

# 20<sup>th</sup>

## GJ-NatConMITE 2024

**ENTREPRENEURIAL LEADERSHIP:**

Nurturing Innovation and Growth

**June 14, 2024 (Friday)**



# ABOUT THE CONFERENCE

GJMT is hosting its 20th National Conference on the theme "Entrepreneurial Leadership: Nurturing Innovation and Growth". The conference is held every year to make it an ideal platform for people to share views and experiences in Business Management & Commerce, Finance & Economics, Social Sciences & Humanities and Technology related areas.


In today's dynamic and rapidly evolving business landscape, the role of entrepreneurial leadership has become more critical than ever. As organizations navigate through unprecedented challenges and opportunities, the ability to foster innovation and drive growth has emerged as a key determinant of success. Entrepreneurial leadership goes beyond traditional management approaches, emphasizing a proactive and forward-thinking mindset that encourages creativity, risk-taking, and adaptability.

At the heart of entrepreneurial leadership is the recognition that innovation is the lifeblood of sustained success. In an era marked by technological disruption, globalization, and changing consumer preferences, businesses must constantly reinvent themselves to stay relevant. Entrepreneurial leaders understand the imperative of embracing change and view challenges as opportunities for innovation. They create a culture that values experimentation, welcomes new ideas, and empowers employees to think outside the box.

One of the primary reasons why entrepreneurial leadership matters in today's world is its capacity to drive economic growth. In a global economy characterized by fierce competition, countries and companies alike are seeking ways to differentiate themselves and spur economic development. Entrepreneurial leaders play a pivotal role in this process by fostering a culture of entrepreneurship within their organizations. By empowering employees to take risks and pursue innovative ideas, they contribute to the creation of new products, services, and business models that stimulate economic activity and job creation.

Moreover, entrepreneurial leadership is closely tied to the concept of resilience. The ability to adapt to change and navigate uncertainty is crucial for survival in today's volatile business environment. Entrepreneurial leaders excel at turning setbacks into opportunities and viewing failures as learning experiences. Their resilience inspires confidence among team members, fostering a positive and can-do attitude that is essential for overcoming challenges.

In addition to resilience, entrepreneurial leadership is characterized by a strong focus on vision and strategic thinking. Successful leaders not only navigate the current business landscape but also anticipate future trends and position their organizations to capitalize on emerging opportunities. They possess a keen ability to identify market gaps, envision innovative solutions, and mobilize resources to turn their vision into reality. This forward-looking approach is instrumental in staying ahead of the competition and positioning the organization for sustained success.



In conclusion, "Entrepreneurial Leadership: Nurturing Innovation and Growth" is not just a conference; it's an invitation to be part of a movement. A movement that values bold ideas, embraces change, and sees challenges as opportunities for growth. Join us in exploring the frontiers of entrepreneurial leadership, where innovation is nurtured, and growth knows no bounds. Your presence and contribution will enrich the conversation, and together, we will inspire the next generation of visionary leaders. Welcome to a conference that goes beyond the ordinary, where entrepreneurial spirit takes center stage.

## CONFERENCE OBJECTIVES

Provide an ideal platform where practitioners, academicians, researchers and students can meet and deliberate upon the benefits of entrepreneurial leadership.

Foster a culture of innovation.

Empower leaders for sustainable growth.

Explore cutting-edge technologies and trends.

Promote cross-industry collaboration.

Develop practical leadership skills.

## CONFERENCE GOAL

Empower leaders to drive transformative change by embracing Entrepreneurial Leadership, fostering a culture of innovation, and catalyzing sustainable growth in an ever-evolving business landscape

## WHO CAN ATTEND

- ▶ Educators and Students
- ▶ Business Leaders and Executives
- ▶ Entrepreneurs and Start-up Founders
- ▶ Managers and Decision-Makers
- ▶ Innovation and R & D Professionals
- ▶ Consultants and Advisors
- ▶ Government and Nonprofit Leaders

## ABOUT GJIMT

Gian Jyoti Institute of Management & Technology (GJIMT) was established under the aegis of Gian Jyoti Educational Society (GJES) in the year 1998. GJIMT is approved by the All-India Council of Technical Education (AICTE), New Delhi, India and affiliated to I.K.G Punjab Technical University (IKGPTU), Kapurthala, Punjab, India. GJ-IMT is a pioneer in innovative academic and practical training of students of MBA, MCA, BBA, BCA, B.Com (Hons) and BTMM Courses. GJIMT is setting path breaking records in university assessments as well as placements for its students. The Tribune has ranked us 2nd in the Top BBA Colleges (2020). Business India has placed GJIMT in the A+ category B-School in North India (November 2019). GJIMT is a consistent force to be reckoned with when it comes to building bankable future human force.

## CONFERENCE VENUE

The conference would be held in both online and offline mode.

## CALL FOR PAPERS

The 2024 National Conference on "Entrepreneurial Leadership: Nurturing Innovation and Growth" welcomes research abstracts and full papers pertaining to the Conference Theme in the field of Business, Commerce, Management, Economics, Social Sciences, Humanities, and Education from authors in the global research community.

## SUB THEMES

-  MARKETING & MANAGEMENT
-  ORGANIZATIONAL BEHAVIOR & HUMAN RESOURCE MANAGEMENT
-  INFORMATION SYSTEMS IN MANAGEMENT
-  BUSINESS ECONOMICS & FINANCE
-  OPERATIONS MANAGEMENT & QUANTITATIVE TECHNIQUES
-  INFORMATION TECHNOLOGY
-  ENTREPRENEURSHIP
-  BUSINESS POLICY AND STRATEGIC MANAGEMENT
-  EDUCATION

The list is not all exhaustive and one is free to add any relevant area to subject.

## CONFERENCE FEES

The conference registration fees apply per author per manuscript submission.

CATEGORY	MODE	EARLY BIRD REGISTRATION (TILL MARCH 31)	REGULAR REGISTRATION
Attendee		INR 700	INR 1000
Delegates from the Industry/Academia/Students/Research Scholars	Offline	INR 1500	INR 2000
All Participants	Online	INR 1500	

\*Early bird registration rates are exclusively applicable upon full paper submission by the author.

## HOW TO PARTICIPATE?

**STEP 1**  
**REGISTER HERE:**  
<https://forms.gle/m35REa37Rcvwq7h9>

**STEP 2**  
  
Pay the Fees using the QR Code attached

**STEP 3**  
Submit your manuscript at (EasyChair Submission Link)

**ACCOUNT HOLDER NAME:** Gian Jyoti Institute of Management & Technology  
**BANK NAME:** Axis Bank **BRANCH:** Phase 2, Mohali  
**ACCOUNT NUMBER:** 917010047654066 **IFSC:** UTIB0003367

## GUIDELINES FOR PAPER SUBMISSION

- ▶ Do not mention your name anywhere on the manuscript.
- ▶ Abstract must include (a) Introduction and Research Problem, (b) Literature Review, (c) Research Gap, (d) Objectives of the Study, (e) Research Methodology, (f) Findings of the Study, (g) Discussion and Implications of the Study.
- ▶ Heading levels must be clear, and the sections clearly defined
- ▶ Manuscript should be of 1500-3000 words approximately, excluding supplemental material such as tables, graphs & appendices.
- ▶ Supplemental material used in the paper must be titled and numbered sequentially. There should be an indication of the source of the table which must be mentioned below the material.
- ▶ When citing supplemental material such as a table or a figure in text, refer to it by its number, such as "Table 3" or "Figure 2." Do not refer to it by its position relative to the text (e.g., "the figure below") or page number.
- ▶ All text must be typed in Times New Roman (Font size 12) with spacing of 1.5 between lines and 1-inch margins on all the sides of A4 size paper
- ▶ References should be arranged in alphabetical order and as per the APA (American Psychological Association) Guidelines. All works cited in the text are to be included in the References section.
- ▶ Footnotes should be avoided.
- ▶ Each manuscript should be organized in the following order:  
(1) Introduction, (2) Literature Review, (3) Objectives of the Study, (4) Research Methodology, (5) Findings and Analysis, (6) Conclusions or Discussion, (7) Implications of the Study, (8) References, (9) Appendices (wherever applicable).

## HOW TO SUBMIT

All extended abstracts and full papers are to be uploaded on EasyChair

## AWARDS

The author of an awarded paper, and co-authors if any, will be entitled to a signed official award e-certificate and the announcement of their achievement on the conference webpage.

## PUBLICATION OPPORTUNITIES

Plagiarism of any kind will lead to the rejection of the paper for publication. Selected papers (subject to a peer-review) will be forwarded to ABDC/Scopus/UGC-CARE listed journal\* or published in an edited book with ISBN number by a renowned publishing house (to be announced soon).

**(\*Additional processing fee (if any) would be borne by the contributor)**

## DEADLINES

DEADLINE	DATE
Early Bird Registration	March 31 2024
Submission of Extended Abstract/Paper	April 15 2024
Notification of AcceptanceFull	April 30 2024
Paper Submission	May 5 2024
Acceptance of Paper	May 20 2024
Regular Registration	June 10 2024
Conference Day & Date	June 14 2024 (Friday)

## CONFERENCE COMMITTEE

### PATRON

**Mr. J. S. Bedi**  
(Chairman, GJIMT)

### CONFERENCE CHAIR

**Dr. Anheet Bedi**  
(Director, GJIMT)

### CONFERENCE COORDINATORS

**Dr. Neeraj Sharma**  
(Dean Academics, GJIMT)  
**Dr. Bushra S. P. Singh**  
(Assistant Professor, GJIMT)

### CONFERENCE ORGANIZER

**Dr. Aishwarya Goyal**  
(Assistant Professor, GJIMT)

## CONTACT US

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