



## NATIONAL CONFERENCE

# LEADERSHIP & ENTREPRENEURSHIP DEVELOPMENT

Jointly Organized by Centre for Incubation, Leadership, and  
Entrepreneurship Development & Department of Commerce and  
Business Management



November 15 - 16, 2019, Integral University, Lucknow

### Academic Partners



**Venture Catalysts**  
India's 1<sup>st</sup> Integrated Incubator

## ABOUT THE CONFERENCE

It is imperative to understand better the contemporary issues and challenges related to leadership and entrepreneurship development for inclusive socio-economic growth and development of India. This understanding can be developed through an intensive exchange of ideas and new developments in the areas.

National Conference on Leadership and Entrepreneurship Development (NCLED 2019) aims at creating a forum for translational research where entrepreneurs, researchers, academicians, practitioners, policymakers, and professionals around the country come together to create an opportunity to have an in-depth discussions, experience & idea sharing and presenting their research results in the areas of Leadership and Entrepreneurship Development, initiate collaborative efforts, and contribute to the existing knowledge pool.



## CONFERENCE OBJECTIVES

- To provide space for researchers, practitioners, management experts, academicians, entrepreneurs, as well as, leaders in different fields to debate on the current trends in leadership and entrepreneurship.
- To exchange new ideas in entrepreneurship and leadership field and promote future collaboration for innovative value-base leadership and entrepreneurship development.
- To engage key stakeholders and experts across India in the development and participation through the conference especially those interested in educational processes, research and innovation for leadership and entrepreneurship development..
- To engage scholars in research work and show opportunities for improving their prospects and knowledge in the domain of leadership and Entrepreneurship.

## CONFERENCE PATRONS

### Chief Patron



**PROF. S.W. AKHTAR**  
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**PROF. AQIL AHMAD**  
**VICE CHANCELLOR (ACTING)**  
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# CONFERENCE HIGHLIGHTS

- ❖ Pre-Conference Workshops by eminent and nationally acclaimed Speakers on emerging research areas in leadership and entrepreneurship
- ❖ Keynote sessions from eminent personalities
- ❖ Interaction with Successful Entrepreneurs, Venture Capitalists, and corporate leaders
- ❖ CEO's Roundtable: Panel Discussions
- ❖ Research Papers & Case Study Presentations
- ❖ Mentoring sessions by Experts for start-up ventures and new entrepreneurs
- ❖ Innovative Poster Competition by students.
- ❖ Excellence Awards for paper presenters and case study presentations
- ❖ 2<sup>nd</sup> Asia Pacific Leadership Awards
- ❖ Formal Networking Meetings

## WHO SHOULD ATTEND:

- ❖ Academicians
- ❖ Policy Makers
- ❖ Entrepreneurs
- ❖ Researchers
- ❖ Government Officials
- ❖ Professionals running and working in SMEs
- ❖ Venture Capitalists
- ❖ CEOs of Incubators & Accelerators
- ❖ Industry Professionals
- ❖ Corporate Leaders
- ❖ Research Scholars
- ❖ Students

# CONFERENCE TRACKS

## Leadership

- Leadership for Change
- Value-based Leadership
- Leadership and Social Responsibility,
- Leadership Challenges today
- Innovation Management
- Leadership and Collaborative Strategies,
- Decision Making
- Information and Knowledge Management,
- Best Leadership Trends and Practices
- Developing strategic leadership capabilities
- Leadership and management Styles
- Leadership Communication
- Leadership for sustainability
- Leadership and the family enterprise
- Leading change and managing conflict
- Leadership in Family Business
- Ethics, Values and Governance
- Leader's role in innovation

## Entrepreneurship

- New Prospects in Entrepreneurship
- Social Entrepreneurship
- Entrepreneurship and Sustainability
- Green and clean Entrepreneurship
- Business incubators and new venture creation
- Financial support for new venture creation
- Foreign Direct Investments (FDI) and new venture creation.
- Role of entrepreneurship education in promoting new venture creation.
- University support for entrepreneurship and new venture creation.
- Government policies for entrepreneurship development
- Role of government subsidies in promoting entrepreneurship
- Industry/SME policies and new venture creation.

## Technology and Entrepreneurial Development

- Role of Technology in Entrepreneurship Development
- Role of Technology education in promoting new venture creation
- Data analytics and decision making
- Software tools for entrepreneurship
- E- Governance and entrepreneurship

## Leadership, Entrepreneurship, and Inclusive Growth

- Entrepreneurship and economic development
- Leadership Development of Marginalized Sections Rural economic development through entrepreneurship
- Agri-business/Agri-prenuership and economic development.

## Entrepreneurship and Innovation

- Innovative practices in entrepreneurship Development.
- Role of Technology in Entrepreneurship.
- Development & Promotion of new venture creation.
- Software tools for entrepreneurship.
- E-Governance and Entrepreneurship

## SMEs

- Role of SMEs in Indian Economic development
- Development of SMEs in India
- Challenges for SMEs in new economic set-up
- Organizational development of SMEs
- Role of Leadership in the development of SMEs
- SMEs and the Government Support
- Performance Management in SMEs
- Human Resource Management Challenges for SMEs
- Leadership and Quality of Work Life in SMEs
- Managing Stress and Conflict at Work Place
- Employee Relations
- Emotional Intelligence
- Role of Social Media in HRM
- Innovative HRM in SMEs

## Role of Economics in SMEs and Startups

- Environmental Economics
- Public Finance
- Sustainable Economic Development SMEs
- Managing Sustainability by new startups

*The conference sub-themes are only indicative and management research that addresses these sub-themes of the conference are welcome.*

## ORGANIZING COMMITTEE

### GENERAL CHAIRS



Dr. M Ashraf Rizvi  
Principal Advisor  
Integral University



Dr. S. Nadeem Akhtar  
Director, Planning & Research  
Integral University

### TECHNICAL CHAIRS



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Dean, Faculty of Education  
Integral University



Prof. A.K.Saxena  
Dean, Faculty of Comm. & Mgmt.  
Integral University

### CONVENERS



Dr. Asma Farooq  
Faculty of Comm. & Mgmt.  
Integral University



Dr. S. Shahid Mazhar  
Head, Dept. of Comm. & Mgmt.  
Integral University

### COORDINATORS



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Integral University



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VP, Training  
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- PROF. MINAKOVA S. MIKHAILOVNA**, Professor of International Business and Finance, National Technical University, Kharkov, Ukraine.

## KEY SPEAKERS



**MAHESH GUPTA**  
Chairman, KENT RO  
New Delhi



**P.K LAHIRI, IAS (Rtd.)**  
Civil Servant & Author  
Ex. Revenue Secretary, GOI



**DR. R. L. RAINA**  
Vice Chancellor  
JK LakshmiPat University, Jaipur



**ALOK RANJAN, IAS (Rtd.)**  
Former Chief Secretary  
Uttar Pradesh



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Founder and President  
Venture Catalysts, Mumbai



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**MR. D V SHASTRY**  
Executive Director  
GAIL India Limited



**PROF. A M AGARWAL**  
Pro Vice-Chancellor  
GLA University



**MEHMOOD KHAN**  
President, IIM Europe Network  
Ex- Head of Innovation, Unilever

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

Authors are requested to submit the Abstract/ Full Paper to any one of the email ids, i.e., [asma@iul.ac.in](mailto:asma@iul.ac.in), [ssmazhar@iul.ac.in](mailto:ssmazhar@iul.ac.in), or [amitgoel@iul.ac.in](mailto:amitgoel@iul.ac.in). The following guidelines may be followed:

- ❑ The manuscript should be in MS-word format. Manuscript must be double spaced, with 1-inch margins with "Times New Roman, font size 12, black".
- ❑ In the first page of the paper (cover page), please provide full names and full addresses (institute's address along with designation and correspondence address) along with email address of the authors. The author's name or affiliations should not appear anywhere else in the body of the manuscript to facilitate in blind peer •
- ❑ The actual paper should commence from the second page containing the American Psychological Association (APA) 6th edition. Title followed by the abstract, keywords and the main paper. It should have an introduction, literature review, objectives, research gaps, Methodology, limitations /scope for future work, conclusion.
- ❑ The abstract, followed by relevant keywords should not be more than 250 words adequately describing the work and highlighting its significance. The abstract should only include text. Avoid the use of abbreviations and references in the abstract.
- ❑ The manuscript should not be more than 5000 words including tables, figures and appendix given at the end. Headings and Sub-headings must be short and not numbered. The primary heading should be in capitalized form (upper case) and bold face. The sub-headings should be in title-case capitalization (first letter of each word in capital) and in bold/
- ❑ Figures / diagrams /graphs should be numbered consecutively. Wherever necessary, the source should be indicated at the bottom. The Figures should also be given a relevant title. Figures, diagrams and pictures should have good quality images preferably in JPEG format.
- ❑ References should be included at the end of the paper and arranged in Alphabetical order. The references must follow the style guide of the guide of the American Psychological Association (APA) 6th edition.
- ❑ The paper should not have been presented/published previously. It should also not be under consideration for publication elsewhere. Please note that in order to verify originality, your article may be checked by the originality detection service.

# CALL FOR PAPERS

Integral University, Lucknow invites original and unpublished research work from Academicians, Corporates, Research Scholars, PG Students and UG Students (for Poster Presentation) from around the country. The papers should address the conference sub-themes and should be submitted to [asma@iul.ac.in](mailto:asma@iul.ac.in) or to [ssmazhar@iul.ac.in](mailto:ssmazhar@iul.ac.in).



## PUBLICATION OF FULL PAPERS

Selected papers will be considered for publication in reputed journals after proper editing and revision, if needed. Selected papers may also be published in the following:

- Integral Review: A Journal of Management, A bi-annual journal of Integral University (ISSN Print: 0974-8032; Online e-ISSN: 2278 6120). Indexed at J-Gate and EBSCO (Business Source Complete)
- Edited Peer Reviewed Book to be published by a reputed global publishing company such as John Wiley, Pearson, Sage, McGraw-Hill, etc.

## CONFERENCE AWARDS

Full paper submission will be considered for the following awards :

- BEST RESEARCH PAPER AWARD
- BEST WORKING PAPER AWARD
- BEST TEACHING CASE AWARD
- BEST POSTER PRESENTATION AWARD

## AWARD CRITERIA

Selection for the awards will be made by the jury of experts based on the following criteria

- Originality of Ideas
- Research Design
- Depth of Analysis
- Quality of Discussions
- Presentation Skills

## NCLED WILL HOST 2<sup>ND</sup> ASIA PACIFIC LEADERSHIP AWARDS

The 1<sup>st</sup> Asia Pacific Leadership Awards (sponsored by Academy for Business Advancement, Texas, USA) was held in Singapore on October 20, 2017. The award recipients were *Professor Graeme Wilkinson* (Vice-Chancellor, Sunway University, Malaysia), *Professor Debashis Chatterjee* (Director, IIM Khozikhode), *Mr Anand Narain Kapur* (Vice-Chairman, MIDCOM, Dubai), *Mr Ashwani Kumar* (Chairman and Managing Director, Dena Bank, India), *Mr. Anish Srikrishna* (President Times Professional Learning, A division of Bennett, Coleman & Co. Ltd, India), *Mr Anand Govindaluri* (Founder & CEO, Govin Capital Pte Ltd, Singapore), *Mr. Dhanajay Singh* (Director General, NHRDN, India), and *Mr Alok Ranjan*, IAS (Retd.), Ex- Chief Secretary, UP).

### *Asia Pacific Leadership Awards*

celebrates the trailblazer of professional excellence by acknowledging remarkable business leaders and organizations in Asia Pacific countries for their continuing commitment to excellence, developing best practices and innovative strategies.



# TIMELINE

- Abstract Submission: **28<sup>th</sup> October, 2019**
- Notification of Abstract Acceptance: **1<sup>st</sup> November, 2019**
- Submission of Full Paper / Working Paper: **05<sup>th</sup> November, 2019**
- Final Paper Submission: **10<sup>th</sup> November, 2019**
- Last Date of Registration: **12<sup>th</sup> November, 2019**



## REGISTRATION FEE

| Registration Categories                    | Advance Registration |                   | On-Site Registration   |
|--|----------------------|-------------------|------------------------|
|  | *Residential         | Non - Residential | Only Non - Residential |
| Author (Academician/Corporate)             | Rs. 3500.00          | Rs. 1500.00       | /                      |
| Author (Post Doctoral & Research Scholars) | Rs. 2500.00          | Rs. 1000.00       | /                      |
| Author (Students)                          | -                    | Rs. 500.00        | /                      |
| Delegates (Academics/Corporate)            | Rs. 3500.00          | Rs. 1000.00       | Rs. 1250.00            |
| Delegates (Research Scholars / Students)   |                      | Rs. 500.00        | Rs. 750.00             |

Group discount of 10% will be available for minimum 3 Registrations

\*Double occupancy with breakfast at the Integral University Guest House on First Come First Basis for two nights inclusive of all taxes. Single occupancy can be given on request by paying an additional charge of Rs 1000.00 for two nights.

## ACCOMMODATION

The stay arrangements for the participants is made on twin sharing or single occupancy basis either in the University Guest House (First Come First Basis) or in nearby hotels on direct payment basis.

## REGISTRATION & MODE OF PAYMENT OF FEE

All authors are requested to fill in a registration form available on our website and also attached at the end.

All participants attending the Conference are required to register for the Conference by 12<sup>th</sup> November, 2019. The registration fee can be paid through the following modes:

1. Demand Draft (DD) in favour of Integral University payable at Lucknow, Uttar Pradesh.
2. Pan India cheque, payable at par drawn in favour of Integral University payable at Lucknow, Uttar Pradesh.

3. RTGS / NEFT/ Net Banking Transfer Bank details are as follows:

Account Name: TREASURER INTEGRAL UNIVERSITY

Name of the Bank: ICICI Bank Ltd.

Account Number: 695901701041

IFSC Code: ICIC0006959

Remarks: NCLED 2019



Integral University, a seat of educational excellence, is a premier university in Lucknow, the capital city of the state of Uttar Pradesh, India. It was established under the Act Number 9 of 2004 by the State Government. The University is duly approved by the University Grants Commission (UGC) under sections 2(f) and 12B of the UGC Act, 1956, Medical Council of India, Pharmacy Council of India, Indian Nursing Council, Council of Architecture, Bar Council of India, Indian Association of Physiotherapists, National Council for Teacher Education, UP State Medical Faculty and Distance Education Bureau. Integral University is accredited by NAAC and recognised as a Scientific & Industrial Research Organisation (SIRO) by the Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India..

## Academic Partners



VentureCatalysts  
India's 1<sup>st</sup> Integrated Incubator

### GOVIN CAPITAL

**Govin capital** ([www.govincapital.com](http://www.govincapital.com)) is a Singapore-based venture company that aims to add value to innovative Startups with a mission to help accelerate Startups from ideation to growth via novel mentorship model that creates new market opportunities. It encourages and promotes Executives, Professionals and Entrepreneurs in Healthcare, Pharmaceutical, Medical Device, Industrial and other Technology Sectors who want to start their own venture and raise funds from blue-chip investors.

### MAXEL LEADERSHIP COUNCIL

Maxel Leadership Council ([www.maxleaders.org](http://www.maxleaders.org)) is a Non-Government Organisation registered as a Section 8 Not For Profit Company whose mission is to promote, expand and build-up leadership potentials among weaker and unprivileged sections of India including women, to foster and promote character-based leadership amongst all possible sections of society, and help professionals in different fields to improve their management and leadership abilities and skills to excel in their chosen areas.

### GLA UNIVERSITY

**GLA University** ([www.gla.ac.in](http://www.gla.ac.in)) is a fast growing university in North India with a mission to impart quality professional education, to conduct commendable research and to provide credible consultancy and extension services as per current and emerging socio-economic needs. It adopts innovative steps to continuously enhance and enrich the teaching/learning process and set such standards, education and otherwise, that other institutes would want to emulate.

### VENTURE CATALYSTS

**Venture Catalysts** ([www.venturecatalysts.in](http://www.venturecatalysts.in)) is India's 1<sup>st</sup> Integrated Incubator. In order to attract seed investments for incubated start-ups, Venture Catalysts has created the eco-system enablers community including angel investors, micro VC firms, consultants, legal and financial advisors and many more. Venture Catalysts facilitates \$100K – \$500K in early stage startups that has potential to create enduring value for over a long period of time.

## ABOUT LUCKNOW

The capital and the largest city of Uttar Pradesh, Lucknow, situated on the banks of river Gomti, welcomes you with a heartwarming note of "Muskuraiyein, kyunki aap Lucknow mein hai. Known as the 'City of Nawabs', Lucknow has a charm to it that is hard to resist. While the city itself is rich and opulent, the people of Lucknow are known for their courtly manners and endearing 'pehle aap' (you first) culture, which always leaves behind a smile on the faces of its visitors. From a slice of rich colonial history to modernized museums, this artistic hub of Awadh region beautifully brings together the opulence of a glittering past and the simplicity of a modern city.



### CONFERENCE CONTACT DETAILS:

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