash Shah, Sabil Srivastav & Akash Sabu</i> A Study on the Role Played by Local Self-Governing Bodies of SVEP in Tappal Block (UP) to Support Beneficiaries of the Scheme During COVID and for the Post Pandemic Recovery <i>Akash Shah, Sabil Srivastav & Akash Sabu</i> Channelizing Technology Interventions and Adoption in the Context of Frugal Innovation for Rural Entrepreneurs of India <i>Ananthavalli Ramesh & Raman Gujral</i> Entrepreneurial Orientation and Effectiveness of Producer Collectives <i>Shruthi Surendran, Rajesh Gupta & Piyush Sinha</i> Entrepreneurial Status and Constraints of Dyeing Craftsmen <i>Dashora Shikha & Dashora Pragya</i> Factors Affecting Scaling Up Intentions of Women Micro-enterprises in Kerala <i>Sangeetha K Prathap</i>	Venue: Vimarsh IV Chair: Dr. Hitesh J. Shukla Saurashtra University Rajkot Co-Chair: Dr. Harisundar G. Mohandas Institute of Management Thiruvananthapuram Rapporteur: Ms. Ruchika Khetarpal, EDII, Ahmedabad <u>Family Business</u> 'Ubuntu' [Trans-generational Enterprises (Family Business)] <i>Amit M. Bhattacharya & Oindrila Banerjee</i> <u>Nascent Entrepreneurship and New Venture Creation</u> Analyzing the Importance of Entrepreneurship Competencies from the Perspective of Professors and Students in University Educational Programs <i>Kaveh Dadashpoor & Seyed Jafar Zonoozi</i> Crisis of Entrepreneurial Impression Mismanagement in Pitch Competitions <i>Ashapurna Das & Apurva Sanaria</i> Enhancing SMEs Competitiveness Along Value Chains Approach in Technology Dissemination in North Rift and Western Regions of Kenya <i>Michael Cheloti, Hannah Mugure, Arthur Onyuka, Ingrid Wekesa, Ephraim Gitaiithi, Benard Kibet, Gladys Mugo, Emmanuel Kariuki, Duncan Mugera & Anne Ndiege</i>

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<p>Developing Women Mentors for Women Entrepreneurship Development in Rural Areas <i>Raunak Gupta, Shrutbi Surendran, Rajesh Gupta & Piyush Kumar Sinha</i></p> <p>Entry Barriers for Rural Women Entrepreneurs of Kashmir Region <i>Anshu Sinha, Rajesh Gupta & Piyush Kumar Sinha</i></p>	<p>Geographical Indication(GI) and Market Advantage for Indian Sundarban's Wild Honey: A Catalyst for Regional Entrepreneurship and Development <i>Amvesha Podder, Debarsbi Mandal & Shyam Sundar Pradhan</i></p>	<p>Entrepreneurship Education: A Catalyst for Developing Readiness, Mindset and Behaviour <i>Ashutosh Mishra & Ruchika Khetarpal</i></p> <p>Harnessing Business Intelligence Law for Technopreneurs' Protection in a Context of Geopolitical Tensions and Resurgent Protectionist Policies <i>Salisson Alio Sanda</i></p> <p>Legal Structures, A Barrier to Innovation in Women-owned New Businesses <i>Rejakeshi Ghosh & Rasananda Panda</i></p> <p>Measuring the Challenges in Early-stage Entrepreneurship in Kerala: Scale development and Validation <i>Jisha Gopi</i></p>
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1045 hours - 1100 hours : Tea Break

1100 hours - 1300 hours :

Concurrent Sessions		
Session VI-A	Session VI-B	Session VI-C
<p>Theme: Women Entrepreneurship - II</p>	<p>Theme: Rural Entrepreneurship - II</p>	<p>Theme: Nascent Entrepreneurship and New Venture Creation & Family Business - II</p>
<p>Venue: Manthan I Chair: Chair: Dr. Sumita Srivastava Dayalbagh Educational Institute Agra</p> <p>Co-Chair: Dr. Reshmi Banerjee EDII, Ahmedabad</p> <p>Rapporteur: Ms. Anuja Sharma EDII, Ahmedabad</p> <p>Government Initiative Towards Supporting Women Entrepreneurs in India Leading to Their Success <i>Anjali Singh & Priyanka Srivastava</i></p> <p>Mapping the Landscape: A Bibliometric Study of Women Entrepreneurs in the Digital Economy <i>Nikita Upadhyay & Judith Gomes</i></p>	<p>Venue: Manthan II Chair: Dr. Rajesh Gupta EDII, Ahmedabad</p> <p>Co-Chair: Dr. Sheetal Thomas EDII, Ahmedabad</p> <p>Rapporteur: Mr. Vikrant Yadav EDII, Ahmedabad</p> <p>Market Orientation of Traditional Artisan-Based Entrepreneurial Ventures with Reference to Bell Metal Industry <i>Monalisha Dutta & Ayekepam Ibencha Chanu</i></p> <p>Role of Farmer Producer Companies (FPCs) in the Production and Marketing of Millets in Odisha <i>Samit Kumar, Sapna Arora & Raman Gujral</i></p>	<p>Venue: Vimarsh IV Chair: Dr. Hitesh J. Shukla, Saurashtra University Rajkot</p> <p>Co-Chair: Dr. Harisundar G. Mohandas Institute of Management Thiruvananthapuram</p> <p>Rapporteur: Ms. Ruchika Khetarpal, EDII, Ahmedabad</p> <p>Beyond the Game: The Role of Sports in Developing Life Skills and Entrepreneurial Mindsets in Youth <i>Juliana Machuve</i></p> <p>Integrating Neuromarketing into Entrepreneurship Education: A Curriculum for Economic Empowerment <i>Anju Karna Pandey & Satya Ranjan Acharya</i></p>

<p>Motivation of Women Academic Entrepreneurs: Intrinsic and Extrinsic Factors for Pursuing Academic Entrepreneurship <i>Deepali & Heena Ansari</i></p> <p>Multiplier Impact of Women Entrepreneurs Among Family & Society <i>Prakashkumar Solanki</i></p> <p>Sustaining Women-Owned Group Enterprises in Rural India: Analysing Key Factors and Challenges for Long-Term Success <i>Mantri Sai Naresh & Ashwin Parvani</i></p> <p>The Impact of WEDP on the Economic Empowerment of Women Entrepreneurs in Hawassa City, Ethiopia <i>Tayeoh Tagesse</i></p> <p>The Role of Female Entrepreneurs in Green Entrepreneurship: A Systematic Review <i>Archana Gablot & Sucheta Agrawal</i></p> <p>Women Social Entrepreneurship: The Emerging Research Issues <i>Megha Sharma & Archana Singh</i></p>	<p>Sustainable Traditions: Evaluating the Technical Efficiency of Assam's Cane and Bamboo Handicrafts <i>Gitanjali Goswami & Nivedita Goswami</i></p> <p>The Role of Rural Institutions in Strengthening Rural Entrepreneurship: Insights from Management Practices in Dandi Path Heritage Villages <i>Bhavin Gobil & Lokesh Jain</i></p> <p>The Role of Savings and Lending Groups in the Financial Inclusion of Rural Women Entrepreneurs: A Case Study of IMPABARUTA Cooperative in Kamonyi District, Rwanda <i>Albertine Mukamwezi, Johnson Ocan & Francis Akena Adyanga</i></p> <p>Unravelling Ultra-Poverty: the Applique Artisans at Village Ghoradia, Orissa Afflicted with. <i>Sukamal Deb</i></p>	<p>Investigating the Impact of Implementation Intentions on Entrepreneurial Intentions-Actions Link among Youth <i>Ruchika Khetarpal & Amit Kumar Dwivedi</i></p> <p>Leveraging Culture, Tradition and Value based Entrepreneurship through Street Theatre – A Case Study of Unique Heritage Theatre “KATTAI KKUTTU”. <i>C Amutha Charu Sheela & V SenthilVelan & S Ilayave</i></p> <p>Nudges as Catalysts of a Proactive Integration of Legal Protection Mechanisms in Technopreneurship <i>Salisou Alio Sanda</i></p> <p>Optimizing the Mineral Value Chain through Entrepreneurship: Addressing Gaps and Technology Needs in Kisii County <i>Hannah Mugure, Michael Cheloti, Arthur Onyuka, Nicodemus Mutinda & Rose Mboya</i></p> <p>Predicting Entrepreneurial Action: Role of Entrepreneurial Readiness, Intentions and Family Support <i>Shivali Kumari & Mahita Kaushik</i></p> <p>Technopreneurs and Regulations: A Contreproductive Legislative Inflation Source of Uncertainties and Obstacles <i>Salisou Alio Sanda</i></p> <p>The Entrepreneurial Nexus: Bridging Individual Traits, Team Dynamics, and Strategic Decision-Making <i>Rahul Vats</i></p>

1300 hours – 1400 hours

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Lunch

1400 hours to 1500 hours

:

Valedictory Session

Opening Remarks
Conference Report

16th Biennial Conference on Entrepreneurship
Address by the Conference Chair
Announcement of Best Paper Awards
Vote of Thanks

1500 hours to 1530 hours

: High Tea

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