



International Seminar
on
Entrepreneurship in Digital Era: The Rural Agricultural Perspectives
(28th & 29th March, 2024)

Organised by:
Department of Management
Nagaland University, Kohima Campus, Nagaland



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1. Introduction:

The *sine qua non* of development of a country is to augment the country's human capital for the best utilization of available resources. However, increasing unemployment is a serious and chronic problem of our country. To remedy this, a well-crafted program of action is the need of the hour to foster sustainable employment by using the available resources in an efficient and effective manner. Additionally, one of the viable options in this regard is "to change the attitude from wage employment opportunities to self-employment career.

A country has its unique culture, handicrafts, natural beauty and availability of a variety of resources. However, most of the developing and underdeveloped countries are facing the problem of unemployment, social unrest, law and order, lack of infrastructure, uncertainty, poor socio-economic and infrastructural development (to name a few). India is also a country facing these problems and it is more prevalent in rural India. Moreover, India is an agricultural country and two-thirds of its population is engaged in agricultural activities which is generally practiced in rural India. In this backdrop, an international seminar on entrepreneurship in general and agripreneurship in particular is considered to organise.

2. Objectives:

The objectives of the seminar are

- i. To provide a platform to a diverse range of academicians on their research in the field of entrepreneurship.
- ii. To begin a dialogue on agripreneurship in rural context.
- iii. To discuss the various facets of entrepreneurship in digital era.
- iv. To disseminate knowledge among academic communities and entrepreneurs at global level.
- v. To generate meaningful research findings on entrepreneurship development for policy makers and implementors.

3. Sub-Themes of the Seminar (not strictly limited to):

- i. Rural Entrepreneurship
- ii. Agripreneurship
- iii. Agrotourism
- iv. Sustainable entrepreneurship
- v. Finance for enterprise development
- vi. Problems and prospects of entrepreneurship
- vii. The digital revolution and its impact on entrepreneurship
- viii. Factors influencing enterprise success
- ix. Enterprise growth barriers
- x. The digital entrepreneur

- xi. Women, technology and entrepreneurship
- xii. Social entrepreneurship
- xiii. Micro, Small and Medium Enterprises (MSMEs) in India
- xiv. The Start-up enterprises
- xv. Policy perspectives: Support and regulations
- xvi. Entrepreneurial intention

4. About the University and Department:

Nagaland University is a Central University established in the state of Nagaland by an Act of Parliament by the Government of India in 1989. The headquarter is at Lumami, Zunheboto, and other campuses are spread across the state at Kohima, Medziphema, and Dimapur.

The Department of Management is located in Meriema, Kohima, Nagaland, under the School of Management Studies (SMS). The department was inaugurated on the 29th of October, 2007. It offers MBA and Ph. D. Programmes. In spite of many constraints and difficulties, the department with tremendous support and sacrifice of the faculties both regular and contract/guest, has now growing year after year. The department believe in the holistic development and growth of the students in terms of their academic, personality, entrepreneurial ability and employability. The vision of the Department is to "strive to achieve excellence in management education through teaching, research and consultancy".

5. Eligible Participants and Target Groups:

M. Phil. and Ph. D. Research Scholars in relevant fields, academicians, entrepreneurs (including prospective entrepreneurs) of Indian National or Abroad can participate in the seminar. Participants from state and central Government departments and industries are also welcome.

6. Submission and Acceptance of Paper:

Full research papers (please refer Sl. No. 3) [MS Word Format, 12 font size, Times New Roman & 1.15 line spacing] can be submitted to devananda@nagalanduniversity.ac.in on or before 15th February, 2024. Out of the submitted papers, the best 25 papers will be selected through a deep review by a committee, for presentation.

7. Publication Opportunities:

Selected papers through peer review, will be published in a UGC-CARE Listed Journal and in an edited volume by a reputed publisher respectively.

8. Registration, TA/DA and Accommodation:

All paper presenters (including co-authors) need to register by paying Rs. 1000/- only. Registration link and payment details will be available later. No TA/DA will be provided from the Organisers to attend the seminar. Accommodation (on sharing basis) and food will be provided free of cost during the two days of seminar.

9. Important Dates:

Date of Seminar: 28th & 29th March, 2024

Last Date of Submission of Full Paper: 15th February, 2024

Date of Paper Acceptance for Presentation: 20th February, 2024

Date of Registration: 21st to 22nd February, 2024

10. How to Reach Nagaland University, Kohima Campus, Meriema, Nagaland:

The nearest train head and airport is at Dimapur, which is around 70 km from Kohima. A number of taxis ply from Dimapur to Kohima. A very convenient way for reaching Kohima is to take the train or flight to Dimapur and then a taxi to Kohima. Sharing taxis are also available at a reasonable rate from Dimapur to ISBT, Kohima to Dimapur. The Dimapur taxi stand is adjacent to the Railway Station.

11. Contact Details:

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