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Case in point: ISB's repository of Indian scenarios to bolster mgmt

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ISB Hyderabad's Centre for Case Development, in partnership with Association of Indian Management Schools (AIMS), has announced a case writing competition. The objective of the competition is to help build a collection of high quality, internationally benchmarked cases about Indian businesses.

The centre was set up in the year 2008, in partnership with the Richard Ivey School of Business (Ivey), The University of Western Ontario, Canada, with a vision to be a leader in the region for promoting the development of Indian cases. The rationale was to develop case material with an in-depth understanding of the local business environment, and address business and managerial issues pertaining to the fast-growing economies of the east.

The centre at ISB, which boasts to have strong industry relationships, worldclass faculty, and contemporary regional insights, feels positioned to generate a substantial body of compelling and lead-generating cases, relevant to Indian businesses.

The centre aims to train and support faculty, from ISB as well as other leading business schools in the region, to write cases about Indian businesses. This will serve the twin purposes of making available relevant material for local institutions to teach students and executives, and also enable B-schools across the globe to draw upon the experiences of companies in emerging markets.

Submitted case studies should be suitable for use in management education and should be related to issues faced by organizations / individuals in India. Eligible cases gain a chance to be published internationally by a leading case publishing house.

Winners will be felicitated and invited to present their case at the AIMS Annual Management Education Convention in August 2010. They will also participate in the Convention as invited guests, and in addition to local hospitality, will be reimbursed AC (II) return fare by the shortest route. Details of the winning cases will be published on the homepage of ISB. Top five case authors would be invited to attend one case writing workshop organized by the ISB Centre for Case Development. Each case contributor will receive written feedback on the submitted case.

The information on the ISB website specifies various guidelines for the participants of the competition. For instance, submitted cases should be original cases in any discipline area, in an Indian setting, written in English and easy to comprehend. It should be based on primary research, including interviews with company insiders to obtain background data, and about a real business situation in a real company, with a focus on recent trends and current situations.

The case studies will keep Indian and foreign students clued into the Indian way of doing business far more than any real time job.

What are the unique selling points of this centre?

The Centre for Case Development at the ISB trains and supports faculty, from the ISB as well as other leading business schools in the region, to write Indian / emerging economy cases. This support includes editorial, research and technological support during the case writing process. Since its inception in 2008, the Centre has conducted four case writing and case teaching workshops, and has trained more than 100 faculty and research scholars to write and teach Indian/emerging economy cases.

This centre has been set up in collaboration with Richard Ivey School of Business, The University of Western Ontario, Canada. Ivey is the largest producer of business cases after Harvard Business School, and the world's foremost producer of Asian case studies. The aim is to facilitate Indian case studies of international standard with the support of ISB faculty, as well as faculty from other leading B-schools in the region. The Centre is engaged in collaborative measures with other global B Schools like Darden, University of Virginia, Kelloggs' School of Management in writing joint cases.

How many case studies have been fetched from this centre, so far, for the benefit of ISB students and industry/young entrepreneurs / new ventures?

The centre has so far published just cases, internationally. Another eight cases should be published by June 2010. Over 50 case studies are at various stages of development. Some verticals and industry on which cases have or are been written are retail, information and technology, sports and entertainment, telecommunication, travel and tourism, manufacturing, family business etc.

What's the scope of competition you have announced - for participants as well as for ISB?

For the ISB the objective of the competition is to help build a collection of high quality, internationally benchmarked cases about Indian businesses and assist faculty to publish their work with an international case house. The scope for participants includes name, fame and money. Eligible cases gain a chance to be published internationally by leading case publishing house.

There will be two prizes - First prize of Rs 50,000, second prize of Rs 25,000. Winners will be invited to present their case at the AIMS Annual Management Education Convention, August 2010. Top five case authors would be invited to attend the next case writing workshop organized by the ISB Centre for Case Development. Each case contributor will receive a written feedback on the submitted case. ISB Case centre would consider providing mentoring support to certain selected cases at our exclusive discretion, to facilitate publishing in collaboration with Ivey publishing as co-branded ISBIVEY cases.

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