Towards Sustainable Entrepreneurship Ecosystem June 2025 | Kathmandu, Nepal

CALL FOR PAPERS AND PRESENTATION ON CONFERENCE ORGANIZED BY:

Name of the conference: Towards Sustainable Entrepreneurship Ecosystem Date: June 14 to June 15, 2025.

It is a pleasure to invite you to the "Towards Sustainable Entrepreneurship Ecosystem" conference organized by the Centre for Research and Development (CERAD) and King's College.

A dedicated department (Center for Research and Development, CERAD) was established to conduct research in education and entrepreneurship. CERAD undertakes academic research, case studies, research training, and other research-related activities. This is a faculty—and student-led collaboration that aims to establish Kings College as a research institution of global repute.

Outstanding papers presented at the conference will also be selected to be published in the International Journal of Entrepreneurship and Economic Issues (IJEEI), a double-blind peer-reviewed journal published by Kings College, Kathmandu, since 2017. The Journal publishes diverse and intensive empirical research papers in the fields of entrepreneurship, education, and economic issues by scholars and practitioners from across the world. Past journals can be accessed through the link. http://journals.kingscollege.edu.np/index.php/ijeei

Organizing committee:
Sagun Baba Shrestha
Meghanath Dulal
Dristant Chandra Bhatta
Shreeka Bhatta

We look forward to seeing you at the conference.
Sincerely,
Narottam Aryal
President
King's College, Nepal

Towards Sustainable Entrepreneurship Ecosystem

The increasing global focus on organized dialogues and academic research has been encouraging. As a result, universities and governments worldwide are hosting conferences involving politicians, policymakers, researchers, financial institutions, and business startups to discuss advancements in entrepreneurship locally and globally.

In this global context, Nepal has become a key participant in these evidence-based discussions, with rising interest from government bodies, private sectors, banks, financial institutions, and startups over the past decade. To support these trends, King's College has been offering courses in entrepreneurship since 2012, now encompassing undergraduate and graduate programs in business, entrepreneurship, and information technology. The college also hosts an annual conference to disseminate its research findings to students, stakeholders, and the public, focusing on themes pertinent to entrepreneurship and Nepal's economic development. To continue this tradition, King's College is organizing a second edition of a conference under the flagship of the "Nepal Economic Forum (NEF) with the theme "Towards Sustainable Entrepreneurship Ecosystem.".

The conference theme highlights the necessity of fostering environments that support entrepreneurship while balancing economic growth with social and environmental sustainability. In our interconnected world, businesses are increasingly expected to innovate in ways that enhance societal well-being and environmental preservation, alongside achieving financial success.

A sustainable entrepreneurship ecosystem is more than a network of stakeholders such as entrepreneurs, investors, and policymakers; it integrates sustainability into business models to support economic, social, and environmental advancement. This ecosystem promotes innovations that align with the Sustainable Development Goals (SDGs) that ensure that business practices have a positive societal and environmental impact.

Key players such as governments, educational institutions, policymakers, researchers, and financial entities are crucial in shaping these ecosystems. They can drive sustainability by creating and incentivizing policies, providing funds for environmentally and socially impactful ventures, and developing educational programs focused on sustainable business practices.

In Nepal, the urgency for a sustainable entrepreneurship ecosystem is particularly pronounced due to the country's challenges in development and sustainability. Emphasizing sustainable entrepreneurship can address environmental degradation, social inequality, and economic resilience, as well as helping Nepal build a more inclusive and robust economy. The upcoming Nepal Entrepreneurship Forum will serve as a platform for discussing these issues, bringing together diverse stakeholders to explore strategies for nurturing sustainable entrepreneurship ecosystems in Nepal and beyond.

Conference Sub - Theme

- Integrating Social Economy in Sustainable Development Goals
- Leveraging Innovations
- Strategies for Diverse and Marginalized Communities
- Entrepreneurship Beyond Profits
- Strengthening Agricultural Economy for Resilient Communities
- Bridging Policy Gaps for Sustainable Entrepreneurship
- Empowering Local Economies through Entrepreneurship
- Harnessing Women's Leadership in Entrepreneurship
- Pioneering Innovations for Social Impact and Sustainability
- Inclusive Entrepreneurship
- AI-Driven Entrepreneurship
- Dynamism in Development, Entrepreneurship, and Economy
- Sustainable Tourism and Social Enterprises
- Innovative Financing Models for Sustainable Entrepreneurship
- Environmental Conservation and Green Economy Initiatives
- Entrepreneurship in high-value cash crop
- Value Chain Analysis of Mountain-Based Agricultural Products
- Agri-Food system strengthening through supply chain enhancements
- Investments in entrepreneurship for smallholder farmers
- Women in Informal Economy

*The conference sub-themes are not restricted to the ones mentioned above. Depending on the submissions received, additional sub-themes may also be considered.

Submission Guidelines for Research Manuscripts

By submitting the full paper, the author(s) must make a commitment that the work is original and not published elsewhere earlier in any manner. Although original papers would be accepted for peer review throughout the year, the journal editorial board reserves the right to reject any paper if the paper is not found to meet the requirements of the journal. Papers will be sent for peer review if the editorial board finds that the paper meets all the requirements of scholarly work and has the potential to succeed in the peer review process of the journal. Authors are requested to write an email to understand more about the manuscript submission guidelines.

Preparation of Articles Articles must be laid out as follows:

- Microsoft Word document
- Letter size (8.5 inches by 11 inches)
- 1-inch margins all around
- 12-point Times New Roman font
- 1.5-spaced (references and notes included)
- Citation and reference as per APA 7th Edition
- Do not save it as a read-only file as the manuscript will be subject to copyediting.
- The article should be between 8 and 20 pages. Tables, figures, charts, and other non-linear text elements are not included in the total page count.

Once your work complies with the guidelines and is prepared for submission, please submit it to conference@kingscollege.edu.np

Submission Guidelines for Case Studies

Font: Times New Roman, Size 12
Spacing: 1.5
Margin: One inch
Length: 3000-5000 words (Including Annex)

The case study should identify growth and innovation related challenges of a venture. The venture could be a small and medium enterprise, a startup, a corporate or any private entity that is engaged in business activities. To begin with, a case has to have a hook: an overriding issue that pulls various parts together, a managerial issue or decision that requires urgent attention. The trick is to present the story so that the hook is not immediately apparent but 'discovered' by students putting the relevant pieces together. More importantly, the hook must be linked to a particular concept, theory, or methodology. The cases should be original and unpublished piece of writing. Proper credits should be given to ideas, quotes, and writing borrowed in APA format. More on the APA formatting could be accessed here:
https://www.isu.edu/media/libraries/student-success/tutoring/handouts-writing/using-sources/APA7-Style.pdf

Common tips for you to think about as you write your case study.

- **Collect information**

Cases can be based on primary or secondary data; however, carrying out interviews with the protagonist and others in the organization, where possible, often results in a better and more balanced case study. Make sure that you have all the materials you will need before you start the writing process. This will speed up the actual process. Most case studies have a mixture of primary and secondary sources to help capture the spirit of the protagonist.

- **Structure the narrative**

Tell the story in chronological order and in the past tense. Identify and establish the central protagonist and their dilemma in the first paragraph and summaries the dilemma again at the end of the case.

- **Develop the protagonist**

Ensure the protagonist is a well-developed character and that students can identify with their motivations throughout the case.

- **Get permission**

When you submit your case study and teaching note, you must include signed permission from the relevant protagonist or company featured in the case and for any material for which you don't own the copyright.

- **Be clear on your teaching objective**

The case method offers a variety of class participation methods, such as discussion, role-play, presentation, or examination. Decide which method best suits the case you want to write.

<u>Writing a case study</u>

How to write & structure a case
- Write in the past tense
- Identify and establish an issue/problem

The opening paragraph should make clear:
- Nature/Character of the Protagonist(s)
- Who the key decision maker is/are
- What the nature of the problem or issue is
- When the issue or problem took place, including specific dates
- Why the issue or problem arose

The body of the case should:

- Tell the whole story – usually in a chronological order
- Typically contain general background on business environment, company background, and the details of the specific issue(s) faced by the company
- Tell more than one side of the story so that students can think of competing alternatives

The concluding paragraph should:

- Provide a short synthesis of the case to reiterate the main issues, or even to raise new questions

Remember, the goal is not to answer a question but to identify an issue and present it to the reader in as much depth as possible. A well-written case provides context and information for the reader to have an overview of the issue and invokes further questioning on how to best address the issue given the information. At the same time, the information in the case should be self-sufficient, i.e., the writers should assume that a reader does not have prior knowledge about the firm and the industry. Thus, an effective case study provides a holistic view surrounding an issue.

Important Date

February 28, 2025: Registration Open

April 15, 2025: Submission Deadline for Abstracts

End of April, 2025: Notification of Abstract Acceptance

May 31, 2025: Submission of Full Papers

June 14 and June 15, 2025: Conference Days

Our Partners

Hetauda School of
Management and Social
Sciences

Industrial Enterprise
Development Institute