



Global Summit on Management Cases

December 18-19, 2015, IIM Raipur India

CALL FOR CASE

Organised by



Indian Institute of Management Raipur, India

In Association with



BACKGROUND

The case study method of teaching plays an essential role in management education. Now, this Pedagogy has been adopted by several business schools worldwide. The case method is a form of instructor-guided, discussion-based learning tool where, instructors use questions, debate and application of analytical tools and frameworks to engage students in a challenging, interactive learning environment. Case studies enable students to put themselves in the shoes of actual practitioners and test students' understanding of theory, ability to connect theory with application, and develop theoretical insight. The participants act as co-creators of the learning process in the case method. In case method of learning, students get to see a real situation in a holistic setting and are required to analyze situations, develop alternatives, choose plans of action and implementation, communicate and defend their findings in small groups in class. Cases are more likely to engage students in the class room than conventional mode of teaching.

OBJECTIVES

The objective of the summit is to build a platform for case writers, academicians and people from industry to come and present cases in the area of business and management. The summit aims to highlight real challenges & incidents faced by corporates today. Through this summit IIM Raipur tries to synergise between corporate and academia to expedite a better environment of problem solving. The summit also provides opportunities to share ideas, to improve case writing skills besides facilitating to meet colleagues and disseminate experiences of using case method of teaching. Cases are invited across the world from faculties, researchers, practitioners, consultants and others.

CASE DOMAINS

The cases can be from any functional area of management. Participants can submit their case for any one of the following Case Domains.

Marketing

- Consumer Behavior
- Customer Relationship Management
- Marketing Communication
- Social Marketing
- Product & Brand Management
- E-marketing
- Retail Management
- Sustainable Business Practices

Finance

- Capital and Money Market
- Financial Strategies
- Foreign Exchange Management
- Risk Management
- Financial Engineering
- Mergers and Acquisition
- Financial Inclusion and Micro-Finance
- Banking and Financial Services Financial Innovations

Human Resource

- Performance Management
- Strategic Human Resource Management
- Compensation and Reward Management
- Organization Culture and development
- Cross Culture Management
- Training and development
- Leadership

Information & Communication Technology

- Technological Innovation
- Knowledge Management
- E-business
- Data Warehouse Management
- Information System

Operations & Supply Chain Management

- Business Process Re-engineering
- Project Management
- Inventory Management
- Resource Management
- Technology Management

Strategy & General Management

- Entrepreneurship
- Economic Environment
- Corporate Governance
- Corporate Social Responsibility

Other Related Areas of Management

- Hospitality Management
- Health Management
- Environment, Forestry and Ecological Management
- Energy management
- Rural Management
- Natural Resource Management
- Business Law

CASE SUBMISSION GUIDELINES

- Submitted cases should be original in areas of Business and Management, written in English and easy to comprehend.
- Cases can be based on primary research in the form of interviews, real business problems and situations. Secondary research bases cases with proper references throughout the document can also be accepted.
- Submitted cases should accompany with a detailed teaching note
- The case and teaching note should be submitted in Microsoft Word format (.doc / docx). All documents must be submitted online through GSMC's paper submission site. The cases must be formatted as per the submission template available at the summit's website.
- Summit related correspondence must be addressed to the summit secretariat through email (gsmc@iimraipur.ac.in).
- An abstract of your case no more than 300 words should be submitted by the date mentioned in the schedule given below.
- Cases should be written in the past tense as the incidents have already happened. Industry notes and teaching notes may be written either in the present tense or in past tense, as deemed appropriate.
- Use Times New Roman 11 font size with single spacing for body text of the case and teaching note.
- Case and teaching note should not use terms that are denigrating to ethnic or other groups or that may be interpreted as such.

GUIDELINES FOR CASE STUDY AND TEACHING NOTE

Two documents need to be submitted- the case and the teaching note. All submissions should follow the submission guidelines. Nonconforming submissions will be returned without review.

Your case should include the following:

- First page should include the Case Title, Author Details with contact numbers and email id.
- Second page must have Executive Summary/Case Abstract within 300 words.
- The length of the full case should be 10-20 (maximum) pages. This limit includes the abstract, body of the text, notes and exhibits. The case should include the following headings:
 - Case Abstract-Including Case Objective; Functional areas where the case is used and Keywords (5-7)
 - Case Introduction-Brief History, Main Issues
 - Main Body-Past and current business performance, conflicts, decision alternatives etc.
 - A closing section
- An addendum of exhibits: Providing support information such as tables, figures and graphs.
- Citations and sources of information

The Teaching Note should include the following:

- Length of the teaching note should be 5-10 pages (maximum)
- Case synopsis
- Learning objectives
- Assignment questions
- Teaching plan
- Analysis (suggested/possible answers to assignment questions)
- Bibliography/suggested readings
- Teaching note Exhibits (e.g., financial analysis, summary of theory application)

WHO MAY CONTRIBUTE?

- Faculty members
- Experienced case writers
- Research scholars pursuing doctoral programmes
- Consultants
- Associations who would like to share experiences
- Practitioners and Researchers/scientists engaged in research institutions

IMPORTANT DATES

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| 1. Abstract submission deadline | July 15, 2015. |
| 2. Accepted abstract will be notified | August ,5 2015 |
| 3. Complete Manuscripts Submission deadline (for accepted abstracts) | October 15, 2015 |
| 4. Registration Open | October 5, 2015 |
| 5. International Case Summit date | December, 18-19, 2015 |

REGISTRATION FEE AND PAYMENT DETAILS

For Faculty Members/Government Officials/NGOs:

SAARC Countries INR 6000
USA, Europe and other Countries USD \$150

Research Scholars/Students:

SAARC Countries INR 3500
USA, Europe and other Countries USD \$100

Corporate:

SAARC Countries INR 10000
USA, Europe and other Countries USD \$200

The registration fee includes Summit Kit, tea, snacks, lunch and Summit dinner.

Mode of Payment

- a) Demand Draft to be drawn in favour of: IIM Raipur, payable at Raipur. Please Note that the Registration fee will not be refunded.
- b) In favour of Indian Institute of Management, Raipur through NEFT/RTGS mode of payment and in this regard our banker details are as follows:

Name	:	IDBI Bank Ltd
Branch	:	IIM Raipur Branch
Account	:	Indian Institute of Management Raipur A/C II
Account No	:	1292104000001052
NEFT/IFSC	:	IBKL0001292
Swift Code	:	IBLKINBB004

INDIAN INSTITUTE OF MANAGEMENT RAIPUR, INDIA

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent and zeal for success and contribution in management. Set up in 2010 IIM Raipur is situated at Raipur in the state of Chhattisgarh - one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The first batch of its flagship programme 'Post-Graduate Programme in Management started in 2010, while FPM started in 2012 and EFPM from the year 2013.

Presently IIM Raipur operates from the Government Engineering College Campus, Sejbahar, Raipur. The Government of Chhattisgarh has identified 200 acres of land for the proposed IIM Raipur campus at Naya Raipur. The proposed campus will be a state-of-the-art campus, presenting a blissful mix of modern architecture, culture & heritage of Chhattisgarh.

The Institute aims at bringing a global perspective to all its programmes and activities in a fast changing global economic environment. The Institute also encourages an overseas exposure for its students with the belief that it will help them to assimilate best management practices and understand the importance of cross – culture issues in management.

Right from its inception the Institute focuses on contributing to the growth and development of the Nation, region and society at large. As such it gives importance to courses and managerial trainings that are moulded in a way true to the culture and unique requirements of the state and organisations herein. Ethical practices in management, grooming socially responsible leaders for today and tomorrow are also the primary goals of the Institute.

Keeping these aims in mind IIM offers following programmes.

- Doctoral Programmes
- Fellow Programme in Management (FPM)
- Post-Graduate Programmes
- Post-Graduate Programme in Management (PGP)
- Post-Graduate Programme in Management for Working Executives (PGPWE)
- Executive Education for Corporate, Public Sectors and Government

SUMMIT CO-CHAIRS

Vinita Sahay, IIM Raipur

K. K. Ray, IIM Raipur

PRS Sarma, IIM Raipur

SUMMIT SECRETARIAT **INDIAN INSTITUTE OF MANAGEMENT RAIPUR**

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