

5th CASE WRITING COMPETITION AND CONFERENCE




29-31 May, 2025 | New Delhi



OVERVIEW

The **AIMA - India Case Research Centre (ICRC)** is excited to announce the 5th Edition of the Case Writing Competition & Conference (ICRC- CWCC). With significant changes in the business landscape, particularly after the pandemic, this competition seeks to support the creation of quality teaching cases that focuses on India, highlighting the Indian ethos in business management. The Case Writing Competition also seeks to capture these evolving industry trends, technological advancements, the digital economy, sustainability, organisational dynamics, talent requirements, and various other market demands through well-crafted teaching cases.



ABOUT THE CASE STUDY COMPETITION & CONFERENCE

AIMA, the apex body of management in India, organises several summits and competitions every year. The Case Writing Competition & Conference (CWCC) offers a stimulating and enriching journey for every case author. This experience provides valuable opportunities for skill enhancement, exposure to real-world industry challenges, expert and peer reviews, mentoring, publication prospects, and the chance to win the competition.

AIMA- India Case Research Centre is actively supported by industry and academia. Some of the top industry leaders are on its advisory board, and ICRC also enjoys rich academic support from eminent faculty from institutions across the world. ICRC has published several teaching case studies and Industry best practices cases developed in ICRC banner, apart from a collection of India centric case studies from collaborating institutions like IIMB, ISB and several others. ICRC is a growing case collection repository. All cases submitted in this case writing competition and conference will be considered for publication in ICRC.

CASE COMPETITION & CONFERENCE FORMAT

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.

The top cases from the competition will receive exclusive mentoring and development from the ICRC team and will be published on the India Case Research Centre Portal. These cases will subsequently be marketed and distributed to B-schools and corporates nationwide.



POTENTIAL TOPIC / AREAS

Cases may be focused on any area that relates to business or organisation, and economy. Topics may be from the disciplines of marketing, general management, human resources, economics, finance/accounting, logistics, operations, business policy, ethics, entrepreneurship, CSR, Sustainability, digital transformation, analytics, strategy, technology others and more specifically focusing on sectors such as

- Healthcare /Pharmaceutical
- BFSI /Fintech & Financial Services/Banking
- Agriculture, food technology/ processing
- Manufacturing /Automobile /Aviation/ Heavy Industries
- Supply chain and logistics/ Quick delivery

- Startup/MSME/Entrepreneurship /Women empowerment
- Travel and Tourism/Hospitality
- Infrastructure /Core Industries
- Energy/Oil sector
- Sustainability/Environment/ Climate change

AWARDS AND RECOGNITIONS

PRIZES

1st prize: **INR 100,000**
2nd prize: **INR 50,000**
3rd prize: **INR 25,000**
(Plus, one for young case author)

CERTIFICATES

The top 5 cases will receive a Certificate of Excellence
The top 10 cases will receive a Certificate of Merit
All authors of the cases will receive a Certificate of Participation

IMPORTANT DATES

28th February 2025
28th February 2025
15th April 2025
30th April 2025
29th & 30th May 2025
31st May 2025

Submission Open
Webinar- Curtain Raiser on Case Competition and Conference
Submission deadline
Final intimation of selected Case studies for presentation
Case Writing Competition & Conference
Special Session /Workshop with Editors and Mentors for Final Editing and Publication of Cases Valedictory Session





CASE APPLICATION RULES

Eligibility:

We invite submissions of cases and teaching notes from:

- Academics
- Practitioners/Industry Professionals
- Research Scholars/PhD Students
- MBA Students (co-authored with faculty)

Submissions are welcome from both individuals and teams

Rules and Conditions:

1. Language and Content:

- Submissions must be presented in English.
- Each submission should include a case study, teaching notes, a cover page with an abstract, and any supporting materials such as Excel files or video clips.

2. Anonymity:

- Submissions must be anonymous. The name of the applicant or their institution should not appear in any part of the document except on the cover page.

3. Real Enterprises/Organisations:

- Submissions must deal with real enterprises or organisations. If applicable, a company release form must be submitted.

4. Exclusion Criteria:

- Cases that do not meet these conditions will be excluded from the competition.

Note: Multi-media presentations of cases are acceptable. However, all multimedia cases must include a detailed teaching note

Free example case:

One of our classic business ethics cases is available for free until the end of January. To download a copy, please visit <https://www.caseresearchaima.in/>



THE CASE SUBMISSION GUIDELINES

Submission Guidelines:

1. Anonymity:

- Submissions must contain no identifying information about the authors or their affiliated organisation or university within the text.

2. Originality:

- Only previously unpublished cases are acceptable.

3. Focus:

- Submissions must include either a decision focus or an analytical focus.

4. Accuracy:

- Cases must 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. Fictionalized cases will be disqualified.

5. Research Basis:

- Cases may be based on either primary (field) research or secondary sources (publicly available data and documentation, including news articles, court materials, YouTube videos, and others).

6. Title Page:

- Submissions must include a title page.

7. Tense:

- Cases must be written in the past tense throughout (except for indirect quotations).

8. Format:

- Case studies should be submitted in .doc or PDF format, using 12-point Times New Roman font, single-spaced, with 1" margins.

9. Length:

- Submissions must be no longer than 8 pages (8,000 words), excluding exhibits and teaching notes.

10. Release Document:

- If the case study is based on primary research, include a release document from the company or organisation (a sample case release format is available upon request). If the case study is based on secondary research, no release is needed, but proper referencing and footnotes are required.



CASE SUBMISSION FORMAT:

Case Components:

1 Opening Paragraph/Hook:

- Start with an engaging opening paragraph that generates interest and foreshadows the key problem.

2. Company/Organisation Story or History:

- Provide a detailed background of the company or organisation.

3. Industry Background:

- Include relevant industry background information to set the context.

4. Key Characters:

- Fully develop the key characters involved in the case.

5. Situation or Problem Description:

- Offer a complete description of the situation or problem being addressed.

6. Exhibits or Appendices and References:

- Include any relevant exhibits, appendices, and references to support the case.





TEACHING NOTE SUBMISSION FORMAT:

Teaching Notes Requirements:

Abstract:

- A concise summary of the case (maximum 75 words).

2. Target Audience and Usage:

- Specify the intended audience and how the case can be used in teaching.

3. Learning Objectives:

- Clearly outline the learning objectives (not teaching objectives).

4. Thought Questions:

- Include questions that relate directly to the learning objectives to stimulate critical thinking.

5. Short Theory Review:

- Identify relevant theories without extensive discussion.

6. Pedagogy:

- Describe at least three pedagogical approaches for teaching the case.

7. 5-Minute Self-Test:

- Provide a brief self-test for students to assess their understanding.

8. Editable PPT (Optional):

- Include an editable PowerPoint presentation, if available.

9. Epilogue:

- Offer a conclusion or follow-up to the case.

10. References and Exhibits:

- Include any relevant references and exhibits to support the teaching notes.

ONLINE CASE SUBMISSION GUIDELINES

Every case entry must be submitted via AIMA- ICRC website <https://www.caseresearchaima.in>

Please note that we will not be accepting any paper submissions. All participants need to register at the ICRC portal and use the same login credentials for submissions. Please pay close attention to the fact that any reference to the author and/or his institution anywhere in the text must be removed.



INSTRUCTION FOR SUBMITTING THE DOCUMENTS VIA THIS WEBSITE:

- In the Option 'Content Type' -please select Case Competition 2025.
- In 'Content Area' –please select the functional area in which you want your case to be considered.
- Abstract: highlighting the issues in the situation and the nature of the available data
- Case including the sub section as specified.
- Teaching Notes including clear identification of the concepts that the case is aiming to teach (see Evaluation Criteria), with the exception of cases submitted in the corporate track for which teaching notes are not compulsory.
- Case Release Form/Company Release Form*.

**If you are using already published data from the company, you base your case on, and then your case does not require a Case Release Form/Company Release Form. However, if you are using unpublished data from the company, you must submit a Case Release Form/Company Release Form, i.e. a response from the company giving permission for the case to be used. The Case release form has to be uploaded in the supplementary document.*

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. |
| 05 | Contribution to the field as the instructional value. |
| 05 | 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 cases will be called for the first round of presentation.

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

KEY TAKEAWAYS

- AIMA ICRC will hand hold by giving support for case review, editing and publishing.
- Publication of selected Case Study in AIMA – India Case Research Centre.
- Opportunity to attend free Workshop on Case Development.
- Chance to win Award of Cash Prizes.

| Category | Early bird discount before 30 March 2025 | |
|------------------|--|------------|
| Corporate | Rs.10000/- | Rs. 8000/- |
| Academician | Rs. 8000/- | Rs. 5000/- |
| Research Scholar | Rs. 6000/- | Rs. 4500/- |

* + **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.

To submit Case studies for Case Competition 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.

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