

AIMA-ICRC 3rd CASE WRITING COMPETITION AND CONFERENCE

(Hybrid Mode)

13 -15 APRIL 2023



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Mr Ajit Balakrishnan
Founder, CEO
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AIMA- India Case Research Centre (ICRC) is pleased to announce the 3rd 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.

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 online, 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

10 th March 2023	Submission deadline* Already received cases were sent for review
25 th March 2023	Submission deadline for second phase
03 rd April 2023	Final intimation of selected Case studies for presentation

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

REGISTRATION FEE

- For First Author: **Rs. 5500/**
- For Second Author: **Rs. 4500/-**
+ GST will be payable @18%

Registration fees are not refundable, however participation by a substitute is allowed

For online registration- [CLICK HERE](#)

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

Case Writing Competition & Conference 30rd - 31st March 2021



Anil D Sahasrabudhe
Chairman, AICTE



Rajan Saxena
Chairman, AIMA- India Case Research Centre,
Former Vice Chancellor, SVKM's NMIMS
University, Mumbai



A K Sengupta
Founder and Convener at
Higher Education Forum,
Ex Director SIES



Dinesh Kumar
Professor, Chairperson
Data Centre and Analytics Lab
IIM Bangalore



Prabhat Pankaj
Director, Jaipuria Institute
of Management



Pranjal Sharma



Zeljko Sevic
Former dean and advisor to
the Board UMM Malaysia



Syed Zahoor Hassan
Professor, Suleman Dawood
School of Business
Ex VC LUMS, Lahore



Piyyush Sinha
Director, Advisory and
Research at CRI,
Ex Professor, IIM-A

AIMA-ICRC 2nd Case Writing Competition & Conference, (Online Mode) Competition Date -24th & 25th March, 2022



Indranil Bose
Distinguished Professor Director of
the Area of Excellence in Artificial
Intelligence, Data Science and Business
NEOMA, Business School, Paris



Amitava Chattopadhyay
The GlaxoSmithKline Chaired
Professor of Corporate Innovation,
Professor of Marketing and Marketing
Area, Chair INSEAD, Singapore



Gita Bajaj
Professor & Chairperson
PGDM DCP, IMT Dubai



Rajeev Kumar
Professor of Marketing &
Dean IIM Lucknow



Rishikesh T Krishnan
Director & Professor of Strategy
Indian Institute of Management
Bangalore



Bhimaraya Metri
Chairman- AIMA Board of Studies
& Director Indian Institute of
Management, Nagpur



Ajit Balakrishnan
Founder & Chairperson
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Charles Dhanaraj
Professor,
University of Denver



Vicky Lester
Deputy Director
The Case Centre



Angela Yin
Asia Case Research Centre,
HKU Business School



Jeroen van den Berg
Assistant Director , Asia Case Research
Centre, Lecturer, Management and
Strategy, HKU Business School



Shalini Rahul Tiwari
Associate Editor, Emerging
Markets Case Studies
Associate Professor, Institute of
Management Technology, India



Rajendra Srivastava
Novartis Prof. of Marketing
Strategy & Innovation
Indian School of Business



Radha R Sharma
Dean, Research & Industry- Academia
Linkages) NDIM
Associate Editor, Frontiers in Psychology
(A category) Former Editor, Vision- the
Journal of Business Perspective (ABDC)



Jyotsna Bhatnagar
Professor, Organizational
Behavior & Human Resource
Management,
Dean - Research, MDI

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
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