

CALL FOR CHAPTERS

Book Title: Indian SMEs and Startups: Growth through Innovation and Leadership

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Over the last few years, India has developed the third largest startup ecosystem in the world. It has also earned the reputation of being a key emerging nation for delivering Unicorns. In past year alone, India has added an average of three unicorns every month, making it one of the most attractive regions across the world for initiating and scaling up new business ideas. As per the estimates, approximately \$US 17.2 billion were infused into the Indian startup ecosystem by venture capitalists during the first half of 2021. The Indian government has also—in the past few years—launched several schemes such as Startup India and the PLI scheme for Indian SMEs to boost this growth further, mainly because there is renewed confidence and belief in Indian entrepreneurs. Indian organisations have become much more competitive and are not only making their global presence felt, but are also expanding their reach to new industries and sectors. This book—through its diverse range of chapters—aims to highlight the innovation potential that these firms carry and the leadership that is required for them to succeed in the global marketplace in the future.

This unique book will focus on the achievements and further potential of Indian small businesses and startups and examines in depth **original case studies, quantitative studies and qualitative research** from a wide array of sectors (both traditional and future technology-driven business) that highlight how small businesses and startups can fuel future growth. The book further aims to offer new insights on how small business owners and budding entrepreneurs should pursue innovations through purposeful and driven leadership. It also aims to showcase some of the biggest Indian unicorns and their journey's to highlight successful strategies that should be followed by upcoming startups.

Tentative (but not only limited to) themes for Chapters:

1. Indian SMEs & Startups – Growth in past decade
2. Role of leadership in the challenging environment found in small businesses and startups in India
3. Existing innovation practices and strategic trends followed by small businesses and startups in India
4. Sustainable Models for Indian Startups & SMEs
5. Most preferred sectors by Indian small business/startups
6. Most preferred technologies by Indian small business/startups
7. Effective leadership skills for small ventures in Indian settings
8. Scaling up strategies for SMEs and startups through technology and innovation
9. Global competition and Indian Startups: Best practices and Strategies
10. Variables in transforming an Indian startup into a Unicorn

All chapters must be submitted in MS Word file format. All chapters must have a abstract of about 250-300 words with 4-5 keywords. The ideal length of the chapter shall be between 6000-8000 words. All references must be in APA format.

Chapters must have a similarity index of less than 10%

Deadlines:

Full chapter submission: **January 7th, 2022**

For any queries or concerns, please contact: edws2022@gmail.com

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