



# International Seminar

Main Streaming University  
**Social Enterprise Ecosystem (MUSEE) Creating socially Responsible Knowledge, Practices and Graduates**

## BACKGROUND

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Social entrepreneurship opens the door to possibilities beyond the traditional concepts and the notion of a single bottom line. The third sector, the social sector, merges these traditional concepts, and instead of working towards a single bottom line, social enterprises work towards two: profit and impact.

Our next generation is told that they can change the world, but the tools that exist to help aid them in their crusade to make an impact are limited. Understanding what social value is, how it is created, and why it is difficult to measure are topics that provoke and can challenge our beliefs of how our world operates. From world hunger and poverty to health care and education, the principles of social entrepreneurship are used to help create new solutions to social matters by reframing the issue and focusing on context.

Mainstreaming social entrepreneurship education through curriculum and policy intervention will definitely help with the process. A focused debate on how the two eco-systems, university ecosystem and social entrepreneurship ecosystem, can be aligned in more productive and efficient ways to produce socially responsible knowledge, practices and graduates is required in this context. This seminar is expected to produce evidence based input for policy recommendations to university leaders, professors and students.

In this context, we look forward to receiving papers that critically engage with the theory and practice of social enterprise education inside and outside the university sector. We welcome research papers on the following themes.

## THEMES OF THE SEMINAR

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- Tenets of social enterprise ecosystem and university ecosystem
- Social entrepreneurship models and cases
- Regulatory frames and provisions of social entrepreneurship
- Modes and means of interventions between university and SE organizations
- The Ecosystem Needed for the Development of Social Enterprises
- International experiences in Social Entrepreneurship on policy and market issues
- Social enterprise and innovation
- Social impact, value creation and performance
- Financing social enterprise
- Governance of social enterprises
- Social enterprise and sustainable transition
- Rural perspectives on social enterprise
- Social enterprise in healthcare and social care
- Poverty reduction and community-led social enterprise
- Social enterprise education , training and learning

## **ADVISORY AND SCIENTIFIC COMMITTEE**

- Prof. Yasmin Merali, Professor and Director, Centre for Systems Design, University of Hull Business School, UK.
- Dr. Madhukar Shukla, Professor of Organizational Behavior, XLRI Xavier Institute of Management.
- Dr. Avanish Kumar, Area Chairperson – Public Policy & Management in Management Development Institute (MDI), Gurgaon.
- Dr. Nikhil Agarwal, CEO, Innovation Society, Government of Andhra Pradesh.
- Shalab Mittal, CEO, School for Social Entrepreneurs India.
- Mr. Sanjay Kumar, Ford Foundation Mason Fellow at the Harvard Kennedy School.
- Dr. Ashish Dwivedi, Deputy Director, Centre for Systems Design, University of Hull Business School, UK.

## **CONFERENCE CHAIRS**

- Dr Rahul Singh, Birla Institute of Management Technology, Greater Noida.
- Dr Abha Rishi, Birla Institute of Management Technology, Greater Noida.

## **CONFERENCE CO-CHAIRS**

- Prof. Yasmin Merali, Professor and Director, Centre for Systems Design, University of Hull Business School, UK.
- Dr Ashish Dwivedi, Deputy Director, Centre for Systems Design, University of Hull Business School, UK.

## **IMPORTANT DATES**

Paper Proposal Submission/Abstract submission	:	25 November 2016
Review Decision on Proposal Submission	:	30 November 2016
Full Paper Submission (4000-6000 words)	:	15 December 2016

## **PAPER PROPOSAL SUBMISSION**

Paper Proposal should be between 400 to 600 words in length, excluding bibliography. Submissions will undergo a blindfold evaluation process based on the following criteria:

## **CRITERIA FOR COMPLETED RESEARCH ABSTRACTS**

- Interesting /important problem and clear motivation (why the problem is interesting theoretically and/or practically)
- Theoretical grounding ( conceptual development and grounding in prior literature)
- Methodological adequacy (if relevant)
- Added value to the international research community



## **FULL PAPER SUBMISSION GUIDELINES**

Please limit the length of the paper between 4000 - 6000 words, excluding references. Please follow the APA writing style for paper submission.

## **REGISTRATION**

The registration for participation should be completed before December 5, 2016.

## **FEES**

There are no registration fees for the seminar as it is being funded by the British Council, India.

## **CONTACT**

Please feel free to address your queries or make your submissions at [seepseminar@bimtech.ac.in](mailto:seepseminar@bimtech.ac.in)

# PROJECT PARTNERS

## **BRITISH COUNCIL**

The British Council is the United Kingdom's international organisation for educational opportunities and cultural relations. The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. The British Council is recognised across India for its network of 9 libraries and cultural centers. It offers a range of specialised projects in arts, education, English language and society to audiences across India and has more than 100,000 members.

## **UNIVERSITY OF HULL**

The University of Hull was founded in 1927 – originally as University College Hull. The foundation stone was laid the following year by the Duke of York (later King George VI, of The King's Speech fame) and it opened for business with 39 students and 14 'one-man' departments. The University now has more than 16,000 students and around 2,500 employees, including more than 1000 academic staff. University of Hull is among the UK's top 10 universities for graduate employability and it is one of Britain's finest teaching universities, providing a high-quality education and producing life-changing research.

## **BIMTECH**

Birla Institute of Management Technology (BIMTECH), Greater Noida, established in 1988, under the aegis of the Birla Academy of Art and Culture, and supported by the Birla Group of Companies. Late. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B. K. Birla, Chairperson of B K Birla Group of Companies, are the founders of the business school. The Institute runs two-year full-time Post-Graduate courses in General Management, International Business, Insurance Business, Retail Management and Sustainable Development practices. All these courses are approved by AICTE, MHRD, Government of India and are fully residential.



## **Birla Institute of Management Technology**

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