



AIMA–ICRC CASE WRITING COMPETITION (ONLINE MODE)

COMPETITION DATE – 30TH & 31ST MARCH, 2021

OVERVIEW

AIMA- India Case Research Centre (ICRC) is pleased to announce the 1st edition of Case Writing Competition (ICRC -CWC). 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 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 (CWC) is a refreshing, stimulating and a learning journey for every case author/case writer.

This journey is extremely rewarding in terms of competency/skill enhancement, exposure to industry and real problems and challenges faced by organisations, expert and peer review on authored cases, mentoring & publication opportunities and finally 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 will be considered for publication in ICRC.

CASE COMPETITION FORMAT

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.

The top-quality cases from the case competition will be exclusively mentored and developed by the ICRC team of mentors, and published in India Case Research Centre Portal. These cases will later be marketed and distributed across to all B-schools and Corporates.

POTENTIAL TOPIC / AREAS

Cases may be focused on any area that relates to a 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
- BFSI – Fintech& Financial Services
- Agriculture management & food processing
- Automobile
- Supply chain and logistic
- MSME
- Travel and Tourism
- Infrastructure
- Energy and oil sector

AWARDS AND RECOGNITIONS

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

IMPORTANT DATES

15 January 2021	Submissions open
17 February 2021	Webinar on Case Competition and Case Development
14 March 2021	Submission deadline
22 March 2021	Final intimation of selected Case studies for presentation
30th & 31st March 2021	Case Writing Competition

CASE APPLICATION RULES

Eligibility

Submission of cases and teaching notes are invited from academics, practitioners, or academic/practitioner teams.

Conditions

Case studies and associated material must:

- be presented in English, include a case study and teaching notes
- be anonymous (the name of the application or his/her institution should not feature in any of the documents)
- deal with real enterprises and/or organisations (company release form to be submitted if applicable)

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

Note: Multi-media presentation of cases is acceptable. But all multimedia cases should 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

All submissions must:

- Contain no identifying information about authors or their affiliated organisation or university within the text
- Must include a **Title Page**
- Only previously unpublished cases are acceptable

- 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.
- Case studies should be submitted in .doc or PDF format in 12 point Times Roman font, single-spaced with 1" margins.
- Be written in the past tense throughout (except indirect quotation)
- Be no longer than 8 pages (8,000 words), excluding exhibits and Teaching Notes
- Include either a decision focus or an analytical focus
- 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.

**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

ONLINE CASE SUBMISSION GUIDELINES

Every case entry must be submitted via AIMA –ICRC website [www. https://www.caserearchaima.in](https://www.caserearchaima.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 2021**
- 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

Teaching Note: 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

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

REGISTRATION FEE

- For First Author Rs. 3500/-
- For Second Author Rs 2500/-

+ GST will be payable @18%

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

For online registration- [Click Here](#)

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.

CONTACT DETAILS:

Dr. Anuja Pandey

Head-AIMA India Case Research Centre (ICRC)

All India Management Association

15, Link Road, Lajpat Nagar, New Delhi-110 024

Ph. 011-47673000 Ext: 709

Email: apandey@aima.in