

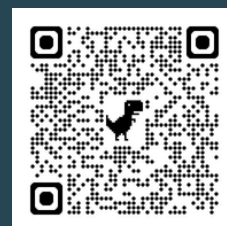


ASTANA  
INTERNATIONAL  
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# INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND INNOVATION: NAVIGATING GLOBAL CHALLENGES

MARCH 24-25, 2025 | (MODE- HYBRID)



SCAN TO REGISTRATION

SCHOOL OF BUSINESS MANAGEMENT

CHHATRAPATI SHAHUJI MAHARAJ UNIVERSITY, KANPUR, INDIA

IN COLLABORATION WITH

SCHOOL OF ECONOMICS

ASTANA INTERNATIONAL UNIVERSITY, ASTANA, KAZAKHSTAN

THE CONFERENCE WITH PUBLICATION  
OPPORTUNITY IN SCOPUS INDEXED  
JOURNALS /BOOK



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## CSJM UNIVERSITY, KANPUR

Chhatrapati Shahu Ji Maharaj (CSJM) University, Kanpur (Uttar Pradesh) is one of the highest graded (NAAC A++), most reputed and fast-growing state universities in India. The University Grant Commission has recently declared CSJM University as a Tier-I University/ Institution of India. The university is endeavouring continuously to excel in academics, innovation, and research; and therefore, is curious to touch upon new facets and dimensions. Located in one of the biggest industrial metropolitan cities of the state of Uttar Pradesh. Chhatrapati Shahu Ji Maharaj University stands as a hallmark of higher education. It is an educational community where about 10,000 students of various religions, cultures and countries study and work together in a congenial atmosphere. The university is geared to provide maximum scholastic benefit to each student. CSJM University, Kanpur has been on the map of higher education for more than five decades. Established in 1966, it has not looked back and now it has around 700 affiliated colleges in seven districts of Uttar Pradesh. Spreading over a campus of 264 acres, the university is booming with academic activities. The university offers undergraduate, post-graduate and doctoral programmes in all disciplines of Art, Science, Commerce, and Medicine etc. in its affiliated colleges and institutions. The lush green campus of the University is spread over 264 acres and accommodates 13 schools with more than 28 Departments such as the School of Engineering & Technology, Business Management, Computer Application, Institutes/ Schools of Life Sciences & Biotechnology, Health Sciences & Yoga, Journalism, Life-Long Learning, Education, Agriculture/ Horticulture, Law, Pharmacy, Hotel Management and Catering Technology, English & other International Languages etc. All the relevant most sought-after UG, PG and Doctoral programs such as B.Tech, M.Tech, BBA/ MBA, BCA/MCA, LLB/ LLM, BSc/MSc, B.Com/M.Com, BA/MA, B.Pharm, D.Pharm, BHM, PhD etc. are being run in the university campus. The outcomes of the Research projects and Doctoral research completed and /or being done in most of the above disciplines about Engineering, Management Science and Technology, Arts and Humanities, Social Sciences etc. match international standards. The university has a Section 8 company for promoting innovation and entrepreneurship amongst its students, faculty members and others in its jurisdiction. The university has state-of-the-art infrastructure, a helipad, an International Center, various laboratories, a rich library, a swimming pool, an ultramodern Gymnasium, a world-class stadium and many other facilities/ amenities matching international standards.





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# ASTANA INTERNATIONAL UNIVERSITY, ASTANA, KAZAKHSTAN

Astana International University (AIU) is a prominent higher education institution in Astana, Kazakhstan, dedicated to academic excellence and global engagement. AIU offers bachelor's, master's, and Ph.D. programs, emphasizing foreign language proficiency and ensuring that graduates' skills align with economic demands. The university conducts fundamental and applied research in modern science, education, and economics while actively involving employers in training highly qualified personnel.

AIU focuses on diverse academic fields, including economics, law, natural sciences, pedagogy, ICT, social sciences, and international relations. It ensures high teaching quality by engaging leading foreign scholars and integrating into the Eurasian scientific and educational space through memberships in international organizations. The university promotes academic exchange for students and faculty, offers dual-degree programs, and strives to implement the University 4.0 model.





## **SCHOOL OF BUSINESS MANAGEMENT, CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR**

The School of Business Management is situated in the green locales at the outskirts of Kanpur city in the pleasant campus of Chhatrapati Shahu Ji Maharaj University, Kanpur (formerly Kanpur University). To meet the demand of trained management graduates in the light of ongoing liberalization and globalization Institute of Business Management was founded in the year 1991. The Institute offers MBA, Part time MBA, MHA, MCom, BBA, BCom Honours and PhD programme. The approach at our Institute is transformational in nature. The faculty seeks to dismantle the acquired mindsets and unleash the innate potentials and talents of students. The Institute wants its students to become aware of the true meaning of life and how to live happily, to think right and also how to think rightly. In tandem with general focus on an overall personality development at SBM, the students are encouraged to initiate and participate in a variety of co-curricular activities throughout their stay.



## **SCHOOL OF ECONOMICS, ASTANA INTERNATIONAL UNIVERSITY, Astana, Kazakhstan**

The Higher School of Economics provides a high level of professional training, implements a holistic approach to the organization of the learning process. The training is conducted taking into account advanced scientific research. Highly qualified teachers provide comprehensive, in-depth training of students taking into account the chosen trajectory. We train future economists, managers, financiers, marketers, company executives and conduct three-level training of specialists (bachelor's degree-master's degree-doctoral degree). We are the only ones in the Republic of Kazakhstan that train social entrepreneurs (Master's degree) who are able to show their entrepreneurial innovative abilities for the purpose of sustainable economic development. Our school implements double degree programs and other joint educational projects with universities in China, the USA, and Russia.



# ABOUT THE CONFERENCE

The International Conference on “Entrepreneurship and Innovation: Navigating Global Challenges” (EINGC-2025), being organized by the School of Business Management, Chhatrapati Shahu Ji Maharaj University, Kanpur, India in collaboration with School of Economics, Astana International University Kazakhstan, will be held on March 24-25, 2025, in a hybrid format. This global event aims to bring together researchers, academicians, practitioners, and policy makers to explore the transformative roles of entrepreneurship and innovation in addressing pressing global challenges. As businesses and societies grapple with technological disruptions, economic uncertainties, and environmental concerns. Innovation stands at the heart of overcoming these challenges, offering transformative solutions to create resilient economies and inclusive communities. This conference aims to facilitate meaningful discussions on critical topics such as emerging technologies, social entrepreneurship, global market trends, and policy frameworks that support innovative ventures. Participants will engage in keynote sessions, panel discussions, and research presentations that foster a collaborative environment for sharing knowledge, insights, and best practices.



## SPECIAL FEATURES OF THE CONFERENCE

- Knowledge/ experience sharing and listening to deliberations from distinguished national/ international researchers, academicians, and experts
- Publication opportunity in reputed Scopus Indexed Journals or Books with ISBN.
- Networking opportunities with national and international participants
- Special Expert Talks in each Track.
- Learn about the latest research, findings, future impacts, and directions
- Showcase your research and the outcomes of the research projects.



# CALL FOR CONTRIBUTIONS

Prospective authors are warmly invited to contribute to EINGC-2025 by submitting their research in the form of abstracts and full papers. The conference seeks high-quality research that presents original and unpublished findings, whether conceptual, empirical, experimental, or theoretical, across a range of disciplines. Submissions are encouraged in areas such as Economy, Management, Sustainability, Entrepreneurship, Innovation, Human Resources, Finance, Marketing, Operations, and related fields.

We welcome submissions that align with the conference's themes, addressing the intersection of sustainable practices, entrepreneurial innovation, and strategic management. Additionally, contributions on related topics beyond the listed themes are equally appreciated, fostering a broader, interdisciplinary exchange of ideas and solutions.

By sharing your work, you will help shape this premier platform for intellectual collaboration, presenting your research to a global audience of scholars, practitioners, and policymakers.

## ENTREPRENEURSHIP AND INNOVATION

- Disruptive Innovations and the Future of Entrepreneurship
- Startups and Ecosystems: Global Trends in Innovation
- Scaling Innovations: Strategies for Global Market Penetration
- Sustainable Business Models in Entrepreneurial Ventures
- Social Impact through Innovation and Entrepreneurship
- Innovation in the Gig Economy and Freelance Business Models
- Collaborative Innovation: Partnerships between Startups and Corporates
- The Role of Government Policy in Supporting Entrepreneurial Innovation
- Intellectual Property and Innovation in Entrepreneurial Ventures
- Building a Culture of Innovation in Established Organizations

## STRATEGIC MANAGEMENT

- Strategic Leadership in the Age of Disruption
- Competitive Advantage through Strategic Innovation
- Strategic Risk Management in Uncertain Global Markets
- Mergers, Acquisitions, and Strategic Alliances for Growth
- Leveraging Digital Transformation in Strategic Management
- Sustainable Business Strategy and Corporate Responsibility
- Strategic Decision-Making in a Data-Driven Environment
- Navigating Geopolitical Risks and Global Strategy
- Aligning Strategy with Organizational Culture and Values
- Business Resilience and Agility in a Changing Landscape

## LEADERSHIP DEVELOPMENT

- Transformational Leadership in a Globalized World
- Developing Emotional Intelligence in Leaders
- Leading Innovation: Strategies for Entrepreneurial Leaders
- Ethical Leadership and Social Responsibility
- Women in Leadership: Empowering Future Entrepreneurs
- Leadership for Sustainable and Inclusive Growth
- Cross-Cultural Leadership in Global Teams
- Leadership in Crisis: Adapting to Global Challenges
- Building High-Performance Teams through Effective Leadership
- The Role of Leadership Coaching and Mentorship

## SUSTAINABLE DEVELOPMENT

- Integrating Sustainability into Business Models
- Circular Economy: Innovation for Sustainable Development
- Social Entrepreneurship and Sustainable Impact
- Sustainable Finance: Investment Strategies for a Green Future
- Renewable Energy Innovations and Entrepreneurial Opportunities
- The Role of Technology in Achieving Sustainable Development Goals
- Corporate Sustainability and Ethical Practices
- Impact of Climate Change on Business Strategy and Innovation
- Sustainable Agriculture and Green Innovation
- Building Resilient Communities through Sustainable Practices

## HUMAN RESOURCE MANAGEMENT

- Strategic Human Resource Management in a Global Context
- Talent Acquisition and Retention in a Competitive World
- Diversity, Equity, and Inclusion in the Workplace
- Managing Remote and Virtual Teams Effectively
- HR Analytics and Data-Driven Decision Making
- Employee Engagement and Organizational Culture
- Leadership Development and Succession Planning
- Performance Management in a Global Workforce
- Employee Well-Being and Mental Health in the Workplace
- Ethics and Compliance in Human Resource Practices

## CULTURE AND SOCIETY

- The Role of Entrepreneurship in Shaping Cultural Identity
- Social Entrepreneurship for Community Development
- Cultural Diversity and Innovation in Business
- The Influence of Social Media on Cultural Trends
- Entrepreneurship and Social Change: Addressing Inequality
- Cross-Cultural Management and Leadership Strategies
- Gender Roles in Entrepreneurship Across Cultures
- The Impact of Globalization on Local Cultures
- Ethical and Moral Responsibility in Business and Culture
- Fostering Cultural Intelligence in Business Practices

## TECHNOLOGY AND DIGITAL TRANSFORMATION

- The Role of AI and Automation in Business Innovation
- Digital Transformation Strategies for Entrepreneurs
- The Future of Work: How Technology is Reshaping Employment
- Big Data Analytics and Decision-Making in Business
- Cybersecurity Challenges and Digital Business Risk Management
- The Internet of Things (IoT) and Entrepreneurial Opportunities
- Digital Platforms and E-Commerce: Strategies for Growth
- Leveraging Cloud Computing for Business Innovation
- Blockchain Technology and its Disruptive Potential
- Digital Marketing and Customer Engagement in the Tech Era

## FINANCE, INVESTMENT, AND CRYPTOCURRENCY

- Venture Capital and Funding Strategies for Startups
- The Role of Blockchain Technology in Business Innovation
- Cryptocurrency and Its Impact on Global Financial Systems
- Sustainable Investment: Aligning Finance with ESG Goals
- Crowdfunding as a Financing Tool for Entrepreneurs
- Risk Management in Cryptocurrency and Digital Assets
- Impact Investing: Generating Social and Financial Returns
- Financial Inclusion through Technology and Innovation
- The Future of Digital Payment Systems and Cryptocurrencies
- Regulation and Security in the Cryptocurrency Market

## ACCOUNTING AND FINANCE

- Financial Modeling and Forecasting for Startups
- The Role of Accounting in Entrepreneurial Decision Making
- Corporate Governance and Financial Reporting
- Sustainable Finance and Green Accounting Practices
- Fintech and the Future of Accounting in the Digital Era
- Blockchain and its Impact on Accounting and Auditing
- Financial Risk Management in Entrepreneurial Ventures
- Taxation and Regulatory Issues for Global Entrepreneurs
- Financial Performance and Value Creation for Startups
- Accounting for Social Impact and Corporate Responsibility





## PUBLICATION OPPORTUNITY

All the submitted full papers will be considered for publication in the Scopus-listed journals (Regular Issue) and/ or an edited book proposed to be published by a renowned International / National Publisher and consent from Scopus index publisher is awaited\*(We are pleased to announce that our book, *Entrepreneurial Solutions for Global Challenges: Innovation, Growth, and Sustainability*, has been accepted for publication by Cambridge Scholars Publishing. This esteemed publisher is indexed in Web of Science and Clarivate, ensuring broad academic recognition and impact.). The journal/ publisher may ask the authors of the shortlisted papers for required revisions of the paper to ensure their suitability for the journal/ publication. Since, the conference-listed journals / Book are open-access, they may charge publication fees. Once, the paper is selected by the listed journal/ publisher for publication, the paper publication shall be subject to the acceptance of the terms and conditions of the journal/ publication by the author(s). The organizer of the conference shall not be responsible for anything such as the paper's rejection by the listed journals/ publisher, delay in publication, charge of the publication fee by the journals / Publisher conflicts related to the order of the authors, etc.

### REGISTRATION

| Participants     | For International Delegates | For National Delegates |
|------------------|-----------------------------|------------------------|
| Students         | 30\$                        | 1500/-                 |
| Research Scholar | 40\$                        | 1800/-                 |
| Faculty Members  | 60\$                        | 3000/-                 |

### PAYMENT DETAILS FOR NATIONAL DELEGATES

<https://paytm.me/PYTMPS/vhaOIEP>

### FOR INTERNATIONAL DELEGATES

|              |   |                                    |
|--------------|---|------------------------------------|
| Organization | : | CSJM UNIVERSITY, KANPUR            |
| Bank name    | : | STATE BANK OF INDIA                |
| Bank address | : | CSJM UNIVERSITY, KALYANPUR, KANPUR |
| Account      | : | 40465185585                        |
| BIC/SWIFT    | : | SBININBB499                        |
| IBAN         | : | 40465185585                        |

*\*Subject to Confirmation from the publisher*

## IMPORTANT DATES

|                                  |   |                      |
|----------------------------------|---|----------------------|
| Conference Date                  | : | 24th-25th March 2025 |
| Last date of Abstract Submission | : | 15th March 2025      |
| Notification of Acceptance       | : | 17th March 2025      |
| Last date of Paper Submission    | : | 20th March 2025      |
| Registration Dead line           | : | 20th March 2025      |

## REGISTRATION POLICY

- At least one author of each accepted paper must be registered for the conference for that paper to appear in the proceedings and be scheduled for presentation.
- Registered members are asked to inform about the registration immediately.
- After completion of the registration process, participants are required to send a Screenshot of the transaction or registration fee payment proof to us on or before the last date of registration.
- Any modification in the paper will not be accepted after the final submission date.
- A maximum of up to five authors/ co-authors per paper is allowed to participate.
- No registration will be entertained after the last date of registration.

## CONFERENCE REGISTRATION LINK

[https://docs.google.com/forms/d/1Uk1GhWrXsqDcGISXiTTaj323TFV8gwq\\_CRaadj0ARA/edit?pli=1](https://docs.google.com/forms/d/1Uk1GhWrXsqDcGISXiTTaj323TFV8gwq_CRaadj0ARA/edit?pli=1)



## PAPER SUBMISSION AND QUERIES

Kindly submit your Abstract/ Paper at “eingcconference@csjmu.ac.in”  
Please note that the same email id shall also be used for queries.



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# GUIDELINES FOR AUTHORS

The authors are required to ensure that their submissions meet the conference's strict guidelines for accepting scholarly papers.

## ABSTRACT & FULL PAPER

By submitting an abstract, the author(s) make(s) a commitment that the work is original and has not been published before, in any manner, and that at least one of the authors would register and attend the conference. Submitting an abstract also implies that the authors have all the mandatory approvals for doing so and that the content is devoid of plagiarism/ similarity. For all issues arising out of the abstract being placed in the public domain, the authors will be solely responsible and in no way the organizers or the host of the Conference.

**Title:** The title should be printed in BOLD (16-point Times New Roman) with scientific names italicized.

**Author(s):** Names of all authors should be in bold, 12-point Times New Roman font. Address and email: Designations, affiliations/addresses (very brief), telephone numbers and e-mail addresses should be in 10-point Times New Roman font. Provide only the presenting author's address and e-mail address.

**Length:** Maximum length for an abstract is one A4 sized page and should not exceed 400 words, explaining the background, the need, aims, methods and the findings of the study along with its possible utility. The maximum length of a full paper should not exceed 6000 words.

**Page size/setup:** Standard A4 (210mm x 297mm=8.27"x 11.69") paper (portrait). The margin should be set at 1 inch throughout (Top/bottom/left/right).

**Font and spacing:** The abstract text should be in 12-point Times New Roman, 1.15 spacing.

**Keywords:** The Abstract text should be followed by a list of keywords subject to a maximum of five, which should be arranged in alphabetical order and should be separated by commas.

**Paragraphs:** Paragraphs should be separated by a blank line and should not be indented.

**Alignment:** 'Left' alignment for the title, author(s) affiliation/address and keywords. 'Justify' alignment for abstract body.

**Figures and Tables:** No figure, table or reference should be included in the abstract.

Downloadable versions of the Full-Text Papers and Abstracts are required to be submitted. Please refer to the Abstract/ Poster/ Paper Submission Guideline and Author Information before submitting your paper.

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# **INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND INNOVATION: NAVIGATING GLOBAL CHALLENGES MARCH 24-25, 2025 | (MODE- HYBRID)**

**SCHOOL OF BUSINESS MANAGEMENT  
CHHATRAPATI SHAHU JI MAHARAJ  
UNIVERSITY, KANPUR, INDIA  
IN COLLABORATION WITH  
SCHOOL OF ECONOMICS  
ASTANA INTERNATIONAL UNIVERSITY,  
ASTANA, KAZAKHSTAN**





# ABOUT THE BOOK

This book presents a unique and exciting perspective on how entrepreneurship and innovation can be used to overcome the challenges that the rapidly changing global environment presents. It is one of the few collections that will combine insights from academia, industry leaders and policymaker in a multidisciplinary approach. Readers will find valuable discussions on topics such as disruptive innovations, sustainable business practices and strategic market penetration strategies. Adding real case studies and success stories makes the book an interesting read and not purely an academic resource but rather something that serves as a guide for entrepreneurs, business leaders and policymakers. The refreshed perspective on entrepreneurship in terms of generating sustainable economic growth will attract researchers, students and professionals alike as it generates practical insights applicable in real-world scenarios.

**Chapter Submission  
Last Date**

**15/05/2025**

**Acceptance/Revision/Re  
jection of the Chapter**

**15/06/2025**



**Guidelines for Paper Submission**

**Submission E-Mail: [eingcconference@csjmu.ac.in](mailto:eingcconference@csjmu.ac.in)**

# CALL FOR CHAPTERS

**ENTREPRENEURIAL SOLUTIONS FOR GLOBAL  
CHALLENGES: INNOVATION, GROWTH AND  
SUSTAINABILITY**

## SUBTHEME OF THIS BOOK

- Innovations and Entrepreneurship
- Leadership Development
- Sustainable Development
- Strategic Management
- Human Resource Management
- Culture and Society
- Technology and Digital Transformation
- Finance, Investment and Cryptocurrency
- Accounting and Finance

## EDITORS



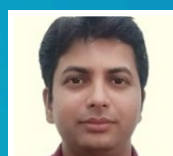
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