

AIMA-ICRC

4th CASE WRITING COMPETITION AND CONFERENCE

(New Delhi)

9th-10th-11th May 2024



www.caseresearchaima.in

AIMA- India Case Research Centre (ICRC) is pleased to announce the 4th edition of Case Writing Competition and Conference (ICRC -CWCC). This competition aims to encourage and promote the development of high-quality India focused teaching case material that brings Indian ethos in managing the business. The business world has changed significantly in the past few years, particularly during the pandemic. The Case Writing Competition and Conference aims to capture the changing industry trends, technological changes, digital economy, sustainability, survival, and several other market requirements in the form of teaching cases.

Sponsors



International Partners



Academic Partner



Supported by



Prize/Cash Awards

Mr Ajit Balakrishnan
Founder, CEO
Rediff.com

ABOUT THE CASE STUDY COMPETITION

AIMA, the apex body of management in India, organises several summits and competitions every year. The Case Writing Competition and Conference (CWCC) is a refreshing, stimulating and a learning journey for every case author/case writer. The case competition is an annual event hosted, in partnership with a leading organisation of India and abroad. We are encouraging eminent faculty/case authors from Universities/ B-schools and leading journals/publishers to participate in this competition. The competition aims to encourage and promote the development of high-quality India focused case studies & teaching notes which dwell on issues affecting business, society, economy, and emerging international issues. Case authors are encouraged to develop case studies using multimedia and innovative pedagogy. More than 25 reviewers from different business schools and universities have been invited to review the submitted cases.

POTENTIAL TOPIC / AREAS

• Finance & Banking Services • Fintech • Marketing/Branding • HRD/Leadership/L&D • Data Science • Entrepreneurship /Start-ups • Family Business • Supply chain and logistic • Strategy/Policy • CSR • ESG • Digital Transformation

AWARDS AND RECOGNITIONS

PRIZES	CERTIFICATES
1 st prize: INR 100,000	The top 5 cases will receive a Certificate of Excellence
2 nd prize: INR 50,000	The top 10 cases will receive a Certificate of Merit
3 rd prize: INR 25,000 (Plus, one for young case author)	All authors of the cases will receive a Certificate of Participation

IMPORTANT DATES

15 th January 2024	Submission Open
16 th February 2024	Webinar- Curtain Raiser on Case Competition and Conference
30 th April 2024	Submission deadline
4 th May 2024	Final intimation of selected Case studies for presentation
9 th & 10 th May 2024	Case Writing Competition & Conference
11 th May 2024	Special Session /Workshop with Editors and Mentors for Final Editing and Publication of Cases Valedictory Session

KEY TAKEAWAYS OF THE COMPETITION

- Chance to win Award of Cash Prizes and get recognised.
- Opportunity to attend free Workshop on Case Development and interact with renowned International Speakers and Prominent Journal editors
- AIMA ICRC will hand hold selected case authors by giving support for case review, editing and publishing.
- Publication and distribution of selected Case Study in AIMA – India Case Research Centre
- Publication opportunity with other leading case journals

For Complete Details regarding the competition [CLICK HERE](#)

REGISTRATION FEE FOR CONFERENCE & COMPETITION *

Category	To avail Early bird discount register before 28 February 2024	Fees applicable after 28 February 2024
Corporate	Rs.8000/-	Rs.10000/-
Academician	Rs.5000/-	Rs. 8000/-
Research Scholar	Rs.4500/-	Rs. 6000/-

10% discount on registration fee for AIMA Members & VC Council Members

* + GST will be payable @18%. Workshop fee includes the cost of conference kit, course material, workshop tea/coffee, snacks, lunch and other organizational expenses.

Accommodation and Travel cost has to be incurred separately by participants.

Nomination fees are not refundable; however, participation by a substitute is allowed.

SPEAKERS INVITED



Rekha Sethi
Director General, All India
Management Association



Prof (Dr.) Rohit Singh
Director,
AIMA-CME



Dr. R Balasubramaniam (Balu)
Member-Human Resource,
Capacity Development
Commission



Dr. T G Sitharam
AICTE
Chairman



Dr. Rajendra Srivastava
Exec Director: Centre for
Business Innovation (CBI),
Indian School of Business,
Advisor AIMA-CME



Dr. Rajan Saxena
Chairman, AIMA-ICRC,
Former Vice Chancellor
NMIMS



Dr. Bhimaraya Metri
Director, IIM Nagpur,
Chairman AIMA-BOS



Dr. Madhu Vij
Former Professor in Finance,
FMS, University of Delhi,
Advisory Board Member
AIMA -ICRC



Dr Pankaj Mittal
Secretary General
AIU



Dr. Gita Bajaj
Case Professor, IIM Sambalpur
Board Member AIMA-ICRC
Director VINSAK & Rotatek Spain



Vicky Lester
Deputy Director,
The Case Centre



Dr. Rishikesh T Krishnan
Director, IIMB,
Vice Chairman, AIMA-ICRC



Dr. Jyotsna Bhatnagar
Dean Research, MDI
Board Member



Dr. Radha Sharma
Professor (Dr.) Radha R. Sharma, Dean,
Research and Industry-Academia
Linkages, New Delhi Institute of
Management



Dr. Shalini Rahul Tiwari
Associate Professor, MT,
Associate Editor Associate Editor,
Emerald Emerging Markets Case
Studies Journal



Dr A K Dey
Chairperson - Centre for
Management Case Development
(CMCD) Professor of Operations
& Decision Science, BIMTECH



Dr. Vishal Talwar
Director, IMT,
Ghaziabad



Ajay Arora
Vice President - Hero
Enterprise, Advisory Board
Member AIMA -ICRC



Dr Ashoo Khosla
Shoolini University
Chief Learning Officer
and Associate Professor

To submit Case studies for Case Competition [CLICK HERE](#)

All participants need to [REGISTER](#) first at the ICRC portal and use the same login credentials for submitting the case study through the link provided above.

THE CASE SUBMISSION GUIDELINES:

All submissions must:

- Contain no identifying information about authors or their affiliated organisation or university within the text
- Only previously unpublished cases are acceptable
- Include either a decision focus or an analytical focus
- Be true and factual. The company may be disguised and the characters may have their names changed for confidentiality, but all situations must be accurate. Disguises must be disclosed on page 1 in a footnote. Fictionalised cases will be disqualified.
- Cases may be based either on primary (field*) research or secondary sources (publicly available data and documentation, including news articles, court materials, YouTube videos, and others) or research
- Must include a **Title Page**
- Be written in the past tense throughout (except indirect quotation)
- Case studies should be submitted in .doc or PDF format in 12 point Times Roman font, single-spaced with 1" margins.
- **Be no longer than 8 pages (8,000 words), excluding exhibits and Teaching Notes.**

**If the case study is based on primary research, including a release document from the company or organisation (sample case release format provided on request). If the case study is based on secondary research, no release is needed but should be with proper referencing and footnotes.*

CASE SUBMISSION FORMAT:

All cases should incorporate the following components (the sections should not be subtitled with these generic headings):

- An opening paragraph/hook that generates interest and foreshadows the key problem
- Company/organisation story or history
- Industry background as relevant
- Key characters should be fully developed
- Complete description of the situation or problem
- Exhibits or appendices and references as relevant
- Include a Teaching Note

TEACHING NOTE SUBMISSION FORMAT:

All Teaching Notes must include the following elements:

- Abstract (75-word maximum)
- Target audience and usage
- Learning objectives (not teaching objectives)
- Thought questions that relate to the learning objectives

- Short theory review – identify relevant theories without extensive discussion
- Pedagogy – minimum three per case
- 5-minute self-test for students
- Editable PPT (optional)
- Epilogue
- References and exhibits, as relevant

CASE EVALUATION CRITERIA

Detailed cases and Teaching Notes will be judged by a team of expert case referees/reviewers.

Submissions will be evaluated as follows:

Stage 1: Cases and Teaching Notes will be checked for adherence to all submission criteria and inclusion of required forms, signatures, and releases.

Stage 2: Review/Referees will evaluate cases based on the following weighted criteria:

Case: 60% of the score

Points	Criterion
10	The Relevance of content to Indian Management and ethos.
15	Quality (depth) of research; versatility of usage; the summary of the case and abstract.
10	Adherence to case conventions, as described in the FAQ.
15	Potential usefulness in the classroom (engaging and readable).
10	Quality of writing and writing style.

Case: 40% of the score

Points	Criterion
10	Addresses all elements of the TN per FAQ.
10	The comprehensiveness of teaching methods.
10	Clarity of learning objectives; suggested student assignment; suggested additional readings or references; possible discussion questions.
5	Contribution to the field as the instructional value.
5	Quality of self-test and PPT.

Stage 3: Finalist cases will be ranked based on the preceding bulleted items and narrative commentary provided by the jury.

Stage 4: Finalist case will be called for the first round of presentation.

Stage 5: The winner case studies will be presented in the grand finale.

CONTACT DETAILS:

Dr. Anuja Pandey, Head-AIMA India Case Research Centre (ICRC), or **Ms. Shini James**, Manager AIMA-ICRC
All India Management Association, 15, Link Road, Lajpat Nagar, New Delhi-110 024
Phone: 011-47673000 Ext: 709 • **Mobile:** 9971479392
Email: apandey@aima.in, sjames@aima.in, caseresearchcentre@aima.in