



**Indian Council of Social Science Research
(ICSSR) Sponsored**

INTERNATIONAL SEMINAR

On

**Entrepreneurial Innovation &
Regional Development-**

**A Bridge between North-East India & Association
of South East Asian Nations (ASEAN)**

Date: 23rd and 24th of October, 2019



Organized by

Department of MBA (GCMS)

GAUHATI COMMERCE COLLEGE

Guwahati-21, Assam, India

The Seminar

Innovation and Entrepreneurship is at the heart of any growing economy, especially in those where standard practices and existing business models have become obsolete. Redundancy in business practices can lead to financial stagnancy. Entrepreneurship is key to innovating at the individual business level as well as inspiring overall business-sector growth. Successful entrepreneurship requires a focus on creativity, integrating innovation and strategic business practices.

Modern business practices have had to evolve rapidly to stay effective. With the exponential globalization of the world's economy, many industries have looked internationally for both manufacturing and market development. Although this is an inevitable aspect of globalization, it means that jobs, growth and wealth have been moving overseas.

This is especially true for large-scale, established businesses. To stay competitive in the globalized marketplace, they have to minimize expenses and streamline business models. As large-scale industry has traditionally accounted for the majority of revenue in developed economies, the out-sourcing of their manufacturing and market distribution can reduce stability and growth in those economies.

In general, entrepreneurs excel at recognizing and pursuing opportunities, whereas large, established companies excel at making use of opportunities and appropriating their value. For small businesses to succeed in today's competitive markets they need to find opportunities and take advantage of them. They should emphasize the importance of creativity and imagination while valuing and employing the strategic business practices necessary to implement new ideas effectively.

Ingenuity is at the core of modern entrepreneurship, which has become an important part of keeping well-developed economies growing. Whether launching a new social media platform, starting a digital marketing company or releasing the next big thing in tech gadgetry, entrepreneurs need to constantly push the boundaries of current trends, using new ideas and creative approaches. With the knowledge of business strategy and practice available in a master's degree of business administration with a focus on entrepreneurship program, degree candidates can learn how to turn their creativity into innovation.

The main objectives of the International Seminar are:

- ▶ To provide a platform for an exchange of views with leading practitioners professionals and academicians across the countries.
- ▶ To understand the emerging opportunities in the field of Innovation and Entrepreneurship.
- ▶ To help participants to understand the process, challenges, risks and rewards of starting up a new scalable venture across different culture
- ▶ To share information about the existing methods, experiences, current policies and strategies in this area.

Entrepreneurial Innovation & Regional Development - A Bridge between North-East India & Association of South East Asian Nations (ASEAN)

Sub-themes :

- I. Advantage Assam & North-East and Entrepreneurial Opportunities in ASEAN.
- II. Start-up Initiatives in North-East India.
- III. Act East Policy and its impact in North-East India.
- IV. Cultural, Historical and Political linkage with ASEAN.
- V. Innovation in North-East India: Prospects and Challenges.
- VI. Entrepreneurship as a Path to Gender Equality.
- VII. Digital Innovation and Socio-Economic Change.
- VIII. Environmental issues and Sustainable Development.
- IX. Entrepreneurial Innovation in Different Sectors :
 - ▶ Tourism
 - ▶ Infrastructure
 - ▶ Food
 - ▶ Healthcare
 - ▶ Education
 - ▶ Traditional Products

About Gauhati Commerce College Centre of Management Studies (GCMS)

Gauhati Commerce College is situated at R. G. Baruah Road, Guwahati, Assam and is one of the most promising institutions in the state of Assam and the entire North-east India, imparting commerce education at Higher Secondary, Graduate & Post Graduate Levels. The college was founded on 10th September, 1962 starting with an enrolment of meagre 300 students. The College has over the years attained a solid state of full-fledged growth having an enrolment of 3000 plus students and registering flourishing progress on all activities, both academic and co-curricular. The performance of the students of the college has all along been remarkable. The college started imparting education in Post Graduate Course in Business Administration (MBA) from 2009-2010 with approval from All India Council of Technical Education (AICTE) and affiliation of the Gauhati University with the goal of becoming the specialist institute in the field of Management Education. The primary aim of establishing the department is to produce a new group of management professionals from the potential candidates and to mould them into future entrepreneurs and corporate leaders through efficient mentoring, result oriented teaching, personality development programmes and by providing an environment inside the class room that inspires the students to be tough leaders and pave the way for creating a better tomorrow for the world.

General Guidelines to Author(s) for Research Papers

Research papers are invited in English (UK) with 12 size fonts in Times New Roman consisting of a maximum of 6000 words. It should be in original research work and should not be submitted to any other entity for the purpose of being published in any print paper.

General Instruction to Authors

1. Title Page: Title of the paper with Author(s)' names, affiliation, address, phone numbers and e-mail for correspondence.
2. Abstract: Abstract should be within 150-200 words.
3. Main Paper: Authors must adhere to the following sequence for the main paper -
 - ▶ Introduction
 - ▶ Literature Review
 - ▶ Need of the Study
 - ▶ Objectives of the Study
 - ▶ Research Methodology
 - ▶ Analysis & Findings
 - ▶ Conclusion
 - ▶ References

The soft copy of the paper should reach on or before 15th October, 2019 (gcmsseminar@gmail.com) followed by two hard copies to reach at:

1. Dr. Jonali Sarma, Convener of the International Seminar, Gauhati Commerce College Centre of Management Studies (GCMS),
R.G. Barooah Road, Guwahati-781021, Assam,
E-mail: jonalisarma03@gmail.com, Ph: +9435306445,
2. Dr. Rashmi Rekha Mahanta, Joint Convener of the International Seminar, Gauhati Commerce College Centre of Management Studies (GCMS),
R.G. Barooah Road, Guwahati-781021, Assam,
E-mail: rashmirekhamahanta@gmail.com, Ph: + 9864139123

Publication: *All selected papers will be considered as intellectual property of Gauhati Commerce College and shortlisted quality papers presented in the seminar will be considered for publication in an edited book volume with ISBN.*

Registration Fee:

Paper presenter should pay the prescribed registration fee. In case there are multiple presenters for one paper, each of them has to pay the same registration fee. In case one person presents more than one paper then he/she will be issued only one certificate.

Registration Procedure:

Fill-up the attached registration form along with a Bank Demand Draft/ Multi-city cheque/ Transaction No. (in case of RTGS/NEFT) of Rs.2,000/- (Rupees Two Thousand only) for Indian National or \$30 for others or whichever is applicable per paper presenter, in favour of 'Principal, GCC Centre of Management Studies', payable at Guwahati and send the Scan copies (Registration Form and Money Receipt) to gcmsseminar@gmail.com latest by 20th October, 2019

Registration Fee of Rs.2,000/- (Rupees Two Thousand only) for Indian National or \$30 for others or whichever is applicable per paper presenter can also be deposited through RTGS/NEFT into Central Bank of India A/C No. 1810961488 at Chandmari Branch, Guwahati (Assam). IFS Code- CBIN0283234. (Name of A/C holder- Principal, GCC Centre of Management Studies). Note: For any query, contact to Mr. Jagadish Kalita (Ph: +91- 9435307821, +91-9864435828).

Registration and Payment

Category	Amount	
	Indian	Others
Delegates from Academia	INR 2000	\$ 30
Delegates from Trade / Industry	INR 2500	\$ 40
Research Scholars/ Faculty working in temporary post	INR 1200	\$ 20
Participants other than Paper Presenters	INR 1000	\$ 15
Students (PG Level)	INR 500	\$ 10

Travel, Food and Accommodation:

Travel, food and accommodation expenses for attending the conference shall be borne by the participants. Accommodation on payment basis will be provided on request. For accommodation, please contact any of the followings:

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Important Dates

Details	Dates
Abstract Submission starts on	15th September, 2019
Last Date for Abstract Submission	5th October, 2019
Last Date for Submission of Final Papers	15th October, 2019
Final Registration Starts on	1st October, 2019
Last Date of Registration	20th October, 2019

NOTE: Registration form is attached or can be downloaded from www.gcms.org.in

Please send the Registration form to:

Dr. Jonali Sarma, Convener

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A bridge between North-East India & ASEAN



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About Guwahati

Guwahati is the capital of the state of Assam and one of the largest and fastest growing cities in North East India. The city is blessed with enchanting lush greenery of tea farms and numerous holy shrines that constitute the major portion in Guwahati tourism.

By Air

Located at a distance of around 25km away from the college, the nearest airport is Lokpriya Gopinath Bordoloi International airport, well-connected to all major cities in India. Gauhati Commerce College is situated at the heart of the city of Guwahati.

By Train

Settled within the close proximity, around 4km, the city has its own railway station namely Guwahati railway station. There are a number of trains that connect Guwahati to all major cities of India including Kolkata, Delhi, Mumbai and Jaipur. Further, there are buses and taxis available to reach the main city.

By Road

There are sufficient numbers of scheduled buses available such as private, local, luxury or Volvo connecting Guwahati to other major parts of India

