# Sixteenth Biennial Conference on Entrepreneurship

February 26-28, 2025 ABSTRACTS

> Editor Ganapathi Batthini



Entrepreneurship Development Institute of India (EDII)

Ahmedabad, Gujarat, India



# Sixteenth Biennial Conference on Entrepreneurship 2025

Ganapathi Batthini

© Entrepreneurship Development Institute of India, Ahmedabad

All rights reserved. No part of this publication may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the copyright holder.

ISBN: 978-93-86578-79-2

First Published in 2025 by:



#### **Entrepreneurship Development Institute of India (EDII)**

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India

Ph: +91-79-6910 4900/4999/5000 Website:www.ediindia.org

Conference website: conference.ediindia.org

Email: conference@ediindia.org / info@ediindia.org

in association with



#### **Bookwell**

3/79, Nirankari Colony, Delhi 110009, India Ph: 9810043240, 011-79676137

E-mail: bookwelldelhi@gmail.com

Printer: Comservices, Wazirpur, Delhi

# Acknowledgements

the past thirty years, the **Biennial Conferences** Entrepreneurship have been organized by the Centre for Research in Entrepreneurship Education and Development (CREED), Entrepreneurship Development Institute of India (EDII). Biennial Conferences are established forums for researchers, educators, practitioners, planners and policy makers to share their ideas and research with other researchers in the field, interchange feedback and sharpen their own ideas for entrepreneurship research and development. Fifteen conferences held thus far brought together more than 17500 academicians, researchers and practitioners for the presentation of over 1300 papers from 40 countries. The 16th Biennial Conference on Entrepreneurship (February 26-28, 2025, EDII, Ahmedabad) testifies to the institute's pursuit of excellence and clear contribution to entrepreneurship education, research, institution building within India and internationally. One hundred and thirty five papers were presented during the three day conference. The papers represent current developments in entrepreneurship from India and abroad.

The contributions cover a wide array of themes such as: Entrepreneurship Theory and Practice Entrepreneurship Ecosystem; Entrepreneurship Education; Psychology and Entrepreneurship; Technology and Digital Entrepreneurship; Startup and Innovation; MSME Entrepreneurship; Nascent Entrepreneurship and New Venture Creation; Family Business; Culture, Tradition and Value-based Entrepreneurship; Green and Sustainable Entrepreneurship; Inclusive Entrepreneurship; Social Entrepreneurship; Rural Entrepreneurship; and Women Entrepreneurship.

EDII and the editor thank the conference participants, colleagues and friends for their contribution and wholehearted cooperation in making this publication possible.

We thank reviewers, who enthusiastically served as paper reviewers.

The 16th Biennial Conference wouldn't have been possible without the guidance of the Conference Chair Dr. Sunil Shukla (Director General, EDII). We extend our heartfelt gratitude to him.

Many thanks to M.S. Khurana, Bookwell, Delhi, for his help and support in publishing the Abstract Booklet of  $16^{th}$  Biennial Conference on Entrepreneurship.

**Editor** 

## **Paper Reviewers**

### EDII FPM Scholars

Ashutosh Mishra Deepak Ranajn Mahita Kaushik Nandini Varshney Raunak Gupta Ruchika Khetarpal Satyanarayan Rath Shiwali Kumari Sukriti Pandey

# **Contents**

Ackn	owledgements	7
	Entrepreneurship Theory and Practice	
1	Decoding the Motivators of Habitual Entrepreneurs in India Kaushik Meenakshi Ramesh, Amita Pathania & Sunita Tanwar	1
2	Entrepreneurial Intensity: The Literature Based and Bibliometric Study Analjyoti Basu, Priya Singh, Chinhita Sanyal & Pankaj Bharti	3
3	Entrepreneurship: A Systematic Literature Review Accompanied by Bibliometric and Meta Analytical Insights Pankaj Parmeshwar Sharma	5
4	Interstices and Relative Impregnable base in Penrose Effect: In the Process of Building Theory on Growth of Entrepreneur Managed Small Firms  Satyajit Majumdar	6
5	Role of Entrepreneurship in Circular Economy: A Systematic Literature Review and Bibliometric Analysis Deepak Ranjan	8
6	Serial Entrepreneurship Dynamics: Unveiling the Role of Setbacks, Emergent Learning, and their Influence on Firm Resilience Sukriti Pandey, Ruchika Khetarpal & Satya Ranjan Acharya	10

7	Synaptic Franchise as an Entrepreneurship Tool: A Transformation for Franchise Success and the Future of Sustainable Franchising – A Perceptional Overview	
	Sudharsan N, Shankar R & A Prabukarthi	12
8	The Entrepreneurial Pedagogical Practice Scale: Construction and Validation	
	Reena Rana & Akanksha Srivastava	13
	Entrepreneurship Ecosystem	
9	A Study on the Impact of Climate Changes on Sundarbans Ecosystem and Challenges for Wild Honey Entrepreneurships	
	Diya Das, Rampada Bera & Indranil Chatterjee	17
10	Entrepreneurial Ecosystem in Higher Education in India: Opportunities, Prospects, and Future Pathways for the Young Generation	
	S.N. Singh & Vijayalakshmi Iyengar	19
11	Entrepreneurship Development in the Handloom Industry of Northeast India: A Study on Role of Institutions and Policies	
	Kangkana Haloi, Chandan Kumar & Smriti Das	21
12	Fostering Grassroots Entrepreneurship Evaluating the Role of Pradhan Mantri Mudra Yojana in India's Entrepreneurial Ecosystem	
	K. P. Radhika & Rithika Jayabharathi Yuvarajan	23
13	Gender Dynamics and Entrepreneurial Actions: A Comparative Analysis within the Entrepreneurial Ecosystem	
	Raunak Gupta & Ashutosh Mishra	24
14	Indian Entrepreneurship Since 2000-2024: A Highlighted Literature Exploration	
	G.P. Bhandari & Analjyoti Basu	26

15	Understanding Entrepreneurial Ecosystem and Entrepreneurship Activity in India: Evidence from the Global Entrepreneurship Monitor Project Nivedita Dwivedi & Amit Kumar Dwivedi	28
16	Using Vroom's Expectancy Theory to Understand Motivating Factors of Community Institution's Leadership Subhasish Chaki	30
	Entrepreneurship Education	
17	A Review Paper on Models and Challenges in Entrepreneurship Education Sathish Kumar V & B. Girirajapriya	35
18	AI-Enhanced Teaching: Empowering Entrepreneurship Educators Mahita Kaushik & Shiwali Kumari	36
19	Capacity Development and Lifelong Learning Arun Pal	38
20	Crafting and Assessing Experiential Learning Scale Concerning to Entrepreneurship for Students in Higher Education Mohit Taneja	39
21	Critical Analysis of Agripreneurial Willingness of the Agri-Graduates in Odisha Biswajit Mallick	41
22	Developing Entrepreneurial Skills Through IB MYP- DP Curriculum and Pedagogy Moti Kumari Jha	42
23	Impact of Entrepreneurial Education on Engineering Students' Mindset in the Coimbatore Region  V. Senthil Kumaran, Elangovan S. & Dharun N	4.4

24	Understanding Entrepreneurial Education Through the Lens of Entrepreneurs Shreenidhi R	46
	Psychology and Entrepreneurship	
25	Breaking Barriers? The Role of Perceptions in Entrepreneurial Intentions Across Genders in India Hemverna Dwivedi, Richa Kothari & Sheetal Sharma	49
26	Cognitive and Behavioral Aspects of Entrepreneurship Arun Chalotra	51
27	Cognitive and Behavioral Aspects of Entrepreneurship among Farmer Producer Organization Members Badigi Pavan Naik	52
28	Cognitive and Behavioral Aspects of Entrepreneurship: A Bibliometric Analysis Sheetal Thomas & Reshmi Banerjee	54
29	Socio-Economic and Wellbeing Conditions of Gig Workers in India Vikrant Yadav & Pankaj Bharti	56
30	Development of Entrepreneurial Personality Scale (EPS): A Study on SMEs in India Shilpi Gupta Vijay & Amit Mookerjee	57
31	Exploring Entrepreneurial Intentions: the Role of Personality Traits Entrepreneurial Motivation and Locus of Control Among Hyderabad's Professional Students Regalla Ravi Kanth, M.S. Bhat & D. Raghunatha Reddy	59
32	Exploring the Entrepreneurial Intentions of Business and Commerce Students: Insights from Select HEIs of Kolkata  S Kavitha & Abhik Kumar Mukherjee	61

33	Gender Differences in Entrepreneurial Intentions and Perceived Barriers Among Undergraduate Students in Sikkim Dushyant Kharel, S.S. Mahapatra & Abhijit Dutta	63
34	Impact of Big Five Personality Traits on Entrepreneurial Intentions of Students: A Pilot Study Anshita Yadav, Anjali & Pooja	65
35	Impact of Perceived Traits on Solar Panel Implementation in Enterprises: A Study from Uttar Pradesh Pratishtha Awasthi & Sabeeha Fatima	66
36	Path Creation through Imagination: The Case of Pioneering Entrepreneurs in India Charu Rastogi, Srivardhini Jha & Sanjay Jain	68
37	The Revalidation of the Self-Rating Questionnaire (SRQ) Reena Rana & Akanksha Srivastava	70
38	The Socioeconomic Outcomes and Wellbeing of Gig Workers: A Systematic Literature Review Vikrant Yadav & Pankaj Bharti	71
39	<b>VITALIS: A Small Venture for Dietary Solutions</b> <i>Vasanthamani K., Abrajith M. &amp; Krishnaprasath U. M.</i>	72
	Technology and Digital Entrepreneurship	
40	A CSR Need Assessment for Digital Empowerment of Rural Entrepreneurs Anurag Kumar, Ranjan Kotiyal & Akash Sahu	75
41	A Study of Usage of Digital Transactions by Young Entrepreneurs and Its Impact on Knowledge, Attitude and Practice (KAP) for Running Enterprises in Santiniketan, Birbhum and Ghurni, Nadia District of West Bengal  Shaik Salman Asharaf & Sharmistha Bhattacharjee	
	Simin Smithin I tolully O Similinoim Diministratific	76

42	CaRes Fitwatch - An Innovative Wearable Device to Automate the Cardiorespiratory Fitness Estimation in Preventive Cardiology Applications  Madhana K. & Jayashree L. S.	78
43	Digital Transformation and Knowledge Management for Technopreneurship Success Reshmi Manna, Krishna Dixit, Saubhagyavardhan Shukla & Abhay Kumar Bafna	80
44	Drivers and Barriers to Solar Energy Adoption Among Commercial Consumers in Uttar Pradesh, India Pratishtha Awasthi & Sabeeha Fatima	81
45	Entrepreneurship at the Crossroads of Tradition and Technology: Examining the Impact of Digital Microfinance on Banarasi Silk Weaving Communities	0.2
46	Prashant Bhatt & Sana Moid  Harnessing AI for Market Research: Boosting SMEs' Global Competitiveness	83
	Heena	85
47	The Convergence of Digital Entrepreneurship and Artificial Intelligence: A Conceptual Framework Prabhu G, Varsha G, Shobana M & Raja Rajeswari	86
	Startup and Innovation	
48	Analytical Review on the Functioning of Incubation	
-0	Centres in Fostering Entrepreneurship in India Prathib Vamsi & Ram Jagadeesh	91
49	Assessing the Impact of Founder's Halo Effect on Sustainability of Startup	
	Seema H. Kadam & Hiral Tailor	93

50	Determinants of Performance of Indian Unicorns: A Mixed Method Approach	
	Naveen Kumar K , Ashutosh Kashyap & Harsh Sinha	94
51	Exploring the Role of Artificial Intelligence in Talent Acquisition in Startups: A Multiple Case Study Nitu Bharti & Kumar Mukul	96
		90
52	Fostering Innovation and Entrepreneurship: Analysing India's Start-up Ecosystem and Government Initiatives	
	Abdul Razak	98
53	Healthcare Startups and Sustainability: Unveiling Critical Issues and Growth Opportunities	
	Vinita Gadhavi & Hitesh Vekariya	100
54	Mentoring for Entrepreneurial Success: How Guidance Fuels Growth and Innovation	
	Trupti Lahiri, Shraddha Lahiri & Mehak Chaturvedi	101
55	Profile of Managerial Skills of Workforce in Start- ups and Enterprises	
	Ananya Mohanty, Suvashisa Rana & NDS Naga Seema	102
56	Start-Ups and Innovation Ecosystem as Drivers of Economic Growth: Insights from Uttar Pradesh	
	Subhash Kumar & Mukta Pujari	104
	MSME Entrepreneurship	
57	Analysis of Spatial Distribution of MSME Clusters in	
	<b>India</b> Ritobrato Bhattacharyya	109
58	Assessing the Effectiveness of Government Subsidies	
<i>J</i> 0	on MSME Performance in Kamrup District of Assam:	
	An Impact Evaluation Study Dipakshi Das & Nivedita Goswami	110
	1	110

59	Focus on MSMEs: Competitiveness, Growth, and Sustainability	
	Divyalakshmi S & Agnesh Roshini	112
60	Roadblocks in the Firm Survival: A Study on Indian Firms	
	Isha Ramawat	113
61	Significance of SMEs in the Indian Context: Through the Lens of Qualitative Approach Nandini Varshney, Satya Ranjan Acharya & Sucheta	
	Agarwal	114
62	The Creatorpreneur Journey: Building Micro- Enterprise through Personal Branding in a Fragmented Digital Ecosystem	
	Amrita Shil	115
63	Understanding Firm's Transition Across Size in India: Age, Sector & Entry-Exit Dynamics Akhilesh Kumar Sharma & Tripti	117
64	Why Firms Fail- Evidence from Entrepreneurial and Innovative Firm: An Indian Perspective Aditi Sharma, Komal Malik & Manoj Joshi	118
	Nascent Entrepreneurship and New Venture Creation	
65	A Sustainable Business Model for the Commercialization of Gait Watch – A Fall Risk Prediction Device	
	Jayashree L. S., Suresh Kumar P. & Madhana K.	123
66	Care to Commerce: A Study of Assisted Living Facilities in Pune City	
	Rajeshree Gokhale, Manjusha Wadekar, Neetika Sharma & Mitali Yarde	125
67	Empowering Women: A Case Study on the Female Sambalpuri Weavers in Bargarh District of Odisha.	
	Bishnu Prasad Panda & Bibhu K. Mohanty	126

68	Intention and Competence: A Comprehensive Analysis Employing the SPAR-4-SLR Protocol Amruthambika P & Badusha Muhammed	127
69	Entrepreneurship Education: A Catalyst for Developing Readiness, Mindset and Behaviour Ashutosh Mishra & Ruchika Khetarpal	129
70	Legal Structures, A Barrier to Innovation in Women- owned New Businesses Rejakshi Ghosh & Rasananda Panda	131
71	Measuring the Challenges in Early-stage Entrepreneurship in Kerala: Scale development and Validation Jisha Gopi	132
	Family Business	
72	'Ubuntu' [Trans-generational Enterprises (Family Business)] Amit M. Bhattacharya & Oindrila Banerjee	135
73	Culture, Tradition and Value-based Entrepreneurship  8 S Model for Entrepreneurial Success as Guided by Mahabharata and Life of Lord Krishna Hitendra Gandhi	139
74	An Impact Study on the Role of Governmental Intervention for Financial Inclusion and Economic Well-Being of Moules - Entrepreneurs of Sundarbans Amit Majumder, Sajal Kr Maiti, Debarshi Mandal, Anwesha Podder & Diya Das	141
75	Communication Ecology of Artisans: A Study on Communication Dynamics Amongst Various Stakeholders Anshu Sinha, Rajesh Gupta & Piyush Sinha	143

76	Cultural Consumption: Exploring a Dynamic Perspective for Arts Entrepreneurs	
	Achala Bhargavi R & Kumar Mukul	145
77	Cultural Entrepreneurship in the Context of the Indian Knowledge System: A Literary and Philosophical Exploration  Nidhi Kaushal	147
	mun Kuushu	146
78	Innovations in Architecture of Lifestyle Design: A Journey of Traditional Heritage through Value-based Entrepreneurship	
	Harini P. R., Jenella B., Anand M. & Sivakumar P.	148
79	Role of Social Media in Influencing the Perception on Corporate Social Responsibility and Brand Loyalty	
	Janani Meher & Sabat Kumar Digal	150
80	The Role of Museums, Monuments and Sites to the Development of Cultural Heritage Tourism Entrepreneurship in Tanzania	
	Angelo C. Nzarabahi	151
	Green and Sustainable Entrepreneurship	
81	Entrepreneurship and Sustainability	
	Vasundhara Chaudhary	155
82	A Sustainable Food Supply Chain Model for Crisis Management	
	Geethu Mary George, G Menaka, Thomas Joseph & L S Jayashree	156
83	Fostering a Sustainable Entrepreneurial Ecosystem through Social Innovation: The Role of	
	Entrepreneurship Training and Entrepreneurial Competence	
	Badusha Muhammed	157

84	Green Business Practices Adoption by MSMEs: A Story from Indonesia	
	Tulus Tambunan	158
85	Green Economy and MSME Performance in India: Evidence from World Bank Survey Data Naveen Kumar K & Rushikesh Ranoji Honmore	159
86	Perception of B-School Students of Ahmedabad on Environmental Sustainability Janvi Sharma	4.4
	,	161
87	Small and Medium Enterprises (SMEs) Finance towards Sustainable Development and Innovation Arun Chalotra	
	Arun Chalotra	162
88	Strategic Innovation in Supply Chain Management-A Case Study of Green Sizz Pvt. Ltd.	
	Durga Devi & Kanwal Anil	163
89	Turning Trash into Trust: How Circular Entrepreneurship Model Contributes to Sustainability	
	Reshmi Manna, Kirtika Chetia, Ankit Singh, Hotri Trivedi & Anshika Gupta	165
	Inclusive Entrepreneurship	
90	A Literary Study on Determinants of Attaining Organisational Performance in Enterprises Promoted By Military Veterans Samir Jain & Hetal Dipen Vyas	169
91	A Review on Intrapreneurship: Organizational and	169
-	Individual Perspective Satyanarayan Rath & Amit Kumar Dwivedi	171
92	Analysing the Factors Influencing Marginalized Entrepreneurs in India	
	Amir Hussain, Zahoor Ahmad Paray, Mohd. Yasir Arafat & Mohd Saeem Khan	
	TYTOTH CHICHT INTHIT	172

93	Dynamic Legal Configurations: Pathways to Success for Migrant Entrepreneurs	
	Sreejith P. M., Sreejith S.	173
94	Entrepreneurial Inclinations of the Millennial Generation from Marginalized Groups: An Empirical Investigation of Scheduled Castes (SC) and Scheduled Tribes (ST) Bhaveshkumar J Parmar	174
95	Environmental Health Impact Assessment (EHIA) Process for Agricultural and Horticultural Processes- A Case Study on Ginning of Indian Seed-Cotton (or	
	<b>Kapas)</b> Vijayan Gurumurthy Iyer	176
96	Exploring the Ecosystem Gaps in Green Entrepreneurship: A Study of Western Maharashtra's Entrepreneurial Landscape	
	Neehar M Brave & Rajesh Manerikar	178
97	Women Entrepreneurs with Disabilities: Disadvantaged by the Square of Two Simran Sodhi & Amit Kumar Dwivedi	180
	Social Entrepreneurship	
98	A Review Paper on Social Innovation: A Pathway to Sustainable Development	
	R. Velmurugan	183
99	An Empirical Analysis of the Factors Affecting Social Entrepreneurship Interests Among College Students in South Kashmir	
	Gh Hassan Thakur	184
100	Assessing the Societal Outcome of Entrepreneurship Education: A Multi-Dimensional Analysis	
	Sheetal Thomas, Mridula Goel & Devang Joshi	185

101	Fostering Women's Social Entrepreneurship and Sustainable Development of Small and Medium Enterprises in Varanasi "With Special Reference to Handloom and Handicraft" Sharmila Singh, Amit Kumar Singh, Dharmendra Mehta & Vijay Kumar Verma	187
102	Impact of Service Learning on Social Entrepreneurial Mindset Harmeet Kaur Dawar	189
103	Leveraging Social Entrepreneurship Capitals for Measuring Social Impact: An Empirical Insight Anisha Yadav, Jaspreet Kaur, Aarti Bhadauria & Preeti Manani	
	iviununi	190
104	Social Innovation and Entrepreneurship: Transforming Rural Livelihoods in India	
	Chandan Kumar, Esrafil Ali & A Bhavani	192
105	Turning Crisis into Opportunity - Social Innovation to Develop an Entrepreneurial Mindset Amongst Tribal Communities in Times of Crisis Trupti Lahiri, Kamini Pradhan & Shraddha Lahiri	193
106	Values-Driven Sustainability: A Multi-Capital Framework for Social Enterprises Diwakar Singh & Richa Awasthy	195
	Rural Entrepreneurship	
107	A Study on Effectiveness of ICT for Implementation of SVEP Through its Local Self- Governing Bodies in Tappal Block, Uttar Pradesh Akash Shah, Sahil Srivastav & Akash Sahu	199
108	A Study on the Role Played by Local Self-Governing Bodies of SVEP in Tappal Block (UP) to Support Beneficiaries of the Scheme During COVID and for	
	the Post Pandemic Recovery Akash Shah, Sahil Srivastav & Akash Sahu	201

109	Channelizing Technology Interventions and Adoption in the Context of Frugal Innovation for Rural Entrepreneurs of India Ananthavalli Rames & Raman Gujral	203
110	Entrepreneurial Orientation and Effectiveness of Producer Collectives Shruthi Surendran, Rajesh Gupta & Piyush Sinha	205
111	Entrepreneurial Status and Constraints of Dyeing Craftsmen Dashora Shikha & Dashora Pragaya	207
112	Factors Affecting Scaling Up Intentions of Women Micro-enterprises in Kerala Sangeetha K Prathap	209
113	Geographical Indication(GI) and Market Advantage for Indian Sundarban's Wild Honey: A Catalyst for Regional Entrepreneurship and Development Anwesha Podder, Debarshi Mandal & Shyam Sundar Pradhan	211
114	Market Orientation of Traditional Artisan-Based Entrepreneurial Ventures with Reference to Bell Metal Industry Monalisha Dutta & Ayekpam Ibemcha Chanu	213
115	Role of Farmer Producer Companies (FPCs) in the Production and Marketing of Millets in Odisha Samit Kumar, Sapna Arora & Raman Gujral	215
116	Sustainable Traditions: Evaluating the Technical Efficiency of Assam's Cane and Bamboo Handicrafts Gitanjali Goswami & Nivedita Goswami	217
117	The Role of Rural Institutions in Strengthening Rural Entrepreneurship: Insights from Management Practices in Dandi Path Heritage Villages Bhavin Gohil & Lokesh Jain	210
	2. W. C.	219

118	The Role of Savings and Lending Groups in the Financial Inclusion of Rural Women Entrepreneurs: A Case Study of IMPABARUTA Cooperative in Kamonyi District, Rwanda  Albertine Mukamwezi, Johnson Ocan & Francis Akena Adyanga	220
119	Unravelling Ultra-Poverty: the Applique Artisans at Village Ghoradia, Orissa Afflicted with. Sukamal Deb	222
	Women Entrepreneurship	
120	A Study on the Role of Family Support on the Success of Women Entrepreneurs Shraddha Yadav	225
121	Agricultural Technology Management Agency (ATMA) and Women Empowerment in Kerala: A Conceptual Study with Reference to Thiruvananthapuram District Suresh S K & Harisundar G	226
122	Attitude and Impediments of Financially Literate Women Toward Entrepreneurial Development in Odisha: An Empirical Study Lipsa Priyadarshini Naik & Kishore Kumar Das	228
123	Bridging Socio-Cultural Barriers by Nurturing Women Entrepreneurship: A Case Study of ZingnZest Satabdi Roy, Gaurav Majumdar & Vikas Dargan	230
124	Community Morphing Through Women-led Entrepreneurship: A Case Study of Pabiben.com Diti Pundrik Vyas & Subhalaxmi Mohapatra	232
125	Conceptualizing Empowerment through the Lived Experiences of the Women Entrepreneurs: A Qualitative Inquiry Chitralekha Chaudhari & Samapti Guha	234

126	Developing Women Mentors for Women Entrepreneurship Development in Rural Areas Raunak Gupta, Shruthi Surendran, Rajesh Gupta & Piyush Kumar Sinha	236
127	Entry Barriers for Rural Women Entrepreneurs of Kashmir Region Anshu Sinha, Rajesh Gupta & Piyush Sinha	238
128	Government Initiative Towards Supporting Women Entrepreneurs in India Leading to Their Success Anjali Singh & Priyanka Srivastava	240
129	Mapping the Landscape: A Bibliometric Study of Women Entrepreneurs in the Digital Economy Nikita Upadhyay & Judith Gomes	241
130	Motivation of Women Academic Entrepreneurs: Intrinsic and Extinctic Factors for Pursuing Academic Entrepreneurship Deepali & Heena Ansari	243
131	Multiplier Impact of Women Entrepreneurs Among Family & Society Prakash Kumar Solanki	245
132	Sustaining Women-Owned Group Enterprises in Rural India: Analysing Key Factors and Challenges for Long-Term Success Mantri Sai Naresh & Ashwin Parwani	246
133	The Impact of WEDP on the Economic Empowerment of Women Entrepreneurs in Hawassa City, Ethiopia Tayech Tagesse	248
134	The Role of Female Entrepreneurs in Green Entrepreneurship: A Systematic Review Archana Gahlot & Sucheta Agrawal	250

135	Women Social Entrepreneurship: The Emerging	
	Research Issues	
	Megha Sharma & Archana Singh	252
136	Leveraging Business Model Innovation in Startups:	
	Factors Influencing New Product Development	
	Performance	
	Kumar Anubhav, Satya Ranjan Acharya & Kumar Aashish	253

The abstracts in this publication are printed from submissions by the authors, who are solely responsible for the contents of their abstracts.

We thank them for their cooperation in the publication of the Abstracts of 16th Biennial Conference on Entrepreneurship