



SARDAR PATEL COLLEGE

Padmaraonagar, Sec-bad 500025
Re- accredited by B+ Grade by NAAC

DEPARTMENT OF BUSINESS MANAGEMENT

ORGANIZING

TWO DAY NATIONAL SEMINAR

ON

***INNOVATIVE STRATEGIES
IN ENTREPRENEURSHIP
AND BUSINESS MANAGEMENT***

**In collaboration with Department of Business
Management - OU**

ON 10th & 11th , July 2023

At 10: 30 am



**AT COLLEGE PREMISES NEW
BUILDING, 3RD FLOOR, AUDITORIUM**

PROFILE OF THE INSTITUTION

The Sardar Patel College was established in the year 1970, by Osmania Graduates Association & Exhibition society. It is jointly sponsored and managed by OGA & ES, The college in pursuit of excellence in education along the youth for the empowerment of socially and economically marginal sections of the society. College is offering BA, BBA, B.Com., and B.Sc all streams at UG level &M.Com., M.Sc(Org. Chem) and MBA at PG level.



About the Department

The Department of Business Management was initiated and started in the year 2009 which is affiliated to Osmania University and AICTE. The Department initiated to impart quality education to the youth while equipping them with knowledge and skills which would enable them to leave their individual mark in the business world. Department is playing a pivotal role in serving the society by shaping the careers of the students keeping in view the changing socio-economic environment of the global corporate world. At present intake of MBA is 120 at our college.

About the seminar

In the present competitive world, every management of the organization and Entrepreneurship should follow the Innovative strategies for the rapid development of business growth and to get competitive advantage in the market. Due to new technological development, rapid changes have occurred in the present business world. So, it is very essential concept to understand for the best practices of Business Management and Entrepreneurship.

This seminar provide a best platform to share the various research findings on Innovative Strategies in Entrepreneurship & Business Management, it describes about the Innovative strategies to overcome the challenges faced by Entrepreneurship and Business Management in the recent years and to find the best solutions.

Seminar objectives:

- 1.To know the Challenges & Problems faced by various Business.**
- 2. To know the Innovative Strategies in Entrepreneurship and Business Management followed in the present world.**

Sub -themes for Seminar

INNOVATIVE STRATEGIES

- Business Incubation Centers**
- Artificial Intelligence usage in Business**
- Quick Commerce**
- Strategic Partnership**
- Green Products**
- Green Accounting**
- Green Marketing**
- HR Audit**
- IFRS Accounts system**
- Cyber Frauds**
- Innovative Business Thoughts- Case Studies**
- Innovative Products for Business Growth**

ENTREPRENEURSHIP

- **Women Entrepreneurship**
- **Rural Entrepreneurship**
- **Gig Working System**
- **Crowd Funding**
- **EDP Strategies**
- **Institutional Support for Entrepreneurs**
- **Types of Entrepreneurs**
- **Self-Help Groups**
- **SME (Small medium entrepreneurs) role in Entrepreneurship**
- **Growth Rural Entrepreneur- Case study Presentation**
- **Various Bank/ Financial Schemes for Entrepreneur**
- **Young Entrepreneur(<30 age) Success Stories**

Call for Papers

The teaching faculty, research scholars, students, and industrialists are invited to participate and present the paper on the sub-themes mentioned above. The papers will be scrutinized by a Team of Experts and the selected papers will be published in scope based journals.

Abstract and paper submission details

Submission of Abstract & Full length Paper:12th June, 2023

Email ID for communication

sardarpatel.college2021@gmail.com

Submission Guidelines

The paper should be 4000 words (minimum) and 6000 words (maximum) including references. Abstract of the paper should not be more than 200 words. The name, designation, institution affiliation and position of each paper author should be given clearly under title of each contribution. Paper must be written in English typed using Times New Roman (Font size 12) and in MS Word. Page size should be A-4, single column with 2.5 cm margin on both sides with 1.5 line spacing. APA style of referencing needs to be utilized. All references and citations be correct, and that the contribution does not contain any material that infringe copyright or is defamatory, obscene, or otherwise unlawful or litigious. The abstract and full length paper should reach on or before the prescribed date and send to the following email address.

Email address, : sardarpatel.college2021@gmail.com

For any query kindly contact at 9849597378.

Registration fee:

Students: ₹200/-

Research Scholars: ₹350/-

Faculty Members: ₹500/-

Industrialists : ₹700/-



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Deva Karuna

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