

**Amrutvahini Institute of
Management and Business Administration**

Approved by AICTE New Delhi, Permanently Affiliated to
Savitribai Phule Pune University & NAAC Accredited Institute
Established Year 1995 DTE Code:5324



Accredited "A" Grade Institute by NAAC

PROCEEDING



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Two Day's 2nd International Conference on **Entrepreneurship and Innovation** 3rd and 4th April 2025

Organized by

Amrutvahini Sheti and Shikshan Vikas Sanstha's

Amrutvahini Institute of Management and Business Administration

Approved by AICTE - New Delhi, Affiliated to Savitribai Phule Pune University

NAAC 'A' Accredited and ISO 9001:2015 Certified Institute

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AMRUTVAHINI
Since 1978

TWO Day's 2nd International Conference

On
03rd and 04th April 2025

"Entrepreneurship and Innovation"

Organized By



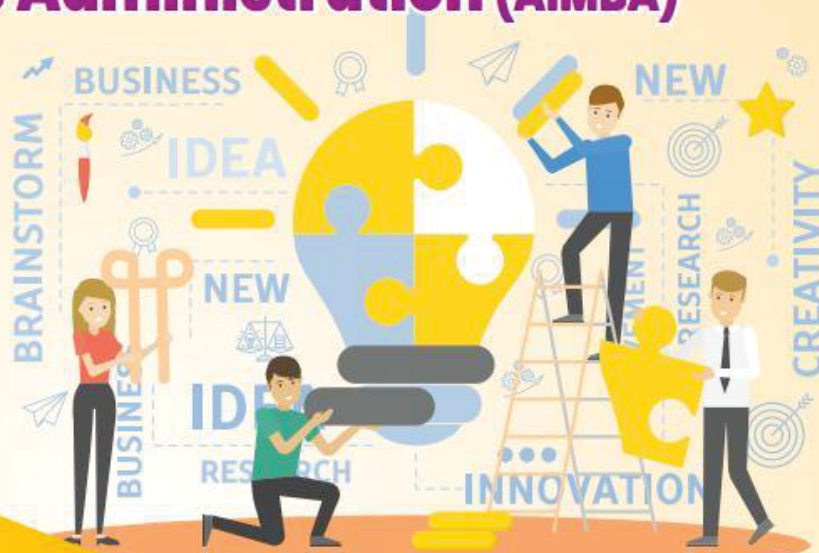
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Amrutvahini Institute of Management and Business Administration (AIMBA)

Sangamner



Design - Sharp Creation



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TWO Day's 2nd International Conference

On
03rd and 04th April 2025



About Amrutvahini Sheti And Shikshan Vikas Sanstha

Amrutvahini Sheti & Shikshan Vikas Sanstha was founded in 1978 by the visionary leader Doyen of the cooperative movement and great philanthropist, the late Hon. Sahakar Maharshi Bhausaheb Santuji Thorat. In the late 1970s, Sangamner was a backward region plagued by social evils like poverty, illiteracy, drought, and unemployment. Hon. Bhausaheb Thorat was determined to change this situation and believed education was the key to progress. He envisioned a Sanstha that would provide affordable and accessible education to the poor, regardless of their caste or creed. The Sanstha was established with the vision of providing quality education and technical training to the rural masses of Sangamner taluka in Ahilyanagar district, Maharashtra.

His legacy is well carried forward by his Son, Former Revenue Minister and AICC Permanent Member, President of Amrutvahini Sheti & Shikshan Vikas Sanstha **Hon. Shri. Balasaheb Thorat Saheb** and equally supported by Former MLC and Trustee **Hon. Dr. Sudhir Tambe Saheb**. The path laid by all these great visionary leaders is well kept and marched forward by Trustee **Hon. Mrs. Shrayu Deshmukh**.

ABOUT THE INSTITUTE

Amrutvahini Institute of Management & Business Administration, Established in 1994, has emerged as a reputed & renowned management Institute which involved in imparting quality management education. The Institute is striving for excellence through industry-academic participation, consultancy and research. The qualified, competent and experienced faculty backed by ultra modern infrastructure located in a beautiful environment in outskirts of town is creating stimulating environment for learning. The Institute is offering Two years full time **MBA** course with **180 Intake**. The Institute is approved by AICTE & affiliated to Savitribai Phule Pune University. The Institute Recently Received **Best Emerging Institute Award and Accredited 'A' Grade by NAAC**.

ABOUT THE CONFERENCE

In today's fast-evolving global business landscape, Entrepreneurship and Innovation have emerged as the driving force behind sustainable economic growth, job creation, and societal transformation. The relentless pursuit of new ideas, coupled with entrepreneurial vision, has the power to shape industries, disrupt markets, and improve lives. As we navigate the challenges of a rapidly changing world, it becomes increasingly essential for entrepreneurs, business leaders, and academics to come together and explore how innovation can be harnessed to drive entrepreneurial success.

This International Conference on Entrepreneurship and Innovation provides a platform for thought leaders, researchers, practitioners, and entrepreneurs to engage in meaningful discussions and share insights on the future of entrepreneurship. Our aim is to explore the critical role of innovation in shaping the entrepreneurial journey, uncover emerging trends, and discuss strategies that foster a thriving entrepreneurial ecosystem.

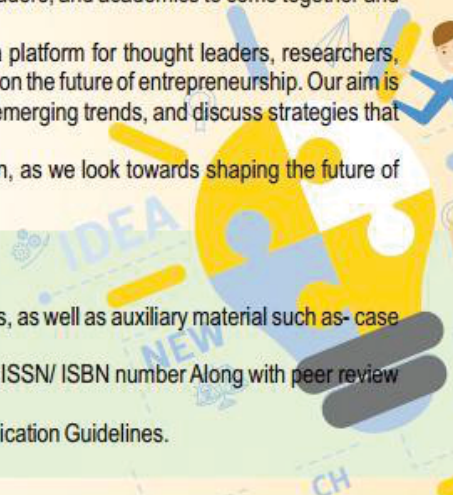
We invite you to join us in this exciting journey of discovery and transformation, as we look towards shaping the future of entrepreneurship and innovation together.

CALL FOR PAPERS

Authors are cordially invited to submit original and unpublished, Papers / Articles, as well as auxiliary material such as- case study, on the themes of the Conference.

Selected research papers will be published in conference proceedings bearing ISSN/ ISBN number Along with peer review impact factor (Additional Charges will be applied).

Please visit Institute Website OR contact Registration Committee for research paper Publication Guidelines.





Amrutvahini Institute of Management and Business Administration

TWO Day's 2nd International Conference

"Entrepreneurship and Innovation"

Objectives of the International Conference

- Facilitate the exchange of ideas and insights on entrepreneurship and innovation.
- Explore emerging technologies and trends shaping the future of entrepreneurship.
- Promote collaboration and networking among global entrepreneurs and thought leaders.
- Provide actionable strategies and tools to drive entrepreneurial success.
- Encourage sustainable and inclusive innovation to address global challenges.

Sub-themes for Conference

Marketing Management

- Innovative Marketing Strategies for Startup Success.
- Digital Marketing for Entrepreneurs: Leveraging Technology for Innovation.
- Social Media Innovation: Using New Platforms to Drive Entrepreneurial Growth.

Financial Management

- Innovative Financial Models for Entrepreneurs: Exploring New Paths to Profit.
- Funding Innovation: Navigating Venture Capital and Angel Investments.
- Crowdfunding and Alternative Financing: Innovation in Funding Startups.

Human Resources Management

- Creating an Innovation-Driven Workforce: HR's Role in Fostering Creativity.
- Employee Engagement and Innovation: HR's Influence on Entrepreneurial Success.
- Diversity and Inclusion as a Catalyst for Innovation in Entrepreneurship.

Operations & Supply Chain Management

- Innovative Supply Chain Management for Startups.
- Automation and Technology in Operations: Revolutionizing Startups with Innovation.
- Managing Operations in a Digital World: Leveraging Digital Tools for Innovation.

Business Analytics

- Data-Driven Innovation: Using Analytics to Drive Entrepreneurial Decision-Making.
- Big Data and Entrepreneurship: Harnessing Data for Competitive Advantage.
- The Role of Artificial Intelligence in Business Analytics for Innovation.

General Management

- The Role of Technology in Modern Entrepreneurship.
- Disruptive Innovation and Its Impact on Traditional Industries.
- Sustainable Entrepreneurship: Innovation for a Greener Future.

Who Can Attend the Conference

- Academicians ■ Professionals ■ Research Scholars
- Researchers ■ Industry Peoples ■ Students

Papers Related & Similar to the Conference Theme will also be Accepted.





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