

NEPAL ENTREPRENEURSHIP FORUM III

REPORT ON “INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP 2026”

**JULY 14 - 16, 2026
King's College**

Executive Summary

The International Conference on Entrepreneurship 2026 (Nepal Entrepreneurship Forum III) was successfully organized by King's College, Kathmandu, from 14–16 July 2026 with the objective of fostering dialogue, collaboration, and knowledge exchange among researchers, academicians, entrepreneurs, policymakers, industry practitioners, and students. The conference provided a multidisciplinary platform to discuss emerging issues, innovative practices, and evidence-based research in the field of entrepreneurship while strengthening the entrepreneurial ecosystem in Nepal and beyond.

The three-day event featured a diverse range of academic and professional activities, including keynote addresses by distinguished national and international experts, inspiring entrepreneur stories, thematic parallel research presentation sessions, virtual paper presentations, networking opportunities, and a two-day Case Writing Workshop facilitated by Prof. Dr. Satyajit Majumdar. Research papers presented during the conference covered contemporary themes such as finance and banking, marketing and consumer behavior, artificial intelligence and digital innovation, entrepreneurship education, startup ecosystems, sustainability, agribusiness, social entrepreneurship, and rural development, reflecting the evolving landscape of entrepreneurship research and practice.

The conference commenced with an inaugural ceremony comprising the national anthem, traditional Panas lighting, welcome remarks, keynote addresses, and entrepreneur stories. Throughout the conference, participants engaged in interactive discussions, scholarly exchanges, and knowledge-sharing sessions that promoted interdisciplinary collaboration and strengthened connections between academia and industry. The event concluded with the recognition of outstanding research contributions, a conference wrap-up, a vote of thanks, and the successful completion of the Case Writing Workshop, during which participants developed practical skills in case writing and teaching methodologies.

International Conference on Entrepreneurship 2026 successfully achieved its objectives by creating a vibrant platform for disseminating high-quality research, encouraging meaningful academic and professional networking, enhancing participants' research and pedagogical capacities, and promoting innovation-driven entrepreneurial thinking. The conference reaffirmed King's College's commitment to advancing entrepreneurship education, research excellence, and collaborative engagement while contributing to the continued development of Nepal's entrepreneurial ecosystem.

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Conference Overview

Item	Details
Conference Name	International Conference on Entrepreneurship 2026
Forum	Nepal Entrepreneurship Forum III
Organizer	King's College
Department	CERAD
Venue	King's College, BabarMahal
Date	14–16 July 2026
Format	Physical + Virtual
Conference Theme	Entrepreneurship

Introduction

Entrepreneurship is a key driver of innovation, economic growth, employment, and sustainable development. Recognizing the growing need for entrepreneurship research and collaboration, King's College, a leading institution in entrepreneurship education and innovation, established the Nepal Entrepreneurship Forum (NEF) as its flagship platform for fostering research, dialogues, and industry engagement. NEF III builds on a rich legacy of conferences and forums, including:

- International Conference on Social Entrepreneurship (ICSE) 2016 – *Rebuilding Nepal through Social Entrepreneurship*
- 16th International Entrepreneurship Forum (IEF) 2017 – *Sustainable Entrepreneurship and Economic Development*
- Nepal Entrepreneurship Forum I (2018) – *Entrepreneurship and Economic Growth in Federal Nepal*
- International Conference on Entrepreneurial Ecosystem in Developing Economies (2023)
- Nepal Entrepreneurship Forum II (2025) – *Towards Sustainable Entrepreneurship Ecosystem*

The Nepal Entrepreneurship Forum III (NEF III): International Conference on Entrepreneurship 2026, held from 14–16 July 2026, was organized to bring together researchers, academicians, entrepreneurs, students, faculties, practitioners, and students to exchange ideas, present research, and discuss emerging opportunities and challenges in entrepreneurship.

Objectives

The conference aimed to:

- Promote entrepreneurship research and innovation.
- Foster collaboration between academia, industry, and policymakers.
- Encourage interdisciplinary knowledge exchange.
- Provide opportunities for research dissemination and publication.
- Strengthen Nepal's entrepreneurial ecosystem.

Conference Themes

The International Conference on Entrepreneurship 2026 featured research presentations across seven thematic tracks, reflecting contemporary issues and emerging trends in entrepreneurship research and practice:

- AI, Digital Innovation, and Entrepreneurship Education
- Startups, SMEs, and Entrepreneurial Ecosystems
- Finance, Banking, and Investment
- Digital Entrepreneurship Ecosystems: Innovation, Governance, and Sustainability
- Green Entrepreneurship, Sustainability, and Agribusiness
- Contemporary Issues in Marketing, Consumer Behaviour, Tourism, Organizational Dynamics, and Youth Employment
- Social Entrepreneurship, Inclusion, and Rural Development

These thematic sessions provided an interdisciplinary platform for researchers, academicians, entrepreneurs, practitioners, and policymakers to share knowledge, present research findings, and discuss innovative solutions to contemporary entrepreneurial challenges.

Conference Proceedings

The conference received 65 abstract submissions, of which 57 were accepted after the review process. A total of 43 papers were presented during the conference, and 18 full papers were subsequently submitted for publication consideration.

Submission and Presentation Statistics	Number
Total Abstracts Received	65
Abstracts Accepted	57
Abstracts Rejected	8
Presentations Delivered	43
Accepted Authors Who Did Not Present	14
Full Papers Received	18

Day 1: 14th July 2026

Opening Ceremony

The International Conference on Entrepreneurship 2026 commenced on 14 July 2026 with a formal opening ceremony at King's College, Babarmahal. The event began with participant registration and a networking hi-tea session, followed by the National Anthem and the traditional Panas Lighting ceremony, symbolizing the inauguration of the conference.

Mr. Bikram Prajapati, Vice Principal of King's College, delivered the Welcome Speech and introduced the conference, highlighting its objectives and significance in advancing entrepreneurship research and collaboration. The inaugural session featured a keynote address by Dr. Dinesh Raj Bhuju, Acting President of Madan Bhandari University of Science and Technology (MBUST), followed by an inspiring Entrepreneur Story shared by Ms. Vedika Murarka, Co-founder of Edu Case. The opening ceremony concluded with a second keynote address by Dr. Sunil Shukla, Director General of the Entrepreneurship Development Institute of India (EDII), who addressed participants virtually, setting the stage for the conference's technical sessions.



Keynote Address by Dr. Dinesh Raj Bhuju



Keynote Address by Dr. Sunil Shukla



Entrepreneur Story by Vedika Murarka, Co-founder EduCase

Breakout Sessions

Breakout Session I

Theme: Finance, Banking & Investment

The Finance, Banking & Investment session featured **five research presentations chaired by Dr. Bharat Singh Thapa**. Sarthak Thapa served as the Session Coordinator and facilitated the smooth conduct of the session. The papers addressed contemporary issues in accounting information, strategic decision-making, digital transformation, financial reporting quality, financial literacy, digital financial innovation, customer retention, financial planning, and tax compliance among SMEs. The following presentations were given by the presenters:



Dr. Bharat Singh Thapa

S.N.	Presenter	Research Title
1	Tribhuvan Kumar Mahataman	Mediating Role of Managerial Decision Quality in the Relationship Between Accounting Information and Strategic Decision-Making in Cooperatives of Kirtipur, Nepal
2	Asst. Prof. Atmaram Khatiwada	Digital Transformation of Accounting and Firm Performance: Mediating Role of Financial Reporting Quality
3	Abinath K.C.	From Digital Banking Service Quality to Customer Retention: Mediating Role of Customer Satisfaction
4	Prajit Kumar Timalina & Bishnu Prasad Gyawali	Behavioral Biases and Their Role in Financial Planning in Kathmandu Valley
5	Cheta Bahadur Bharati, Hari Krishna Aryak & Jeeval Lama Golay	Determinants of Tax Compliance Behavior among SMEs in Nepal: An Integrated Behavioral, Institutional, and Economic Approach

Discussions

The session focused on finance, banking, tax compliance, and behavioral factors in financial planning.

Tribhuvan Kumar Mahataman presented research on accounting information and strategic decision-making in cooperatives. The study found that accounting information improves strategic decision-making both directly and through managerial decision quality.

Abinath K.C. discussed digital banking service quality and customer retention. The findings showed that responsiveness, security, and efficiency were important factors, while customer satisfaction played a key mediating role in customer retention.

The study by Cheta Bahadur Bharati and Hari Krishna Aryal explored SME tax compliance and identified trust, complexity, and anxiety as major factors. Fairness and transparency in tax administration were found to encourage compliance more effectively than strict penalties.

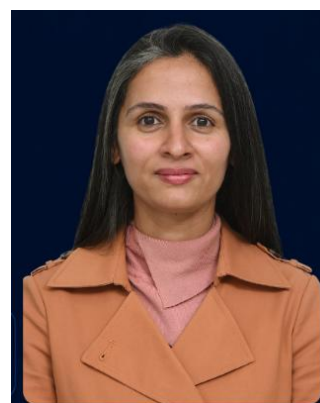
Bishnu Prasad Gyawali and Prajit Kumar Timalina examined behavioral biases in financial planning. Emotional bias was the strongest determinant, while overconfidence and financial literacy also had significant effects. Herd behavior, despite its high correlation, was not a significant predictor in the final model.

Findings and Takeaways

- Quality accounting information and managerial decision-making are important for effective strategic decisions.
- Digital banks should prioritize responsiveness, security, and efficiency to improve customer retention.
- Trust, fairness, and taxpayer education are more effective than a purely penalty-based approach to improve tax compliance.
- Emotional and behavioral factors play a significant role in personal financial planning.
- Financial literacy and behavioral factors should be carefully positioned and measured in financial behavior research.
- Future studies should use stronger theoretical grounding, robust analytical methods, and broader samples to improve research quality.

Theme: Contemporary Issues in Marketing, Consumer Behaviour, Tourism, Organizational Dynamics, and Youth Employment

The **Contemporary Issues in Marketing, Consumer Behaviour, Tourism, Organizational Dynamics, and Youth Employment** session was chaired by **Dr. Roshee Lamichhane** and featured **five research presentations**. **Smriti Karanjit** served as the Session Coordinator and facilitated the smooth conduct of the session. The session explored diverse topics including corporate branding, youth unemployment, social media marketing, consumer behaviour, tourism entrepreneurship, financial literacy, and heritage-based entrepreneurship, highlighting emerging trends and challenges in marketing and entrepreneurship. The presentations delivered during the session are:



Dr. Roshee Lamichhane

S.N.	Presenter	Research Title
1	Arjun Sapkota	Elements for Sustaining Corporate Branding: Mediating Role of Brand Sustainability in Gandaki Province
2	Manisha Thapa	Youth Unemployment and the Rise of Necessity-Driven Entrepreneurship: A Bibliometric Review of Global Trends
3	Mahesh Upadhyaya	Role of Social Media Marketing Engagement Behavior on Building Beer Brand Loyalty in Chitwan
4	Riyana Luitel	Influence of Social Media Marketing Activities and Brand Awareness Among Generation Z Consumers: Mediating Role of Brand Image and Brand Loyalty
5	Bhim Rai	Community-Based Tourism Entrepreneurship: A Bibliometric Analysis of Global Research Trends

Discussions

The session focused on corporate branding, youth entrepreneurship, social media marketing, consumer behaviour, and community-based tourism entrepreneurship.

Arjun Sapkota discussed the importance of brand sustainability in maintaining strong corporate branding. The discussion highlighted that sustainable practices could help organizations strengthen their brand value and maintain a long-term relationship with stakeholders.

Manisha Thapa examined the relationship between youth unemployment and necessity-driven entrepreneurship. The discussion highlighted how limited employment opportunities can encourage young people to pursue entrepreneurship as an alternative source of income and livelihood.

Mahesh Upadhyaya discussed the role of social media marketing engagement in building brand loyalty. The presentation emphasized how consumer interaction and engagement through social media can strengthen their connection with brands.

Riyana Luitel focused on Generation Z consumers and the influence of social media marketing on brand awareness. The discussion highlighted the importance of brand image and brand loyalty in shaping consumers' responses to social media marketing activities.

Bhim Rai discussed global research trends in community-based tourism entrepreneurship. The presentation highlighted the growing academic interest in the role of local communities and entrepreneurship in developing sustainable tourism.

Findings and Takeaways

- Brand sustainability can contribute to stronger and more sustainable corporate branding.
- Youth unemployment can encourage necessity-driven entrepreneurship and create alternative livelihood opportunities.
- Social media engagement is increasingly important for building and maintaining brand loyalty.
- Brand image and brand loyalty play important roles in influencing Generation Z consumers.
- Community participation and entrepreneurship are important for sustainable tourism development.

Breakout Session II

Theme: AI, Digital Innovation & Entrepreneurship Education

The AI, Digital Innovation & Entrepreneurship Education session was chaired by Dr. Manoj Shakya and featured five research presentations. Manoj Pandey served as the Session Coordinator and facilitated the smooth conduct of the session. The session explored the integration of artificial intelligence, digital entrepreneurship, entrepreneurship education, algorithmic decision-making, and FinTech adoption, highlighting the transformative role of emerging technologies in shaping entrepreneurial practices and business performance.



Dr. Manoj Shakya

S.N.	Presenter	Research Title
1	Dolendra Paudel	See, Solve, Scale as a Framework for Entrepreneurship Education: A Critical Review and Comparative Analysis of Entrepreneurial Pedagogies
2	Sajesh Khadgi	The Optimism Trap: How AI Tool Sycophancy Cultivates Misguided Confidence Among IT Entrepreneurs
3	Royal Shrestha & Prakriti Pokhrel	Rated by AI: Employee Motivation and Performance Under Algorithmic vs. Human Evaluators
4	Shyam Krishna Adhikari	Impact of Digital Entrepreneurship on Business with Reference to Kathmandu
5	Abishek K.C.	FinTech Determinants and Financial Well-Being among Generation Z: Mediating Role of Adoption Behavior

Discussions

The session focused on entrepreneurship education, AI and entrepreneurship, employee motivation and performance, digital entrepreneurship, and FinTech adoption among Generation Z.

Dolendra Paudel discussed entrepreneurship education through the See, Solve, Scale framework, emphasizing a practical approach to entrepreneurship learning. The discussion highlighted the importance of helping students identify real-world problems, develop and test appropriate solutions, and scale successful ideas for sustainable impact.

Sajesh Khadgi examined the potential risks of AI tool sycophancy among IT entrepreneurs. The discussion highlighted how AI tools that consistently affirm users' ideas may create excessive confidence and lead to misguided entrepreneurial decisions. The importance of critical thinking and independent evaluation when using AI was emphasized.

Royal Shrestha and Prakriti Pokhrel discussed employee motivation and performance under algorithmic and human evaluation. The presentation explored how the increasing use of AI-based evaluation systems may influence employees' motivation, perceptions, and workplace performance.

Shyam Krishna Adhikari discussed the impact of digital entrepreneurship on businesses in Kathmandu. The presentation highlighted how digital technologies and platforms are creating new opportunities for business operations, market access, innovation, and entrepreneurial growth.

Abishek K.C. examined the relationship between FinTech determinants and financial well-being among Generation Z, focusing on the mediating role of adoption behavior. The discussion highlighted how the adoption and use of FinTech services can influence the financial experiences and well-being of young consumers.

Findings and Takeaways

- Experiential entrepreneurship education can help students move from identifying problems to developing and scaling solutions.
- Excessive reliance on AI may create misguided confidence, making critical thinking and human judgment essential.
- Algorithmic evaluation is increasingly influencing employee motivation and performance and requires careful implementation.
- Digital entrepreneurship provides new opportunities for innovation, business growth, and market access.
- FinTech adoption behavior can play an important role in improving the financial well-being of Generation Z.

Theme: Startups, SMEs & Entrepreneurial Ecosystems

The **Startups, SMEs & Entrepreneurial Ecosystems** session was chaired by **Dr. Anuj Tiwari** and featured **five research presentations**. Yomoo Bajracharya served as the Session Coordinator and facilitated the smooth conduct of the session. The session examined key aspects of startup ecosystems, entrepreneurial orientation, ESG-driven investment, platform-based entrepreneurship, and sustainable investment, offering insights into innovation, venture development, and the evolving entrepreneurial landscape. The presentations delivered during the session are:



Dr. Anuj Tiwari

S.N.	Presenter	Research Title
1	Prabina Shah	The Startup Ecosystem in Nepal through the Lens of the Quadruple Helix Model
2	Subani Sapkota	Entrepreneurial Orientation, Business Model Innovation, and Venture Longevity in Nepali SMEs
3	Dhan Bahadur Lowar	Modeling ESG-Driven Investment Decisions in an Emerging Market: Evidence from Nepalese Investors Using PLS-SEM and Artificial Neural Network (ANN) Analysis
4	Prashiddha Basnet	From Gig Work to Entrepreneurship: Bibliometric Insights into Transition Pathways in the Platform Economy
5	Liza Kumari Jha	The Role of ESG in Sustainable Investment: A Bibliometric Analysis

Discussions

The session focused on startups, SMEs, ESG investment, gig work, and entrepreneurial ecosystems.

Subani Sapkota presented research on SMEs and entrepreneurial ecosystems. The study found that Entrepreneurial Orientation alone does not ensure long-term sustainability, while Business Model Innovation plays a critical role in translating entrepreneurial orientation into sustainable growth.

Dhan Bahadur Lowar discussed ESG-driven investment decisions and found that subjective norms strongly influence investment intention, while perceived behavioral control was the strongest predictor of actual investment decisions. The study also highlighted limited ESG awareness and standardized data in Nepal.

Prashiddha Basnet presented bibliometric insights on gig work and entrepreneurship. The study showed growing research interest after 2020 and highlighted gig work as a potential pathway to entrepreneurship, while emphasizing the need for worker protection and fair platform governance.

Liza Kumari Jha presented a bibliometric analysis of ESG and sustainable investment. The study found a significant increase in ESG research after 2020, with China and the USA dominating research output and impact.

Prabina Shah examined Nepal's startup ecosystem through the Quadruple Helix Model. The study found that collaboration among academia, industry, government, and civil society remains largely informal, with the academia–industry gap identified as a major challenge.

Findings and Takeaways

- Business Model Innovation is crucial for sustainable SME growth.
- Nepal faces significant ESG awareness and data gaps in investment decisions.
- Gig work can provide a pathway to entrepreneurship, but worker protection is necessary.
- ESG has become an increasingly important area of global sustainable investment research.
- Nepal's startup ecosystem needs stronger academia–industry–government collaboration.
- Sustainable entrepreneurial development requires innovation, institutional support, ESG awareness, and effective ecosystem collaboration.

Theme: Digital Entrepreneurship Ecosystems: Innovation, Governance, and Sustainability

Virtual Session IV: Digital Entrepreneurship Ecosystems: Innovation, Governance, and Sustainability was chaired by Dr. Nurul Mohammad Zayed and featured eight research presentations delivered through an online platform. Prasuma Rawal served as the Session Coordinator and facilitated the smooth conduct of the virtual session. The session explored contemporary issues related to FinTech, digital entrepreneurship governance, artificial intelligence, entrepreneurial resilience, ESG integration, entrepreneurship education, women entrepreneurship, and data-driven entrepreneurial decision-making. The presentations highlighted global perspectives on building resilient, innovative, and sustainable digital entrepreneurial ecosystems. The presentations delivered during the session are:



Dr. Nurul Mohammad Zayed

S.N.	Presenter	Research Title
1	Mst. Jannatul Ferdus Nuha	The Contribution of FinTech in Entrepreneurial Ecosystem Development: A Systematic Review
2	Meherun Nesa Mitu	Institutional Governance in Digital Entrepreneurship Ecosystems: A Systematic Review of Global Evidence
3	Hamed Taherdoost, PhD	Entrepreneurship in the Age of AI: Innovating, Scaling, and Competing in a Digital-First World

4	Alaina Desjardin, DBA	Building Entrepreneurial Resilience: Strategic Capabilities for Small Business Sustainability in Volatile Business Environments
5	Naimur Rahman Nahid	ESG Integration Benefits the Entrepreneurial Performance of Pro-Business Organizations
6	Dr. Shelley L. Spessard, Ed.D.	Strengthening Entrepreneurship Education Ecosystems Through Intentional Faculty Development: A Conceptual Framework for Building Instructional Capacity
7	Dr. Neha Tanwar	Gender Stereotypes and Women Entrepreneurship: Social Barriers, Self-Efficacy, and Leadership Perception
8	Ranjana Sharma	Developing a Data-Driven Framework for Entrepreneurial Decision-Making under Uncertainty

Discussions

The session focused on emerging issues in entrepreneurship, including FinTech, digital entrepreneurship, AI, business resilience, faculty development, and women's entrepreneurship.

Ms. Jannatul Ferdus Nuha presented on the contribution of FinTech to entrepreneurial ecosystem development. She highlighted that digital lending, digital payments, AI, and blockchain improve access to finance, innovation, and business growth. She emphasized the need for supportive regulations and collaboration among key stakeholders.

Ms. Meherun Nesa Mitu discussed institutional governance in digital entrepreneurship ecosystems. She emphasized that regulatory quality, digital infrastructure, and collaboration improve entrepreneurial ecosystems, while institutional weaknesses and digital divides create barriers, particularly in emerging economies.

Mr. Hamed Taherdoost discussed the role of AI in entrepreneurship. He explained that AI helps entrepreneurs improve productivity, reduce costs, conduct market research, develop products, and manage business operations. However, he stressed that AI should complement rather than replace human judgment, creativity, and strategy.

Alaina Desjardin focused on entrepreneurial resilience and small-business sustainability. He highlighted agility, grit, and adaptability as important capabilities for businesses operating in volatile environments.

Dr. Shelley discussed the use of AI for faculty development. Her study showed that AI-supported tools encouraged intentional instruction, reflection, collaboration, and confidence among faculty members.

Dr. Neha discussed gender stereotypes and women's entrepreneurship, emphasizing how social barriers and stereotypes can affect women's self-efficacy and leadership perceptions. She suggested mentorship, bias training, and supportive policies.

Findings and Takeaways

- FinTech can improve financial inclusion and entrepreneurial growth.
- Strong institutions, governance, and digital infrastructure support entrepreneurial ecosystems.
- AI can enhance productivity, innovation, and business scalability.
- Agility and resilience are critical for small-business sustainability.
- Faculty development and gender inclusion are important for sustainable entrepreneurship and innovation.
- Strengthen digital financial infrastructure and supportive regulations.
- Promote collaboration among government, universities, financial institutions, and entrepreneurs.
- Encourage responsible and strategic use of AI.
- Promote inclusive, resilient, and sustainable entrepreneurial ecosystems.

Day 2: July 14, 2026

The second day of the International Conference on Entrepreneurship 2026 commenced with participant registration and a networking hi-tea session. The day's proceedings were formally opened by the emcee, followed by an inspiring **Entrepreneur Story** delivered by **Ms. Shreya Upadhyaya**, Co-founder of **Sweet Fix**, who shared her entrepreneurial journey, challenges, and key lessons from building her venture.

A token of appreciation was presented to the entrepreneur in recognition of her valuable contribution to the conference. Following the inaugural activities, participants proceeded to the parallel technical sessions held in the **Program Hall** and **Room no. 502**, where research presentations were organized under different thematic tracks.



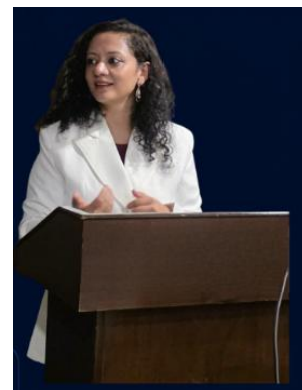
Entrepreneur Story by Ms. Shreya Upadhyaya, Co-founder of Sweet Fix

Breakout Sessions

Breakout Session I

Theme: Green Entrepreneurship, Sustainability & Agribusiness

The Green Entrepreneurship, Sustainability & Agribusiness session was chaired by Dr. Sarala Karki. Sushant Rijal served as the Session Coordinator and facilitated the smooth conduct of the session. The session featured eight research presentations focusing on green entrepreneurial intentions, sustainable financing, women entrepreneurship, agricultural governance, sustainable aquaculture, geographical indications, and climate-resilient agribusiness. The presentations highlighted innovative and sustainable approaches to strengthening Nepal's entrepreneurial and agricultural ecosystems. The presentations delivered during the session are:



Dr. Sarala Karki

S.N.	Presenter	Research Title
1	Sunil Maka	Drivers of Green Entrepreneurial Intentions in Nepal: Integrating Personal and Institutional Perspectives
2	Avishek Bhandari	Effect of Green Financing on Sustainable Business Performance: Evidence from Far-Western Province
3	Rajiv Khanal, Kalpana Neupane & Sudarshan Kandal	Entrepreneurial Finance and Sustainable Growth of SMEs: Digital and Green Financing in Nepal
4	Yogina Shakya	Motivation and Challenges for Women Entrepreneurship in Sustainability Business in Nepal
5	Padam Bhandari	Agricultural Subsidy Effectiveness, Governance Quality, and Threshold Effects on Crop Production
6	Niruta Subedi	Behavioral Intention Toward Sustainable Fish Farming Adoption Among Aquaculture Entrepreneurs: Evidence from an Extended Theory of Planned Behavior
7	Anoushka Pant	Leveraging Geographical Indications for FDI: The Case of Nepali Large Cardamom
8	Krishna Dhakal & Ankit Nepal	Green and Resilient Value Chains for Agribusiness Resilience under Water Extremes in Madhesh Province

Discussions

The session focused on green entrepreneurship, sustainability, agri-finance, and Geographical Indication (GI) across seven presentations. The discussions highlighted that institutional support such as subsidies, financing, and government policies alone is not sufficient; personal motivation, branding, and institutional readiness are equally important.

The women entrepreneurship study found that most founders were first-time entrepreneurs, with sustainability driven mainly by personal values, while limited access to finance remained a

challenge. The agricultural subsidy study identified a perception gap between farmers/cooperatives and policymakers. The GI study on large cardamom indicated approximately a 14% price premium and 11% increase in production, while emphasizing that legal registration alone cannot create market value without institutional and branding support.

Findings and Takeaways

- Institutional support must be complemented by personal motivation and institutional readiness.
- Access to finance remains an important challenge for women entrepreneurs.
- Better coordination is needed between farmers, cooperatives, and policymakers.
- GI protection can improve the price and production potential of agricultural products.
- Branding, government support, and institutional capacity are essential to realize the benefits of GI protection.
- Researchers should strengthen the research gap, objectives, and research integrity in their presentations.

Theme: Social Entrepreneurship, Inclusion, & Rural Development

The Social Entrepreneurship, Inclusion, & Rural Development session was chaired by Dr. Kuldeep Niraula. Swechhya Rajbhandary served as the Session Coordinator and facilitated the smooth conduct of the session. The session featured five research presentations focusing on social entrepreneurship, women empowerment, rural livelihoods, financial inclusion, family-managed ventures, and capacity development. The presentations highlighted the role of entrepreneurship in promoting inclusive growth, community development, and sustainable livelihoods. The presentations delivered during the session are:



Dr. Kuldeep Niraula

S.N.	Presenter	Research Title
1	Ankit Kumar Shah	Empowerment of Dalit Women in Machhapuchhre Municipality Through Peanut Farming and Marketing Entrepreneurship
2	Oshin Gurung	Behavioral Intention Towards Social Entrepreneurship Among Graduate Students in Kathmandu Valley
3	Dr. Rashesh Vaidya	Family-Managed Ventures in Authentic Newari Cuisine Entrepreneurship: Livelihood Outcomes from Restaurants
4	Dr. Foyasal Khan	Social Entrepreneurship for Social and Financial Inclusion in Bangladesh: Current Trends and Future Directions

5	Prakash Kafle & Sher Bahadur Bohara	Combining Entrepreneurship and Technical Skills for Growth and Sustainability: Lessons From Capacity Development Support to Farmer's Seed Enterprises
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Discussions

The session focused on social entrepreneurship, women's empowerment, student entrepreneurial intentions, family entrepreneurship, social and financial inclusion, and capacity development in agriculture.

Ankit Kumar Shah discussed the role of peanut farming and marketing entrepreneurship in empowering Dalit women in Machhapuchhre Municipality. The presentation highlighted entrepreneurship in agriculture as a potential means of strengthening women's economic participation and livelihood opportunities.

Oshin Gurung examined graduate students' behavioral intention toward social entrepreneurship in Kathmandu Valley, focusing on the factors that may encourage young graduates to pursue ventures addressing social problems.

Dr. Rashesh Vaidya discussed family-managed ventures in authentic Newari cuisine, highlighting the role of family entrepreneurship in generating livelihood opportunities through restaurant businesses and preserving traditional cuisine.

Dr. Foyasal Khan discussed social entrepreneurship and social and financial inclusion in Bangladesh, highlighting current developments and future directions for using entrepreneurship to address social and economic exclusion.

Prakash Kafle and Sher Bahadur Bohara discussed the importance of combining entrepreneurship and technical skills for the growth and sustainability of farmers' seed enterprises. The presentation emphasized capacity development as an important factor in strengthening agricultural enterprises.

Findings and Takeaways

- Agricultural entrepreneurship can support women's empowerment and improve livelihood opportunities for marginalized communities.
- Social entrepreneurship offers graduates an avenue to address social problems while creating sustainable ventures.
- Family-managed businesses can contribute to livelihoods while preserving cultural heritage and traditional practices.
- Social entrepreneurship can promote greater social and financial inclusion among underserved communities.

- Combining entrepreneurial and technical skills can strengthen the growth and sustainability of agricultural enterprises.

Closing Ceremony

The conference concluded with a formal closing ceremony in the Program Hall. During the ceremony, nine outstanding research papers were announced as shortlisted for presentation at the 17th Biennial Conference on Entrepreneurship, organized by the Entrepreneurship Development Institute of India (EDII) through the Centre for Research in Entrepreneurship Education and Development (CREED), to be held in Ahmedabad, India, from 24–26 February 2027. The shortlisted papers are :

S.N.	Presenter	Research Title
1	Dolendra Paudel	See, Solve, Scale as a Framework for Entrepreneurship Education: A Critical Review and Comparative Analysis of Entrepreneurial Pedagogies
2	Dr. Foyasal Khan	Social Entrepreneurship for Social and Financial Inclusion in Bangladesh: Current Trends and Future Directions
3	Mst. Meherun Nesa Mitu	Institutional Governance in Digital Entrepreneurship Ecosystems: A Systematic Review of Global Evidence
4	Prabina Shah	The Startup Ecosystem in Nepal through the Lens of the Quadruple Helix Model
5	Padam Lal Bhandari	Agricultural Subsidy Effectiveness, Governance Quality, and Public Value Creation: A Qualitative Case Study of Bharatpur Metropolitan City, Nepal
6	Royal Shrestha & Prakriti Pokhrel	Rated by AI: Employee Motivation and Performance Under Algorithmic vs. Human Evaluation
7	Dr. Rashesh Vaidya	Family-Managed Ventures in Authentic Newari Cuisine Entrepreneurship: Livelihood Outcomes from Restaurants
8	Subani Sapkota	Entrepreneurial Orientation, Business Model Innovation, and Corporate Sustainable Longevity: The Moderating Role of Entrepreneurial Ecosystem Conditions
9	Tribhuvan Kumar Mahataman	Mediating Role of Managerial Decision Quality in the Relationship Between Accounting Information and Strategic Decision-Making in Cooperatives of Kirtipur, Nepal

Following the announcement, Dr. Satyajit Majumdar delivered the conference wrap-up, highlighting the key achievements and outcomes of the two-day event. The conference concluded with a Vote of Thanks delivered by Mijala Kayestha, expressing gratitude to the keynote speakers, presenters, participants, organizing committee, volunteers, partners, and all individuals who contributed to the successful organization of the International Conference on Entrepreneurship 2026.

Case Writing Workshop

Following the research presentation sessions, a Case Writing Workshop was conducted on 15–16 July 2026 in the Program Hall. The workshop was facilitated by Prof. Dr. Satyajit Majumdar and brought together 51 participants, including students, faculty members, researchers, and professionals from diverse institutions.

The workshop focused on the principles and practices of case writing, covering case identification, case development, analysis, and effective teaching case preparation. Participants engaged in interactive discussions and practical learning activities designed to enhance their case writing skills. The workshop concluded with a certificate distribution ceremony led by Prof. Dr. Satyajit Majumdar, marking the successful completion of the three-day conference and workshop.



Prof. Dr. Satyajit Majumdar

Product Showcase

A Product Showcase was organized on 14 July 2026 alongside the conference to provide entrepreneurs with a platform to exhibit and promote their products while networking with researchers, academicians, students, industry professionals, and conference participants. The showcase highlighted innovative products developed by startups and local enterprises, reflecting the diversity and creativity of Nepal's entrepreneurial ecosystem.

A total of **seven entrepreneurs** participated in the showcase, representing sectors such as agro-products, food and beverages, handicrafts, chocolates, and sustainable products. The participating entrepreneurs and their ventures are presented below:



Product Showcase

S.N.	Entrepreneur	Company
1	Charu Shakya	Aro Nepal
2	Sushant Maharjan	Palu Pukhu
3	Bibhas Tandukar	Haapu Treats
4	Lasata Maharjan	Swopnakala
5	Rahul Bisunkhe	Paramendo Nepal
6	Parmit Bahadur Shrestha	Chocolates by PS
7	Hemanta Chaudhari	Yarsha Agro

Major Outcomes

The International Conference on Entrepreneurship 2026 successfully achieved its objectives by fostering meaningful dialogue, collaboration, and knowledge sharing among researchers, academicians, entrepreneurs, industry professionals, and students. The major outcomes of the conference include:

- **Knowledge Exchange:** The conference provided a platform for presenting contemporary research and exchanging ideas on entrepreneurship, innovation, sustainability, digital transformation, and entrepreneurial ecosystems.
- **Networking Opportunities:** Participants established professional networks with researchers, entrepreneurs, policymakers, and industry experts, creating opportunities for future collaboration.
- **Presentation Opportunities:** Authors were provided with opportunities to presentation while selected papers were shortlisted for presentation at the **17th Biennial Conference on Entrepreneurship** organized by the Entrepreneurship Development Institute of India (EDII).
- **Capacity Building:** The two-day Case Writing Workshop enhanced participants' skills in developing high-quality teaching and research case studies.
- **Industry–Academia Linkage:** The Entrepreneur Story sessions and Product Showcase strengthened connections between academia and industry by facilitating interactions with practicing entrepreneurs.

Conclusion

The International Conference on Entrepreneurship 2026 successfully achieved its objectives of promoting entrepreneurship research and strengthening Nepal's entrepreneurial ecosystem. Through keynote addresses, technical sessions, entrepreneur interactions, product showcases, and the Case Writing Workshop, the conference provided valuable opportunities for knowledge

exchange, networking, and professional development. The successful organization of the conference and the quality of research presented have further strengthened King's College's commitment to advancing entrepreneurship education, research, innovation, and international collaboration, laying a strong foundation for future editions of the Nepal Entrepreneurship Forum.

Appendices

Conference Schedule

Day 1 July 14, 2026			
Time	Area	By	
8:30 – 9:30	Registration/ Hi-Tea	Prakriti Bhattarai, Sambodhi Gyawali Sambriddhi Mishra, Swaraj Karna Digdarshan Bohora, Harpreet Kaur	
9:30- 9:40	Opening ceremony- MC starts the Conference	Anisha Thapa	
9:40- 9:45	National Anthem	Anisha Thapa (MC)	
9:45- 9:50	Panas Lighting	Prof. Dr. Satayjit Majumdar	
9:50- 10:00	Welcome Speech and Conference Introduction	Mr. Bikram Prajapati, Vice Principal, King's College	
10:00- 10:10	Keynote Address	Dr. Dinesh Raj Bhujju, Acting President, Madan Bhandari University of Science and Technology (MBUST)	
10:10-10:25	Entrepreneur Story	Vedika Murarka, Co-founder, EduCase	
10:25- 10: 30	Token of Love to Entrepreneur	Harpreet Kaur, Ankit Kumar Shah and Bikesh Shankhar BK	
10:30- 10:35	Token of Love to Keynote Speaker	Mr. Bikram Prajapati, Vice Principal, King's College	
10:35 - 10:45	Keynote Address	Dr. Sunil Shukla, Director General, EDII Zoom Link: https://westcliff-edu.zoom.us/j/81671178269104339	
10:45- 10:50	Emcee Announce Presentation Start (Breakout Sessions)	Anisha Thapa	Session Co-ordinators disperse to respective sessions
BREAKOUT SESSION I			
Theme: Finance, Banking & Investment Program Hall			
10:50- 11:00	Start by Session Co-ordinator		
Session Co-ordinator	Sarthak Thapa	Session Co-ordinator will Run the session	
Session Chair	Dr. Bharat Singh Thapa		

Session Volunteer		Sanjina Ojha	
Session Rapporteur		Pragyan Nakarmi and Harpreet Kaur	
	Article Title	Authors	Presenter
11:00 – 11:10	Mediating Role of Managerial Decision Quality in the Relationship Between Accounting Information and Strategic Decision-Making n Cooperatives of Kirtipur, Nepal	Tribhuvan Kumar Mahataman	Tribhuvan Kumar Mahataman
11:10 – 11:20	Digital Transformation of Accounting and Firm Performance: Mediating Role of Financial Reporting Quality	Asst. Prof. Atmaram Khatiwada	Asst. Prof. Atmaram Khatiwada
11:20 – 11:30	From Financial Literacy to Financial Inclusion: Mediating Role of Digital Financial Innovation	Dilip Bista	Dilip Bista
11:30 – 11:40	From Digital Banking Service Quality to Customer Retention: Mediating Role of Customer Satisfaction	Abinath K.C.	Abinath K.C.
11:40 – 11:50	Behavioral Biases and their Role in Financial Planning in Kathmandu Valley	Prajit Kumar Timalisina, Bishnu Prasad Gyawali	Prajit Kumar Timalisina, Bishnu Prasad Gyawali
11:50 – 12:00	Influence of Financial Literacy on Financial Behaviour among University Students	Aashwin Adhikari	Aashwin Adhikari
12:00- 12:10	Determinants of Tax Compliance Behavior among Small and Medium-Sized Enterprises in Nepal: An Integrated Behavioral, Institutional, and Economic Approach.	Cheta Bahadur Bharati, Hari Krishna Aryak and Jeeval Lama Golay	Cheta Bahadur Bharati, Hari Krishna Aryak and Jeeval Lama Golay
12:10- 12:25	Session Chair Feedback and Q/A		
12:25- 12:30	Certificate to Presenter	By Session Chair	
12:30 - 12:35	Token of Love to Session Chair	By Session Co-ordinator	
12:30 - 1:30	Lunch Break	Announce by the Session Co-ordinator	
Theme: Contemporary Issues in Marketing, Consumer Behaviour, Tourism, Organizational Dynamics, and Youth Employment Room no. 502			
10:50 – 11:00	Start by Session Co-ordinator		
Session Chair	Dr. Roshee Lamichhane		
Session Co-ordinator	Smriti Karanjit	Session Co-ordinator will Run the session	
Session Volunteer		Samriddhi Mishra	

Session Rapporteur		Sumit Man Shrestha and Swaraj Karna	
	Article Title	Authors	Presenter
11:00 – 11:10	Elements for Sustaining Corporate Branding: Mediating Role of Brand Sustainability in Gandaki Province	Arjun Sapkota	Arjun Sapkota
11:10 – 11:20	Youth Unemployment and the Rise of Necessity-Driven Entrepreneurship: Bibliometric Review of Global Trends	Manisha Thapa	Manisha Thapa
11:20 – 11:30	Role of Social Media Marketing Engagement Behavior on Building Beer Brand Loyalty in Chitwan	Mahesh Upadhyaya, Dr. Akhilesh Upadhyay	Mahesh Upadhyaya,
11:30 – 11:40	Influence of Social Media Marketing Activities and Brand Awareness Among Generation Z Consumers: Mediating Role of Brand Image and Brand Loyalty	Riyana Luitel, Sumit Dawadi	Riyana Luitel
11:40 – 11:50	Community-Based Tourism Entrepreneurship: A Bibliometric Analysis of Global Research Trends	Bhim Rai, Udaya Raj Paudel	Bhim Rai,
11:50 – 12:00	The Role of Financial Literacy in Portfolio Selection Decisions and Overall Financial Performance in the Nepalese Stock Market: A Literature Review	Babu Ram Panthi, Dr. Bhuvnesh Kumar	Babu Ram Panthi
12:00- 12:10	Entrepreneurial Transformation of Heritage-Based Industries in Bhaktapur City, Nepal	Rabin Kafle	Rabin Kafle
12:10- 12:25	Session Chair Feedback and Q/A		
12:25- 12:30	Certificate to Presenter	Session Chair	
12:30 - 12:35	Token of Love to Session Chair		
12:30 - 1:30	Lunch Break	Announce by the Session Co-ordinator	
BREAKOUT SESSION II			
Theme: AI, Digital Innovation & Entrepreneurship Education Program Hall			
1:30- 1:35	Start by Session Co-ordinator	Display Session Details in Background	
Session Co-ordinator	Manoj Pandey	Session Co-ordinator will Run the session	
Session Chair	Dr. Manoj Shakya		
Session Volunteer		Sambodhi Singh	
Session Rapporteur		Ankit Kumar Shah and Bikesh Shankhar	

	Article Title	Authors	Presenter
1:35 – 1:45	See, Solve, Scale as a Framework for Entrepreneurship Education: A Critical Review and Comparative Analysis of Entrepreneurial Pedagogies	Dolendra Paudel	Dolendra Paudel
1:45 – 1:55	The Optimism Trap: How AI Tool Sycophancy Cultivates Misguided Confidence Among IT Entrepreneurs	Sajesh Khadgi	Sajesh Khadgi
1:55 – 2:05	Rated by AI: Employee Motivation and Performance Under Algorithmic vs. Human Evaluators	Royal Shrestha Prakriti Pokhrel	Royal Shrestha , Prakriti Pokhrel
2:05 – 2:15	Impact of Digital Entrepreneurship on Business with Reference to Kathmandu	Shyam Krishna Adhikari Suresh Sharma	Shyam Krishna Adhikari
2:15 – 2:25	FinTech Determinants and Financial Well-Being among Generation Z: Mediating Role of Adoption Behavior	Abishek K.C.	Abishek K.C.
2:25 – 2:35	Reimagining Entrepreneurial Learning in the 21st Century: A Conceptual Framework	Rameshwor Aryal	Rameshwor Aryal
2:35 – 2:45	AI, Employment Shifts, and the Future of Fresher Engagement in Nepal	Saurav Adhikari	Saurav Adhikari
2:45 – 3:00	Session Chair Feedback and Q/A		
3:00- 3:05	Certificate to Presenter	By Session Chair	
3:05- 3:10	Token of Love to Session Chair	By Session Co-ordinator	
Theme: Startups, SMEs & Entrepreneurial Ecosystems Room no. 502			
1:30- 1:35	Start by Session Co-ordinator	Display Session Details in Background	
Session Chair	Dr. Anuj Tiwari		
Session Co-ordinator	Yomoo Bajracharya	Session Co-ordinator will Run the session	
Session Volunteer		Sanjina Ojha	
Session Rapporteur		Sumit Man Shrestha/Swaraj Karna	
	Article Title	Authors	Presenter
1:35 – 1:45	The Startup Ecosystem in Nepal through the Lens of the Quadruple Helix Model	Prabina Shah	Prabina Shah
1:45 – 1:55	Entrepreneurial Orientation, Business Model Innovation, and Venture Longevity in Nepali SMEs	Subani Sapkota	Subani Sapkota
1:55 – 2:05	Modeling ESG-Driven Investment Decisions in an Emerging Market: Evidence from Nepalese Investors	Dhan Bahadur Lowar, Majibur Rahman Siddique	Dhan Bahadur Lowar

	Using PLS-SEM and Artificial Neural Network (ANN) Analysis		
2:05 – 2:15	From Gig Work to Entrepreneurship: Bibliometric Insights into Transition Pathways in the Platform Economy	Prashiddha Basnet, Dr. Niranjan Devkota	Prashiddha Basnet
2:15 – 2:25	The Role of ESG in Sustainable Investment: A Bibliometric Analysis	Liza Kumari Jha	Liza Kumari Jha
2:25 – 2:35	Developing a Data-Driven Framework for Entrepreneurial Decision-Making under Uncertainty	Ranjana Sharma, Reeti Kulshrestha	Ranjana Sharma
2:45 – 3:00	Session Chair Feedback and Q/A		
3:00- 3:05	Certificate to Presenter	By Session Chair	
3:05- 3:10	Token of Love to Session Chair	By Session Co-ordinator	
Virtual Session IV Zoom Link: https://westcliff-edu.zoom.us/j/88309589121 / 396602 Theme: Digital Entrepreneurship Ecosystems: Innovation, Governance, and Sustainability			
11:00- 11:10	Start by Session Co-ordinator	Display Session Details in Background	
Session Chair	Dr. Nurul Mohammad Zayed		
Session Co-ordinator	Prasuma Rawal	Session Co-ordinator will Run the session	
Session Volunteer		Sambodhi Singh	
Session Rapporteur		Ankit Kumar Shah and Bikesh Shankhar	
	Article Title	Authors	Presenter
11:10- 11:20	The Contribution of FinTech in Entrepreneurial Ecosystem Development: A Systematic Review	Nurul Mohammad Zayed Mst. Jannatul Ferdus Nuha Malik Shahzad Shabbir Repon Miah	Mst. Jannatul Ferdus Nuha
11:20- 11:30	Institutional Governance in Digital Entrepreneurship Ecosystems: A Systematic Review of Global Evidence	Nurul Mohammad Zayed Meherun Nesa Mitu Malik Shahzad Shabbir Repon Miah	Meherun Nesa Mitu
11:30- 11:40	Entrepreneurship in the Age of AI: Innovating, Scaling, and Competing in a Digital-First World	Hamed Taherdoost, PhD, Dr. Mitra Madanchian, Associate Professor, University Canada West	Hamed Taherdoost, PhD.
11:50- 12:00	Building Entrepreneurial Resilience: Strategic Capabilities for Small Business Sustainability in Volatile Business Environments	Alaina Desjardin, DBA Westcliff University	Alaina Desjardin,
12:00- 12:10	ESG Integration Benefits the Entrepreneurial Performance of Pro-Business Organizations	Nurul Mohammad Zayed Nusrat Jahan Borsha Naimur Rahman Nahid	Naimur Rahman Nahid

		Munmun Shabnam Bipasha Nujhat Anjum Ani	
12:10- 12:20	Strengthening Entrepreneurship Education Ecosystems Through Intentional Faculty Development: A Conceptual Framework for Building Instructional Capacity	Dr. Shelley L. Spessard Ed.D. Core Peer Mentor, Faculty Fellow, Adjunct Professor, College of Education	Dr. Shelley L. Spessard Ed.D.
12:20-12:30	Gender Stereotypes and Women Entrepreneurship: Social Barriers, Self-Efficacy and Leadership Perception	Dr. Neha Tanwar	Dr. Neha Tanwar
12:30- 12:45	Session Chair Feedback and Q/A		
12:45- 1:00	Closing by Session Co-ordinator		
Day 2 July 15, 2026			
Time	Area	By	Responsibility
8:30 – 9:30	Registration/ Hi-Tea	Swaraj Karna, Sanjina Ojha and Harpreet Kaur	
9:30- 9:40	Opening ceremony- MC starts the Conference	Anisha Thapa	MC Abhilasha Maam)
9:40 - 9:55	Entrepreneur Story	Sweet Fix- Co-founder, Shreya Upadhyaya	
9:55- 10:00	Token of Love to Entrepreneur	Swaraj Karna and Harpreet Kaur	Sushant Rijal
10:00 - 10:05	Emcee Announce Presentation Start (Breakout Sessions at Program Hall and Do Lab)	Anisha Thapa	Session Co-ordinators disperse to respective sessions
BREAKOUT SESSION I			
Theme: Green Entrepreneurship, Sustainability & Agribusiness Program Hall			
10:05- 10:10	Start by Session Co-ordinator	Display Session Details in Background	
Session Chair	Dr. Sarala Karki		
Session Co-ordinator	Sushant Rijal	Session Co-ordinator will Run the session	
Session Volunteer		Sanjina Ojha	
Session Rapporteur		Sumit Man Shrestha and Harpreet Kaur	
	Article Title	Authors	Presenter
10:10 – 10:20	Drivers of Green Entrepreneurial Intentions in Nepal: Integrating Personal and Institutional Perspectives	Sunil Maka	Sunil Maka

10:20 – 10:30	Effect of Green Financing on Sustainable Business Performance: Evidence from Far-Western Province	Avishek Bhandari, Nrip Bahadur Kunwar	Avishek Bhandari
10:30 – 10:40	Entrepreneurial Finance and Sustainable Growth of SMEs: Digital and Green Financing in Nepal	Rajiv Khanal, Kalpana Neupane Sudarshan Kandal	Rajiv Khanal, Kalpana Neupane Sudarshan Kandal
10:40 – 10:50	Motivation and Challenges for Women Entrepreneurship in Sustainability Business in Nepal	Yogina Shakya	Yogina Shakya
10:50 – 11:00	Agricultural Subsidy Effectiveness, Governance Quality, and Threshold Effects on Crop Production	Padam Bhandari, Amiya Bhounmik	Padam Bhandari
11:00 – 11:10	Behavioral Intention Toward Sustainable Fish Farming Adoption Among Aquaculture Entrepreneurs: : Evidence from an Extended Theory of Planned Behavior	Niruta Subedi, Sanjiv Kumar Yadav, Udaya Raj Paudel, Niranjan Devkota	Niruta Subedi
11:10- 11:20	Leveraging Geographical Indications for FDI: The Case of Nepali Large Cardamom	Anoushka Pant	Anoushka Pant
11:20 - 11:30	Green and Resilient Value Chains for Agribusiness Resilience under Water Extremes in Madhesh Province	Krishna Dhakal, Anu Joshi Shrestha Ankit Nepal	Krishna Dhakal Ankit Nepal
11:30- 11:45	Session Chair Feedback and Q/A		
11:45- 11:50	Certificate to Presenter	Session Chair	
11:50- 12:00	Token of Love to Session Chair		
12:00 starts	Closing (Program Hall)		
12:00- 12:05	Emcee starts	Anisha Thapa	
12:05- 12:15	Best Papers		
12:15- 12:25	Conference Wrap-Up	Prof. Dr. Satyajit Majumdar	
12:25 - 12:30	Vote of Thanks	Mijala Kayestha, Research Associate. CERAD	
12:30- 1:30	Lunch Break		Kiran Gautam Sir
Theme: Social Entrepreneurship, Inclusion, & Rural Development Room no. 502			
10:05- 10:10	Start by Session Co-ordinator	Display Session Details in Background	
Session Chair	Dr. Kuldeep Niraula		
Session Co-ordinator	Swechhya Rajbhandary	Session Co-ordinator will Run the session	
Session Volunteer			
Session Rapporteurs		Ankit Kumar Shah and Bikesh Shankhar BK	

	Article Title	Authors	
10:10 – 10:20	Empowerment of Dalit Women in Machhapuchhre Municipality Through Peanut Farming and Marketing Entrepreneurship	Ankit Kumar Shah, Nirvaan Brandon Nair Katie Hana Yasuda Ying-Quinn Lukas Liu Barsha Roka Magar Ishuvi Singh Bishwokarma	Ankit Kumar Shah,
10:20 – 10:30	Behavioral Intention Towards Social Entrepreneurship Among Graduate Students in Kathmandu Valley	Oshin Gurung	Oshin Gurung
10:30 – 10:40	Family-Managed Ventures in Authentic Newari Cuisine Entrepreneurship: Livelihood Outcomes from Restaurants	Dr. Rashesh Vaidya, Prakash Kaji Tamrakar	Dr. Rashesh Vaidya
10:40 – 10:50	Social Entrepreneurship for Social and Financial Inclusion in Bangladesh: Current Trends and Future Directions	Dr. Foyasal Khan	Dr. FoyDasal Khan
10:50 – 11:00	Combining Entrepreneurship and Technical Skills for Growth and Sustainability: Lessons From Capacity Development Support to Farmer's Seed Enterprises	Prakash Kafle, Sher Bahadur Bohara, Adarsh Chapagain	Prakash Kafle, Sher Bahadur Bohara
11:00 – 11:10	Session Chair Feedback and Q/A		
11:10- 11:25	Certificate to Presenter	Session Chair	
11:25 - 11:45	Token of Love to Session Chair		
12:00 starts	Closing (Program Hall)		
12:00- 12:05	Emcee starts	Anisha Thapa	
12:05- 12:15	Best Papers		
12:15- 12:25	Conference Wrap-Up	Dr. Satyajit Majumdar	
12:25 - 12:30	Vote of Thanks	Mijala Kayestha	
12:30- 1:30	Lunch Break		
Day 2 July 15, 2026 Case Writing Workshop Program Hall Session Rapporteurs and Volunteer: Prakriti Bhattarai/Sambodhi Gyawali/ Sambriddhi Mishra/ Swaraj Karna / Harpreet Kaur/Nirdesh Ghale			
1:30 – 1:35	Welcome Remarks, Workshop Overview, and Introduction of the Facilitator	Adesh Bohora (Start and Closing of the Day/ MC)	
1:35 – 2:35	Case Writing Workshop – Session I		
2:35 – 2:45	Tea/Coffee Break		
2:45 – 3:30	Case Writing Workshop – Session II		

Day 3 July 16, 2026 Case Writing Workshop Program Hall Session Rapporteurs and Volunteer: Prakriti Bhattarai/Sambodhi Gyawali/ Sambriddhi Mishra/ Swaraj Karna / Harpreet Kaur/Nirdesh Ghale			
10:00 – 10:30	Registration/ Tea-Cookies	Swaraj Karna/ Nirdesh Ghale	
10:30 – 10:40	Welcome Back, Recap of Day 2 Highlights, and Overview of the Day's Workshop	Adesh Bohora	
10:40- 12:30	Case Writing Workshop		
12:30 - 1:30	Lunch		
1:30- 3:30	Case Writing Workshop		
3:30 - 3:40	Certificate Distribution to Participants	Prof. Dr. Satyajit Majumdar	
3:40- 3:45	Closing	Adesh Bohora	

List of Themes, Session Co-Ordinator's and Session Chairs

S.N.	Theme of the sessions	Name of the session chair	Session Coordinator
1	AI, Digital Innovation & Entrepreneurship Education	Dr. Manoj Shakya	Manoj Pandey
2	Startups, SMEs & Entrepreneurial Ecosystems	Dr. Anuj Tiwari	Yomoo Bajracharya
3	Finance, Banking & Investment	Dr. Bharat Singh Thapa	Sarthak Thapa
4	Digital Entrepreneurship Ecosystems: Innovation, Governance, and Sustainability	Dr. Nurul Mohammad Zayed	Prasuma Rawal
5	Green Entrepreneurship, Sustainability & Agribusiness	Dr. Sarala Karki	Sushant Rijal
6	Contemporary Issues in Marketing, Consumer Behaviour, Tourism, Organizational Dynamics, and Youth Employment	Dr. Roshee Lamichhane	Smriti Karanjit
7	Social Entrepreneurship, Inclusion, & Rural Development	Dr. Kuldeep Niraula	Swechhya Rajbhandary

List of Presenters

S.N	Name of the Presenter	Name of the Research Title
1	NEF_2_SauravAdhikari	AI, Employment Shifts, and the Future of Fresher Engagement in Nepal

2	NEF_4_Asst Prof. Atmaram Khatiwada	Digital Transformation of Accounting and Firm Performance: The Mediating Role of Financial Reporting Quality in Manufacturing Firms
3	NEF_5_PrabinaShah	The Startup Ecosystem in Nepal through the Lens of the Quadruple Helix Model
4	NEF_7_PrakashKafle (will pay here) Sher Bohara (Co-aoyhor Presenting)	Combining entrepreneurship and technical skills for growth and sustainability: Lessons from Capacity Development Support to Farmer's Seed Enterprises
5	NEF_8_AnkitKumarShah	Empowerment of Dalit Women in Machhapuchhre Municipality Through Peanut Farming and Marketing Entrepreneurship
6	NEF_9_RosaMehrabani	Learning to Think with Machines: How AI Reshapes Entrepreneurial Learning and Adaptive Capability
7	NEF_11_KrishnaDhakal (2 presenters, will pay here)	Green and Resilient Value Chains for Agribusiness Resilience under Water Extremes in Madhesh Province, Nepal
8	NEF_12_RameshworAryal	Reimagining Entrepreneurial Learning in the 21st Century: A Conceptual Framework
9	NEF_13_ArjunSapkota (waived)	Elements for Sustaining Corporate Branding: The Mediating Role of Brand Sustainability in Gandaki Province
10	NEF_14_SauravKarki	Blessing or Barrier? The Role of Social Environment in the Entrepreneurial Journey of People with Disabilities in Nepal
11	NEF_15_RanjanaSharma	Developing a Data-Driven Framework for Investigating Entrepreneurial Decision-Making under Uncertainty in Emerging Ecosystems
12	Abishek Bhandari	Leveraging Geographical Indications for Foreign Direct Investment: The Case of Nepali Large Cardamom
13	NEF_17_SunilMaka	Unpacking the determinants of Green Entrepreneurial Intentions: The Interplay of Personal, Institutional, Mediating and Moderating factors in an Emerging Economies
14	NEF_18_RoyalShrestha and PrakritiPokhrel	Rated by AI: Employee Motivation and Performance Under Algorithmic vs. Human Evaluators
15	NEF_19_RajivKhanal (3 presenters, will pay here)	Entrepreneurial Finance and Sustainable Growth of SMEs: The Influence of Digital and Green Financing in Nepal's Emerging Economies
16	NEF_20_SupriyaSapkota	Addressing the Glass Waste Management Crisis in Nepal: Challenges and Recycling Solution

17	NEF_21_YoginaShakya	Motivation and Challenges for Women Entrepreneurship in Sustainability Business in Nepal
18	NEF_22_Avishek Bhandari	Effect of Green Financing on Sustainable Business Performance: Evidence from Far western Province of Nepal
19	NEF_23_DolendraPaudel	See, Solve, Scale as a Framework for Entrepreneurship Education: A Critical Review and Comparative Analysis of Entrepreneurial Pedagogies
20	NEF_24_ShyamKrishnaAdhikari	Impact of Digital Entrepreneurship on Business with reference to Kathmandu
	Suresh Sharma (co author Participating)	
21	NEF_25_DhanBahadurLowar	Modeling ESG-Driven Investment Decisions in an Emerging Market: Evidence from Nepalese Investors Using PLS-SEM and Artificial Neural Network (ANN) Analysis
22	NEF_26_PrashannaNeupane (have to leave for India)	When Startup Dreams Fade: A Mixed-Methods Extended SHELL Study of Startup Failure in Nepal
23	NEF_27_BachchuRamGhimire	Impact of Monetary Policy on Startup Financing in Emerging Economies: How Interest Rate Changes Affect Venture Creation and SME Borrowing
24	NEF_28_Dr.RasheshVaidya	Family-Managed Ventures in Authentic Newari Cuisine Entrepreneurship: Livelihood Outcomes from Restaurants
25	NEF_29_SushmitaUpretiChhatkuli	The Influence of Cognitive Behaviors and Social Networks on Entrepreneurial Success in Australia
26	NEF_30_SajeshKhadgi	The Optimism Trap: How AI Tool Sycophancy Cultivates Misguided Confidence Among IT Entrepreneurs in Nepal
27	NEF_34_SubaniSapkota	Entrepreneurial Orientation, Business Model Innovation and Corporate Sustainable Longevity in Nepali SMEs: The Moderating Role of Entrepreneurial Ecosystem Conditions
28	NEF_35_PadamBhandari	Agricultural Subsidy Effectiveness, Governance Quality, and Threshold Effects on Crop Production: Evidence from Bharatpur Metropolitan City, Nepal
29	NEF_36_Prashiddha Basnet	From Gig Work to Entrepreneurship: Bibliometric Insights into Examining the Transition Pathways in the Platform Economy
30	NEF_37_PurnimaLawaju	Entrepreneurial Self-Efficacy and the Effectiveness of Business Incubation Programs in Nepal

31	NEF_38_MajiburRahman Siddique	Entrepreneurs' Behavioral Intention on Startup Financing in Kathmandu Valley: An Extension of TBP Using PLS-SEM and ANN
32	NEF_39_Mahesh Upadhyaya	Role of Social Media Marketing Engagement Behavior on Building Beer Brand Loyalty in Chitwan, Nepal
33	NEF_40_Manisha Thapa	Youth unemployment and the rise of necessity-driven entrepreneurship: Bibliometric review of global research trends.
34	NEF_41_Bhim Rai	Community-Based Tourism Entrepreneurship: A Bibliometric Analysis of Global Research Trends
35	NEF_42_Liza Kumari Jha	"The Role of ESG in Sustainable Investment: A Bibliometric Analysis"
36	NEF_43_Niruta Subeni	Behavioral Intention Toward Sustainable Fish Farming Adoption Among Aquaculture Entrepreneurs in Nepal: Evidence from an Extended Theory of Planned Behavior
37	NEF_44_Dr. Neha Tanwar	Gender Stereotypes and Women Entrepreneurship: Exploring Social Barriers, Self-Efficacy, and Leadership Perception Among Female Entrepreneurs
38	NEF_45_Oshin Gurung	Behavioral Antecedents of Social Entrepreneurial Intention: The Mediating Role of Social Entrepreneurial Attitude among Graduate Students
39	NEF_46_Dilip Bista	From Financial Literacy to Financial Inclusion: The Mediating Role of Digital Financial Innovation among University Students
40	NEF_47_Kapil Giri	Influence of Employee Engagement on Task Performance in Higher Educational Institutions
41	NEF_48_Aashwin Adhikari	Influence of Financial Literacy on Financial Behaviour among University Students
42	NEF_49_Abishek K.C	FinTech Determinants and Financial Well-Being among Generation Z: Mediating Role of Adoption Behavior
43	NEF_50_Abinath K.C	From Digital Banking Service Quality to Customer Retention: The Mediating Role of Customer Satisfaction
44	NEF_51_Dr. Foyasal Khan (will pay here)	Social Entrepreneurship for Social and Financial Inclusion in Bangladesh: Current Trends and Future Directions
45	NEF_52_Tribhuvan Kumar Mahataman	Mediating Role of Managerial Decision Quality in the Relationship Between Accounting Information and Strategic Decision-Making in Cooperatives of Kirtipur, Nepal
46	NEF_53_Riyana Luitel, Sumit Dawadi	Influence of Social Media Marketing Activities and Brand Awareness Among Generation Z Consumers: Mediating Role of Brand Image and Brand Loyalty

47	NEF_54_Rabin Kafle	Entrepreneurial Transformation of Heritage-Based Industries in Bhaktapur City, Nepal
48	Babu Ram Panthi	The Role of Financial Literacy in Portfolio Selection Decisions and Overall Financial Performance in the Nepalese Stock Market: A Literature Review
49	Prajit Kumar Timalisina	Behavioral Biases and their Role in Financial Planning in Kathmandu Valley
50	Cheta Bahadur Bharati, Hari Krishna Aryak and Jeeval Lama Golay	Chet "Determinants of Tax Compliance Behavior among Small and Medium-Sized Enterprises in Nepal: An Integrated Behavioral, Institutional, and Economic Approach."

Photo Gallery





