



COMMERCE AND MANAGEMENT ASSOCIATION OF INDIA

Nurturing Leadership Excellence

Publishing Details for Authors

Book Title:

"Entrepreneurship and Innovation: Creating Sustainable Ventures"

Chapter Length:

- **Minimum Pages:** 10
- **Maximum Pages:** 15

Target Audience:

- Entrepreneurs
- Business Students
- Academicians and Researchers in Entrepreneurship and Innovation
- Business Professionals and Consultants
- Policy Makers and Government Officials

Writing Guidelines:

1. **Clarity and Coherence:** Ensure your writing is clear, concise, and logically structured.
2. **Engagement:** Use engaging language to keep the readers interested.
3. **Research:** Base your content on current research, real-life examples, and case studies where applicable.
4. **Practical Insights:** Provide practical insights and actionable advice.
5. **Referencing:** Properly reference all sources and adhere to the citation style specified.
6. **Consistency:** Maintain a consistent tone and style throughout the chapter.

Required Topics for Each Chapter:

1. **Introduction to Entrepreneurship and Innovation**
 - Overview of key concepts
 - Importance of entrepreneurship and innovation in the modern economy
2. **The Entrepreneurial Mindset**
 - Traits, skills, and behaviors of successful entrepreneurs

3. Identifying Opportunities and Generating Ideas

- Techniques for spotting opportunities
- Brainstorming innovative ideas

4. Market Research and Validation

- Methods for conducting market research
- Validating business ideas

5. Business Models and Value Propositions

- Understanding different business models
- Crafting compelling value propositions

6. Developing a Business Plan

- Step-by-step guide to creating a comprehensive business plan

7. Funding Your Venture

- Exploring various funding options including bootstrapping, venture capital, and crowdfunding

8. Building and Leading Teams

- Strategies for recruiting, building, and leading effective teams

9. Product Development and Management

- Process from concept to market
- Developing and managing products

10. Marketing and Branding

- Creating effective marketing strategies
- Building a strong brand

11. Sales Strategies and Customer Relationship Management

- Techniques for sales growth
- Managing customer relationships

12. Financial Management for Startups

- Key financial principles and practices for new ventures

13. Legal Issues and Intellectual Property

- Understanding legal considerations
- Protecting intellectual property

14. Scaling Your Business

- Strategies for scaling operations
- Managing growth

15. Innovation Management

- Fostering innovation within your organization
- Managing the innovation process

16. Social Entrepreneurship

- Creating ventures with a social impact
- Unique challenges they face

17. Sustainable Business Practices

- Integrating sustainability into your business model and operations

18. Technology and Digital Transformation

- Leveraging technology and digital tools for business success

19. Global Entrepreneurship

- Exploring global markets
- Understanding the challenges and opportunities of international expansion

20. Future Trends in Entrepreneurship and Innovation

- Emerging trends
- Preparing for future changes in the field

Additional Details:

- Ensure all content is original and free from plagiarism.
- Collaborate with other authors if your chapters have overlapping themes to maintain consistency.
- **Deadline for Submission:** [15th August 2024]
- **Formatting Guidelines:** [Refer Appendix A]
- **Submission Portal:** [Link will be shared, you can also mail to support@cmaoi.org with Subject "Call for Chapter"]
- **Contact Information:** For any queries, please contact [Dr Aamir Junaid Ahmad, +-91-9939802016]

We look forward to your valuable contribution to making this book a comprehensive guide for aspiring and current entrepreneurs.

Appendix A

Formatting Guidelines

General Guidelines

1. **Language:** All contributions should be in English.
2. **File Format:** Submit manuscripts in Microsoft Word (.doc or .docx) format.
3. **Font and Spacing:**
 - Font: Times New Roman, 12-point
 - Line spacing: 1.5
 - Margins: 1 inch on all sides
4. **Title Page:** Include the title of the chapter, the author's name(s), affiliation(s), and contact information.

Structure

1. **Title:** Clear and concise, reflective of the chapter content.
2. **Abstract:** A brief summary (150-200 words) of the chapter.
3. **Keywords:** 4-6 keywords relevant to the chapter content.
4. **Introduction:** Introduce the topic, objectives, and importance of the chapter.
5. **Main Body:** Organized into sections and subsections with appropriate headings.
6. **Conclusion:** Summarize the key points and suggest future research directions.
7. **References:** Follow the APA (7th edition) referencing style.
8. **Appendices:** Include only if necessary.

Citations and References

1. **In-text Citations:** Use author-date format (e.g., Smith, 2020).
2. **Reference List:**
 - Books: Author, A. A. (Year). Title of work: Capital letter also for