

# 5TH INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY

HYBRID MODE

**YOUTH EMPOWERMENT AND RESEARCH  
ASSOCIATION (YERA) (Regd.)**  
*IN ACADEMIC PARTNERSHIP WITH*  
**COMMERCE AND MANAGEMENT ASSOCIATION OF  
INDIA(CMAI)**  
&  
**NORBULING RIGTER COLLEGE (NRC),BHUTAN**



**03 -05 May, 2024**

**Venue: Sherubtse College Auditorium  
kanglung, Bhutan**

## ABOUT YERA

The Youth Empowerment and Research Association (YERA) is a premier professional body that represents and promotes the interests of the commerce and management sector in India. YERA aims to foster excellence, innovation and ethical practices in the field of commerce and management through research, education, training, networking and advocacy. YERA also provides a platform for collaboration and exchange of ideas among its members, industry experts, academicians, policy makers and other stakeholders. YERA organizes various events and activities throughout the year, such as conferences, seminars, workshops, awards, publications and newsletters, to disseminate knowledge and best practices in the domain of commerce and management. YERA is committed to enhancing the quality and standards of commerce and management education and practice in India and beyond.

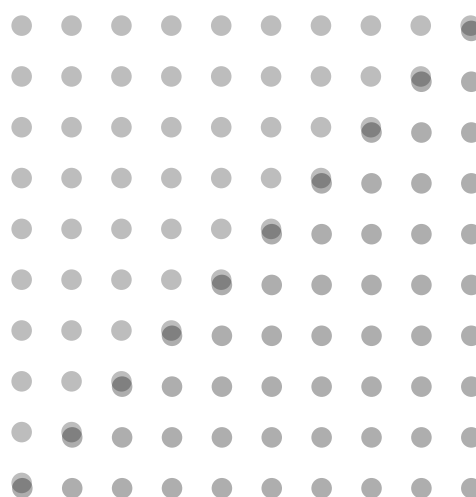
## ABOUT CMAI

The Commerce and Management Association of India (CMAI) is a premier professional body that represents and promotes the interests of the commerce and management sector in India. CMAI aims to foster excellence, innovation and ethical practices in the field of commerce and management through research, education, training, networking and advocacy. CMAI also provides a platform for collaboration and exchange of ideas among its members, industry experts, academicians, policy makers and other stakeholders.

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## ABOUT NORBULING RIGTER COLLEGE (NRC)

NRC is located in the tranquility of nature, pristine pinewoods, paddy fields and farm houses, NRC sprawls across large expanse of prime land near Doteng River, just 15-minute drive along river side from Paro town. It provide and ideal environment to harness the potentials of young minds. NRC is affiliated to Royal University of Bhutan all the programmers of RUB are accredited by the Bhutan accreditation council (BAC). The vision of the college is advancing education and empowering young minds.



## ABOUT THE CONFERENCE

Entrepreneurship and Business Sustainability actually refers to four distinct areas: human, social, economic and environmental sustainability. Human sustainability aims to maintain and improve the capacity of human in society. Human sustainability includes health, education system, nutrition, knowledge and skills and access to services. Social sustainability aims to preserve social capital by investing and creating services which constitute the framework of our society. Social sustainability focuses on maintaining and improving social quality. Economic sustainability aims to maintain the capital intact. Environmental sustainability aims to improve human welfare through the protection of natural capital (e.g. land, air, water, minerals etc.).

## SUB-THEMATIC AREA OF CONFERENCE

- Financial Sustainability
- Economic Sustainability
- Legal Dimension of Sustainability
- Disaster Management
- Gender Equality
- Employment
- Risk Reduction Management
- Sustainability
- Sustainable Energy Transmission
- Cultural, Cultural Heritage for Social and Economic Sustainable Development
- Business Startup
- Knowledge Management
- Digital Economy
- Artificial Intelligence
- Environmental Sustainability
- Trade and Investment
- Promoting Tourism in Asia by mitigating Common challenges.

**Note: Any other area not covered in the sub-thematic heads as mentioned above but is aligned with the main theme of the conference will also be considered for presentation.**

## WHO CAN BE THE PARTICIPANT

**The conference is aimed at providing a meeting ground for the Intellectual and Professional experts. It welcomes for participation, all of the following:**

- Academicians
- Policy Makers
- Research Scholars
- Entrepreneurs
- Management Professionals
- Students

## REGISTRATION FEE (OFFLINE MODE &amp; ONLINE MODE)

Particulars	Offline Mode	Online Mode
Academicians	Rs. 15000	Rs. 1500
Corporate participants	Rs. 20000	Rs. 2000
Research Scholars & Students	Rs. 12000	Rs. 1200
Participants from other countries	US \$ 250 (to be paid equivalent amount in Indian rupees)	US \$ 150 (to be paid equivalent amount in Indian rupees)
Bank Details to deposit Registration Amount		
Name: Youth Empowerment and Research Association		
Bank: Union Bank of India		
Account: 399401010029087		
IFSC: UBIN0539945		
Branch: Tikri, Varanasi, India		

Note: Offline Registration Fee includes Participation in Conference, Conference Kit, Traveling From Guwahati to Conference Venue and Return. Sightseeing, boarding, fooding and lodging in Bhutan. \*SDF Charges (as applicable) shall be borne by the Participants at the time of the entry in Bhutan. \* Accompanying person if any, need to register separately at the rate of Rs15000/- (For Indian/Bhutan Nationals) and US \$ 250 (For Foriegn Nationals)

## IMPORTANT DATES

**Last date for submission of Abstract: March 20, 2024**

**Last date for submission of full-length Paper: April 15, 2024**

**Last date for Registration: April 15, 2024**

**REGISTRATION LINK**

<https://forms.gle/wVuccoArbFLWJBUU7>



**Conference Contact e-mail at [yerconference@outlook.com](mailto:yerconference@outlook.com)**

**CONTENT OF THE PAPER**

Papers should demonstrate critical rigour and make clear their contribution to knowledge. They should also state their implications in relation to the theme of the conference, and their contribution to one or more of research, education, policy or practice.

**PUBLICATION**

Selected Quality Papers/Articles shall be published in the form of edited book volumes or UGC care journal. The publication fees if any shall be communicated separately on paper acceptance.

**FORMAT FOR PRESENTATIONS**

The presentation should be prepared by using Microsoft PowerPoint. The presentation will then be copied onto a pen drive and be emailed to the undersigned which will be kept ready at your allotted time. Not more than 15 Power Point slides should be included covering background, aims, methodology and findings.

**CONTACT DETAILS**

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**Dr. Deepjyoti Choudhury : +91-9401294696**

**Mr. Vikki Sharma : +91-9891004450**

**CONFERENCE VENUE**

**Venue: Sherubtse College Auditorium  
kanglung, Bhutan**



## CONFERENCE SECRETARIAT

<b>Patron</b>	Prof. Sandeep Kulshreshtha, IITTM Gawalior (MP) and President CMAI
<b>Co- Patron</b>	Prof S. S. Narta, Chairmen and Dean, Faculty of Commerce and Management, Dean College Development Council, HPU, Shimla Prof. O. P. Verma, Former Director, PECC, HPU, Shimla
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<b>Conference Co-Director</b>	Prof. Tejinder Sharma, Former Chairperson, Department of Commerce, Kurukshetra University, Kurukshetra, India
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<b>Conference Technical Coordinator</b>	Mr. Vikki Sharma, Assistant Professor, SRCC , Delhi University
<b>Advisory Committee:</b>	<ul style="list-style-type: none"> <li>• Prof. Suman Bhakri, Shri Ram College of Commerce, University of Delhi, Delhi</li> <li>• Prof. Shyam Sundar, Yale School of Management, Yale University, USA</li> <li>• Prof. H. K. Singh, Head and Dean, Faculty of Commerce and Management, B.H.U. Varanasi- 221005</li> <li>• Prof. Lhato Jamba, Former Director General, Gaeddu College of Business Studies, Royal University of Bhutan, Bhutan</li> <li>• Dr. Shalendra Singh Rao, Head, Dept. of Banking and Business Economics, Mohanlal Sukhadia University, Udaipur, India</li> <li>• Dr. Reza, Deputy Director, Dept. of Governmental System, BPATC, Dhaka,Bangladesh</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Prof. S.S. Sarkar, Department of Business Administration, Tezpur University, Assam</li><li>• Prof. J. K. Jain, Head, Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar, M.P - 470001</li><li>• Prof. N.N. Sharma, Pro Vice-Chancellor, SRI SAI University, Palampur, H.P.</li><li>• Prof. Rajeev Chopra, Principal, Delhi College of Arts and Commerce, University of Delhi, Delhi</li><li>• Prof. P.N. Hari Kumar, Chairman, Department of Commerce, University of Kerala, Kerala</li><li>• Prof. Arvind Kalia, Former Dean of Studies, HPU, Shimla-171005</li><li>• Prof. Rajat K. Sant, Department of Commerce, MAC, University of Delhi, Delhi</li><li>• Dr. Dalbir Singh, HOD, Department of Commerce, Gaur Brahman College, Rohtak, M.D. University, Rohtak, Haryana</li><li>• Prof. Rajinder Kumar, Rajdhani College, University of Delhi, Delhi</li><li>• Dr. Surendra Mahato, Department of Business Management Tribhuvan University, Nepal</li></ul> |
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**Note: Conference Secretariat is responsible only for academic activities**