

About Berhampur University

Berhampur University came into existence on 2nd January 1967. It remained as a symbol of glory and prosperity for the people of South Odisha. The lush green campus of the University is spread over 250 acres is 10 kms away from the Berhampur city and 5 kms away from magnificent sprawling beach of bay of bengal Gopalpur-on-Sea, a unique place for tourists. A major commercial town Berhampur lies south of Chilka Lake, in Southern Odisha (Orissa). Berhampur the silkcity is a famous trading centre for the beautiful hand-woven silk. Famous for antique brass work of Ganjam, coirmats of Gopalpur and the superb horn work of Paralakhemundi along with carpets from Chandragiri, wollen garments by Tibetan refugees. The city is well connected by NH roads and South-Eastern Railway/ East Coast Railway. A hot sulphur spring Taptapani is also at a distance of 50 kms away from Berhampur. It is an ideal Health Resort and picnic spot. The temple of goddess Taratarini and Maa Bhairabi located 25 kms and 20 kms away from Berhampur University respectively.

Conference Convener

Dr. Nihar Ranjan Misra

+91 9437187266

hodbabu@gmail.com

Conference Co-Conveners

Dr. Suman Kalyan Chaudhary

+91 9437400402

skc.mba@buodisha.edu.in

Dr. Sunil Kumar Pradhan

+91 9437962191

skp.mba@buodisha.edu.in

N:B:- 1) All the registration forms can be sent to :
hodbabu@gmail.com

2) All the papers can be sent to :
icesse2023@gmail.com



ORGANISING COMMITTEE

Chief Patron

Prof. Geetanjali Dash

Vice-Chancellor, Berhampur University

Patron

Prof. Pratap Kumar Mohanty

Chairman, P. G. Council, BU

Conference Convener

Dr. Nihar Ranjan Misra

Head, Deptt. of Business Admn., BU

Conference Co-Conveners

Dr. Suman Kalyan Chaudhary

Dr. Sunil Kumar Pradhan

Advisory Board Members

Prof. Susant Kumar Baral

Dr. Sharada Prasad Sahoo

Dr. Biswajit Prasad Chhatoi

Student Coordinators

Mr. Ashyashree Praharaj

Mr. Ashok Kumar Patro

Ms. Soudamini Sahoo

Mr. Swaraj Mohanty

Ms. Krishnashree Sahoo

Mr. Soumya Ranjan Sethi

Ms. Sonam Sharma



BERHAMPUR UNIVERSITY

Department of Business Administration

Bhanja Bihar, Berhampur-760 007 (Odisha) India

Organises

INTERNATIONAL CONFERENCE

(ICESSE-2023)

ON

**ENVISIONING STRATEGIES FOR
SUSTAINABLE ENTREPRENEURSHIP
IN NEW NORMAL**



20th - 21st APRIL, 2023

The Conference will be conducted on Hybrid mode (Physical & Online)

About Department of Business Administration

The Department of Business Administration was established in the year 1986-87 with the UGC sanction order and AICTE approval. It is a life member of Association of Indian Management Schools (AIMS). The Department offers two years (Four Semesters) regular course in Business Administration with an annual intake of 40 students. The Alumni of the Department are well placed in India and abroad. The Department also focuses on the objective of the doctoral research i.e. Ph.D in Business Administration and encourage original research in different aspects of management. The Department is equipped with experienced faculty members and better infrastructure.

THEME

The COVID-19 pandemic has brought about an unprecedented shift in the business environment. Since its outbreak in Wuhan, China in December 2019 and its subsequent spread across continents, many parts of the world have come to a standstill or experienced a dramatic slowdown in economic activity. The pandemic has had adverse impact on many of the Indian businesses and their sustainable growth. Organizations that rely on lean and just-in-time supply chains spread across multiple countries had been particularly affected, due to restrictions on the movement of labour and material. The pandemic has also accelerated the digital transformation, highlighting the need for reliable data as well as rapid technological and business innovation. Therefore, entrepreneurship development and survival in an increasingly volatile global environment requires businesses to build resilience, redundancy and prepare their value chains for future disruptions. This has been termed as a "new normal" by many academicians. Any vision of a recovery and business sustainability needs to be resilient to effectively respond to the any type of challenges of the future. This suggests the necessity for businesses to visualise sustainable entrepreneurship and make Technological, Environmental, Social and Governance a core focus of their business strategy without any adverse impact on the Economy of the Nations. In this back drop, this

particular International Conference call for inputs from different Stakeholders like Industry, Researchers, Academicians, Policy Makers, and Consultants to have a healthy discussion in the form of Write-ups, Research Papers, Monographs, Case Studies on the Conference Theme as aptly designed to this effect.

SUB-THEMES

- Social Entrepreneurship
- Environmental Entrepreneurship
- Sustainable Practices in Marketing
- Sustainable Economy
- Sustainable Practices in Financial Management
- Sustainable Practices in Human Resource Management
- Emerging Business Models in Sustainable Entrepreneurship
- Post Covid Start Ups-Issues and Challenges
- Opportunities and Challenges in Overseas Entrepreneurship

Conference Objectives

- The primary objectives of the conference is to provide opportunities for academicians, Industry Experts, Researchers and students to engage in discussion on various issues related to sustainable Business practices in the Post-Covid era.
- The conference will provide a platform to bring out sustainable solutions for the contemporary entrepreneurial problems in the Post-Covid era.

Registration fee

Academicians:	Rs.1500/-
Research Scholars:	Rs.1200/-
Delegates from Industry:	Rs.2, 500/-
Foreign Delegates:	30 US \$
Students:	Rs.750/-

Note: The Registration fee includes access to all sessions, Conference Kit, Certificate, Breakfast, Lunch (Indian Cuisines) during the Conference Days. Registration fee does not include accommodation facility.

Mode of Payment Registration fee

1. Registration fee can be remitted through DD or Bankers Cheque drawn in favour of "Convener, ICESSE-23", Payable at SBI, Bhanja Bihar, Berhampur, Odisha. Spot Registration is also available at the conference venue with prior confirmation.
2. Payment of fee can be made through Online/NEFT to **Account Number : 41767927313** State Bank of India, Bhanja Bihar Branch, IFSC Code: SBIN0002107

Opportunities & Awards

1. Best Conference Paper award to the best paper submitted and presented in each technical session. Best paper presenter will get certificate, cash prize and memento.
2. Edited book of conference proceedings with ISBN No. on payment.
3. Selected papers will be published in ABDC/Scopus Indexed /UGC Care Journals for those who are interested to pay the additional charges apart from conference registration fees and have to inform well in advance while submitting the conference paper

Submission of Full papers

Full papers can be submitted by 10th April 2023. Hard Copy of the paper should be sent to :-The Convener, International Conference-2023, Department of Business Administration, Berhampur University, Berhampur -760007. Soft Copy of the full paper should be e-mailed to icesse2023@gmail.com. Submitted papers must not have been previously presented, published and accepted for publication. See website: www.buodisha.edu.in. for details

Important Dates

- Last Date for Submission of Abstract : **31.03.2023**
- Last Date for Submission of Full paper : **10.04.2023**
- Last Date of Registration : **15.04.2023**
- Date of Conference: **20th and 21st April 2023**

