



DOWN TO EARTH

Interdisciplinary conference on Agri-Innovation and Entrepreneurship

UKIERI supported collaboration between University of Calcutta, India and Leeds Beckett University, UK

Invitation to submit Papers & Cases

21st January, 2019

Venue: International Management Institute, Kolkata

THE CONFERENCE:

Down To Earth - Interdisciplinary conference on Agri-Innovation and Entrepreneurship is the 1st conference as part of UKIERI supported collaboration between University of Calcutta, India and Leeds Beckett University, UK will be held in IMI campus in Kolkata, India. This conference is aimed at understanding the opportunities and challenges in sustainable agriculture in India and UK. The objective of the conference is to bring together academic researchers, sustainable agricultural entrepreneurs, businesses engaged in the agri-value chain and policy makers to share knowledge and practice of current agricultural businesses. The event will also be of interest to researchers who are looking at the study of operational factors hampering agricultural businesses, issues of farm productivity, use of sustainable fertilizers, and use of hybrid models of agribusinesses to increase the returns from agricultural businesses. Small agricultural businesses can benefit from fine-tuning their business models based on best practice dissemination based on case studies developed by researchers on this project and the wider body of social researchers. Large retailers can benefit from this event to interface with small agricultural businesses on the requirement of businesses as part of the value chain and showcase the social credentials demanded by current customers.

The conference will act as an aggregator of:

- Knowledge on management of sustainable agribusinesses
- Expertise on farming practices that enable successful ventures
- Expert guidance from entrepreneurs & policy developers
- Pathways of future development in sustainable agriculture.

The conference will accept cross disciplinary papers and cases with the common objective to study small businesses and agricultural practices for sustainable agri-entrepreneurship. The conference invites short papers and cases of up to 6000 words that bring out unique models of sustainability in the Indian or UK agribusiness context.

CONFERENCE TRACKS:

- Entrepreneurship, social issues behind rural entrepreneurship, empowerment, Human Resource Practices for promoting innovation for SMEs, Trust, Respect, Culture & Collaboration Issues for SMEs in SEE vs. other regions. **Track chair: Prof. Sharmistha Banerjee.**
- Rural marketing, social media use in farm based businesses, retail marketing, emerging trends in agri-food business. **Track chair: Prof. Mohua Banerjee.**
- New business models, technology usage in agri-food businesses, bottom up innovation, life cycle SMEs and the role of the Innovation Zone(business centres & incubators), Government and regional policies on entrepreneurship and innovation, Entrepreneurial Universities and Entrepreneurial Innovation Clusters, Entrepreneurship Education, University-India collaboration. **Track chair: Dr. Suneel Kunamaneni.**
- Information distortion in agri-supply chains, operational factors hampering farm productivity, logistical issues in rural supply chains, supply chain structure in Food Supply chains, buyer-supplier relationships in farm to fork supply chains, sustainability issues in farms, CSR activities by large retailers in farms. **Track chair: Dr. A.C. Chinta.**

HOW TO BE A PART OF THE CONFERENCE?

The conference organizers look forward to receiving high-quality original research papers, surveys, case studies, technical notes and write-ups that link with the theme.

CALL FOR PAPERS & CASES:

Accepted papers will be published as the conference proceedings which will be included in the delegate kit. The best case/paper will be awarded a prize of INR 2500 for presenting the case/paper that combines the innovative use of knowledge of entrepreneurship with current farm based supply chains.

REGISTRATION:

Early Bird Registration from 12th November, 2018 to 26th December, 2018

Fee for Delegate: INR 1300/-

Regular Registration from 27th December, 2018 to 7th January, 2019

Fee for Delegate: INR 1500/-

Registration fee includes **Delegate kit, Certificate, Conference lunch, and Tea.**

Delegate fees to be paid through State Bank Collect.

Special waivers on request

PAPER SUBMISSION GUIDELINES:

Papers must be entirely original & not previously published elsewhere or under consideration.

Every author is to note the following guidelines in relation to the formatting:

- Paper Size: A4 (21cm x 29.7cm) with a 2.54cm margin all around
- Font: Times New Roman, size 12, headings can be in bold but no underlining please
- Paragraph Format: Papers should be fully justified with single line spacing
- Title Page: To contain the following information:
 - Paper Title: No more than 85 characters including spaces – centred, 12pt Times New Roman, bold and in title case i.e. capitals for first letter of main words. All papers should have a clear, concise title; the contribution of a paper should be evident from the title. The title should be no longer than 10 words. Titles which do not match the paper can cause frustration for reviewers.
 - Keywords: Up to six key words for indexing, cataloguing and classification – centred 10-pt
 - Do not include any author information
- Abstract: Maximum 500 words, using the headings given in your original abstract – justified, 12pt Times New Roman
- Main Text: Maximum 6,000 words for papers and cases, excluding tables, figures & references – single spaced, fully justified, 12pt Times New Roman
- Pages: Title and abstract page, full text, tables, figures, references etc., all to fit on 20 pages maximum
- Subtitles: Left aligned in Times New Roman bold
- Page Numbering: Right aligned in footer, in Times New Roman 9pt font
- Citation and Referencing: Harvard Style (Jones, 2003), in 12pt Times New Roman font. References should be listed in full at the end of the paper in alphabetical order.

All the papers/cases and abstracts must be submitted electronically via email in the email ID ugcukieri.official@gmail.com

The authors of the selected papers/cases will be notified via email only.

ACADEMIC OUTPUT:

All the abstracts from the selected papers/cases submitted to the conference will be published before the conference. The abstract should address the contribution of the author's/authors' work to the advancement of the research/study as per the conference theme including conclusions & implications for the contemporary research/study in the area. Selected papers/cases will be published after presentation and post conference review in prestigious publications.

Conference organizers reserve the right to edit all papers and abstracts for grammatical and editorial style as well as length and clarity.

IMPORTANT DATES TO REMEMBER:

- **Registration Open: 12th November, 2018 (mentioned in details below)**
- **Submission of Abstract (500 words) by: 16th December, 2018**
- **Acceptance of Abstract will be notified by: 20th December, 2018.**
- **Last date of full paper/case (6000words, excluding references) submission by: 14th January, 2019.**

- **Early Bird Registration :-**

Opening Date: 12th November, 2018

Closing Date: 26th December, 2018 (by 11:45pm IST)

- **Regular Registration:-**

Opening Date: 27th December, 2018

Closing Date: 7th January, 2019 (by 11:45pm IST)

- **Date of Conference 21st January, 2019.**

ORGANISING COMMITTEE

Conference Coordinators:

- *Prof. Sharmistha Banerjee*
- *Prof. Mohua Banerjee*

Conference Advisory Committee:

- *Prof. Suneel Kunamaneni*
- *Prof. Alfred Chinta*

Conference Secretariat:

- *Poulomi Roy (Email: poulomiroy.kol@gmail.com)*

Conference Team:

- *Abhijit Bakshi (Email: bakshi.abhijit4@gmail.com)*
- *Saba Firdous (Email: sabaffirdous@gmail.com)*



For details please log on to:

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