



Vidyavardhaka Sangha (R), Mysuru
Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru-570 001

(Affiliated to University of Mysore,
Accredited by NAAC with B++ Grade)

Department of Commerce and Management
&
IQAC Jointly Organising
ONE DAY NATIONAL LEVEL CONFERENCE

ON

**“The Metaverse and Entrepreneurship:
Navigating Global Opportunities &
Challenges”**



Date : 19th September, 2026
Venue: Sri.P.M.Chikkaboraiah Hall

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R.) was established by great visionaries and Philanthropists namely Late Sri. Sahukhar Chennaiah and Late Sri. K. Puttaswamy (Former Minister of Karnataka), to impart unparallel education to all sections of society. The Vision of **Vidyavardhaka Sangha** is to provide excellent education to the people of all caste, Creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering College under the aegis of VVS. At present, VV Sangha is under the able guidance and leadership of Sri. Gundappa Gowda, Hon. President and Er. P.Vishwanath, Hon. Secretary.

ABOUT THE COLLEGE

Starting from one Commerce teacher with a strength of 37 students in 1978 it has now grown in to a huge & reputed institution offering B.Com, B.B.A, B.A and B.C.A courses with more than 1500 students and 80 faculty members. The college is regularly bagging number of distinctions, gold medals and cash prizes in all the courses. The college is affiliated to University of Mysore and also covers under Sec 12 (B) & Sec 2 (F) of UGC & is recognized by the Government of Karnataka. VVFGC PG Center was started in 2011 with M.Com course and affiliated to University of Mysore. The M.C.A course started in the year 2025, affiliated to UOM, approved by AICTE both are housed in Vidyavardhaka First Grade College campus. The college is attached to Vidyavardhaka Research Foundation which is facilitating research work leading to Ph.D. degrees in Commerce and Management.

ABOUT MYSURU

Mysuru, a city steeped in history, boasts a rich cultural heritage spanning centuries. Home to iconic landmarks like the Mysuru Palace, a major tourist attraction, Mysuru invites visitors to explore its museums, art galleries, and temples. Beyond its cultural attractions, the city thrives as a hub of industry and commerce and is home to major companies like Infosys and Wipro, driving growth in India's IT sector. With its well-developed infrastructure and strategic location, Mysuru is a transport hub with easy access to major highways and railways.

THEME OF THE CONFERENCE

The primary focus of the conference will be on the theme **"The Metaverse and Entrepreneurship: Navigating Global Opportunities & Challenges"** highlights the transformative role of emerging digital technologies in shaping the future of entrepreneurship, business, and innovation. The integration of Artificial Intelligence, Virtual Reality, Augmented Reality, Block chain, Web3, and other immersive technologies is redefining business models, customer experiences, and global market opportunities. The metaverse has emerged as a dynamic ecosystem that enables entrepreneurs to explore new avenues such as virtual commerce, digital assets, innovative services, and borderless business opportunities. At the same time, it brings forth significant challenges related to cyber security, data privacy, ethical considerations, intellectual property rights, and regulatory frameworks, requiring critical discussions and collaborative solutions. In this context, the Department of Commerce and Management, Vidyavardhaka First Grade College, has taken the initiative to organize this National Level Conference to create a vibrant forum for intellectual enrichment, scholarly exchange, and the dissemination of innovative ideas. The conference aims to provide a platform for academicians, researchers, entrepreneurs, industry experts, and students to share knowledge, foster networking, encourage collaboration, and develop meaningful connections that can contribute to entrepreneurial growth. It is envisioned that these interactions will inspire innovative thinking, strengthen entrepreneurial capabilities, and propel entrepreneurial endeavors to new and unprecedented heights in the rapidly evolving digital economy.

OBJECTIVES OF THE CONFERENCE

- To provide a platform for knowledge sharing and scholarly discussions on the metaverse and entrepreneurship.
- To explore emerging opportunities for innovation and entrepreneurship in the metaverse ecosystem.
- To promote interdisciplinary research on digital transformation, Web3, AI, block chain, and immersive technologies.
- To deliberate on the ethical, legal, regulatory, and cyber security challenges of the metaverse.
- To inspire entrepreneurial thinking and innovation among students, researchers, and professionals.

- To facilitate the exchange of best practices and contemporary research in global entrepreneurship.
- To strengthen academia–industry partnerships for advancing entrepreneurship in the digital economy.

SUB THEMES

- Metaverse and the Future of Entrepreneurship
- Digital marketing & Branding in the Metaverse
- Digital divide & Accessibility in the Metaverse Entrepreneurship
- Artificial Intelligence and Intelligent Business Systems
- Virtual, Augmented, and Mixed Reality Applications
- Block chain, NFTs, and the Digital Economy
- Digital Transformation and Business Innovation
- Startup Ecosystems and Metaverse-Driven Entrepreneurship
- E-Commerce, Virtual Commerce, and Digital Marketing
- Fin Tech & Digital Payments in the metaverse
- Cyber security, Data Privacy, and Digital Trust
- Ethical, Legal, and Regulatory Issues in the Metaverse
- Sustainable Entrepreneurship and Green Innovation
- Education, Tourism & Hospitality entrepreneurship in Metaverse
- Global Business opportunities in the Metaverse
- Women Entrepreneurship in the Metaverse

NOTE: These sub themes are indicative and authors can select any topic related to the main theme.

GUIDELINES FOR PAPER SUBMISSION

Original empirical research work, survey, case studies or conceptual papers are invited. The papers should have an abstract of about 250 words along with the key words.

Authors are Requested to send the abstract to the given email ID and only after the communication of acceptance, registration form is to be submitted along with the final manuscript and the registration fee through online or offline. Manuscript should be submitted in MS-Word format. Times New Roman, 12 Pt, single spacing, APA Method of referencing must be followed. Submitted manuscript should not have been published, presented or accepted for publication in any other journal, seminar or conference. Abstract and full paper should be submitted to conference@vvfgc.ac.in

PUBLICATION

Papers/articles submitted for presentation will be reviewed for relevance, originality, suitability and its contents. All the presented papers will be published in ISBN and only selected papers will be published in ISSN Indexed Journals. The ISSN publication cost must be borne by the respective authors and will be intimated after the acceptance of the paper. **An online paper presentation facility will be provided for outstation participants.**

REGISTRATION DETAILS

Participants should submit the duly filled in registration form along with the registration fees through online and offline transfer and requested to upload the receipt in the registration link. A separate registration fee must be paid for each paper by each author.

Registration Link:

<https://forms.gle/rux7L5QaUiQyH5Wp7>

THE REGISTRATION FEE

Academicians and Research Scholars:

Rs. 400/- (Inclusion of GST)

Academicians and Research Scholars

(Only Participation):

Rs. 250/- (Inclusion of GST)

Students: Rs. 100/- (Inclusion of GST)

Others: Rs.500/- (Inclusion of GST)



The registration fees can be paid through NEFT/Bank Transfer or G-Pay.

The details are given below:

Account type: Savings Bank

Account Number: 74220100001673

IFSC Code: BARB0VJSAYY (Fifth character is Zero)

Name of the Bank: Bank of Baroda,
Sayyaji Rao Road Branch, Mysuru

Registration fees includes conference file, lunch and certificate. OOD facility is available. No TA/DA will be provided. Outstation participants must make their own arrangement for travel and accommodation.

Note: Certificate will be issued to those who attend all sessions of the Conference.

Last date for submission of abstract : 10/09/2026

Last date for registration and paper submission : 15/09/2026

Register on or before : 19/09/2026

ORGANISING COMMITTEE

CHIEF PATRONS

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Er. P. Vishwanath

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VV Sangha ®, Mysuru

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