

AMITY BUSINESS SCHOOL



PRESENTS

CONDUIT 2024

SUMMER INTERNSHIP CASE STUDY COMPETITION



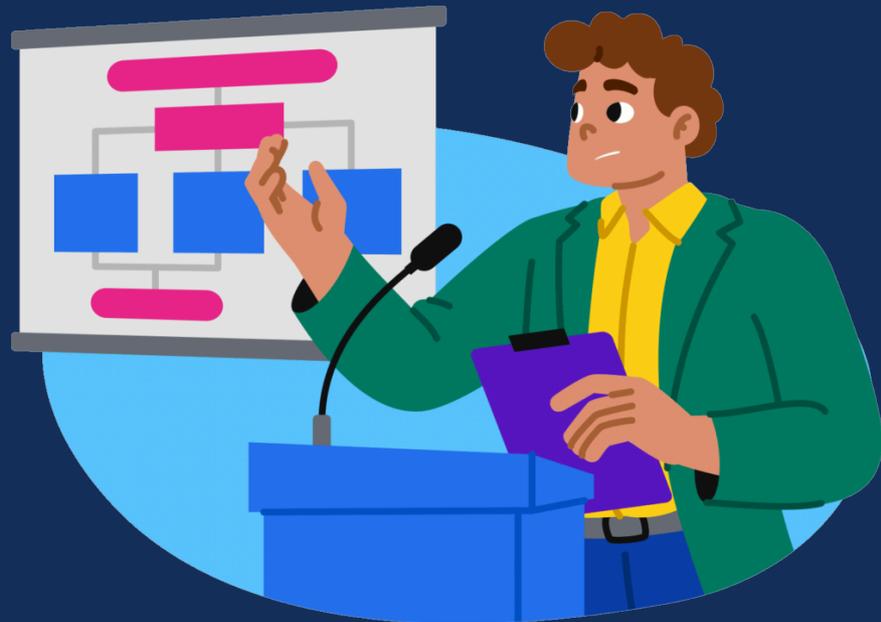
THURSDAY
29 August 2024



TIME
2:00PM Onwards



VENUE
F3 Block
Amity Business School



Registration fees - ₹300/-

REGISTER NOW



Faculty Coordinators:

Dr. Shweta Awasthi: +91 9313706067
Dr. Ashima Agarwal: +91 9810183002

Student Coordinators:

Overall Coordinators

Akshita- 8076890245
Spandan- 7388531705

General Management Track

Anirudh- 8527689979

Finance Track

Palak- 9910114385

HR Track

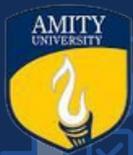
Sanjukta- 9717181707

Marketing and Sales Track

Alok- 8115073959

For Registration

Spandan- 7388531705

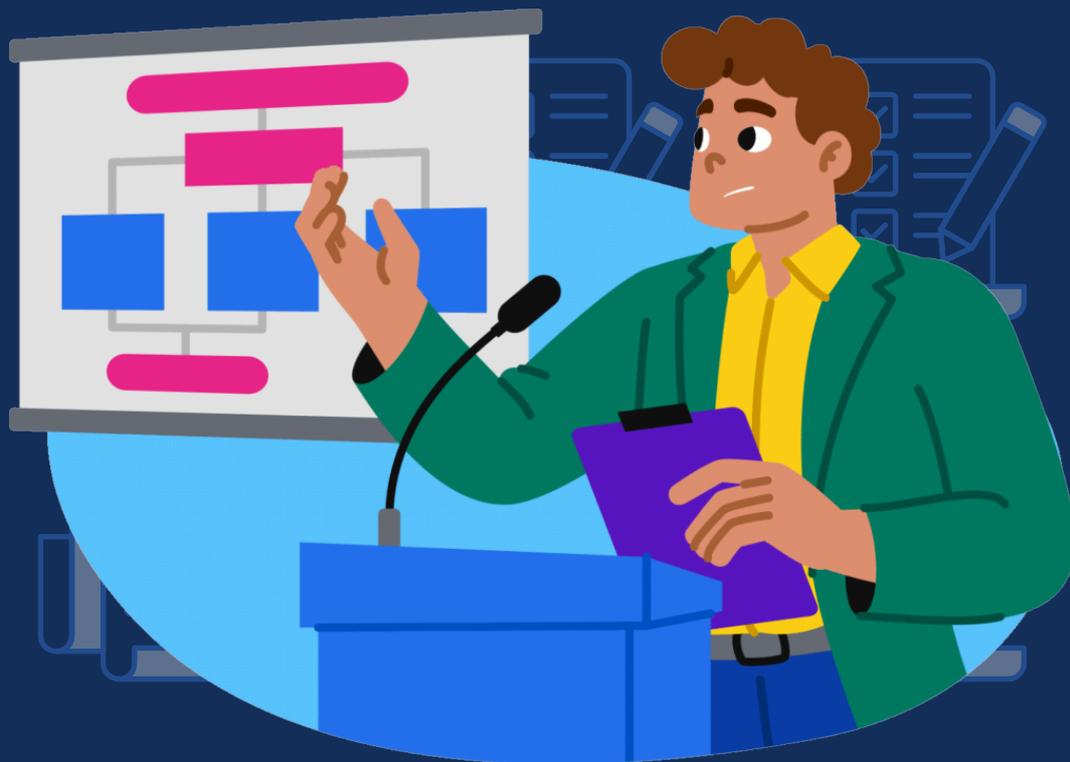


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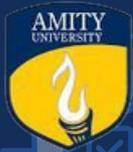
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***29th August 2024
2 PM onwards***

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Prof (Dr) Sanjeev Bansal
Additional Pro Vice-Chancellor
Dean FMS and Director
Amity Business School

ABOUT AMITY UNIVERSITY

Amity institution, located in Noida, India, is a private research institution. It was established in 2005 by an Act passed by the Uttar Pradesh State Legislature. The university holds an A+ accreditation from the NAAC and is recognized by the UGC under Section 22 of the UGC Act. Amity University offers undergraduate, graduate, and doctorate courses in a variety of subject areas both on campus and virtually. The university is one of the campuses of the global Amity Education Group.

VISION

Building the nation and the society through providing total, integrated and trans-cultural quality education and to be the global front runner in value education and nurturing talent in which Modernity Blends with Tradition

MISSION

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action



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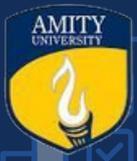
SUMMER INTERNSHIP CASE STUDY COMPETITION



OVERVIEW

Join us for Conduit 2024, a special event to celebrate our students' achievements in academics and their careers. This event will be fun and informative, showcasing our interns' creative ideas and the strategic insights they gained over the summer.

Conduit 2024 is a beacon, lighting the way to knowledge and innovation. As the event begins, you'll be captivated by a symphony of ideas that turn concepts into realities. This is a showcase of brilliance, where academics meet professionals, and dreams become accomplishments.



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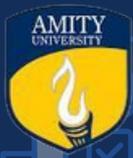
CONDUIT 2024

SUMMER INTERNSHIP CASE STUDY COMPETITION



Conduit 2024 is a prestigious event that celebrates the academic and professional achievements of our students. This insightful experience showcases the innovative solutions and strategic insights contributed by our interns during the summer break. The event provides a platform for students and research scholars to gain valuable insights into business developments, compelling managers to redesign business models and develop survival strategies. Participants are required to submit their Research Paper/Case Study on topics including (but not limited to):

- Information Technology and Business Intelligence
- Service Sector (Financial, Health, Hospitality, Transportation, etc.)
- Manufacturing and Operations
- Marketing, Retail, and Supply Chain
- Human Resource and Strategic Management
- Cross-Culture Communication
- Re-engineering Business Models
- Travel and Tourism
- Corporate Governance and Social Responsibility
- Social Entrepreneurship
- Small Medium Businesses and Family Business
- Education and related areas



CONDUIT 2024

SUMMER INTERNSHIP CASE STUDY COMPETITION

KEY TAKEAWAYS

1. All the case studies presented will be published in a book with ISBN no.
2. Expert Review by the jury panel on the research papers.
3. Selected Case Studies will also be considered for publication in Amity Business Review.
4. Certificate of Appreciation will be given to all participants

SUBMISSION GUIDELINES

- Electronic submission is the only mode for sending papers. The word limit should range between 3500-5000 words in Microsoft word file.
- **LAST DATE OF REGISTRATION AND FEES PAYMENT: 14th August 2024**
- **LAST DATE OF PAPER SUBMISSION: 14th August 2024**

CALL FOR PAPERS

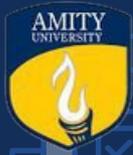
Original research-based unpublished abstracts, papers and case studies are invited. The abstract should describe the purpose, method, results, and academic contributions of the research. Research Papers/ Case Studies selected by Review Committee would be going for the main competition on 29th August, 2024. The references should follow the APA Guidelines. Please send your papers at:
<https://forms.gle/SXgFrZKECb8F8m3ZA>

REGISTER NOW



Registration Fees is Rs 300/-

For any assistance, please contact the student coordinators



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STRUCTURE OF RESEARCH PAPER

1. Title

2. Abstract:

- The abstract offers a brief summary of the research paper, typically 150-250 words long.
- It outlines the research question, methodology used, key findings, and conclusions drawn.

3. Introduction:

- It introduces the research topic's relevance
- Provides necessary background and context
- Presents the research problem or question
- States the study's objectives, and
- Includes the thesis statement.

4. Literature Review:

- It summarizes and analyzes relevant previous research
- Identifies gaps and contradictions, and
- Evaluates how the study contributes to the existing literature.

5. Methodology:

- The methodology describes the research design, approach,
- Methods of data collection (including participant details), research instruments used, and
- Any statistical or analytical techniques applied.

6. Results:

- The results section presents the research findings with clear headings and uses graphs, tables, and
- Figures as needed to illustrate data objectively.

7. Discussion:

- It interprets and analyzes the results in relation to the research question,
- Addresses study limitations, discusses implications, practical significance.

8. Conclusion:

- Conclusion summarizes the main findings, restates the thesis,
- Emphasizes the research's contributions and implications, and
- Lists all cited sources in APA citation style.

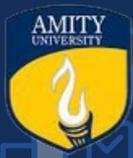


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STRUCTURE OF CASE STUDY

1. The case study should be organized with a clear structure that guides the reader through the problem, analysis, and proposed solutions.
2. A common structure includes: Introduction: Briefly introduce the company, industry, and the issue at hand.
3. Problem Statement: Clearly define the managerial problem or challenge that needs to be addressed.
4. Analysis: Break down the problem, discussing relevant theories, models, and concepts. Use tools like SWOT analysis, Porter's Five Forces, PESTEL analysis, etc., as appropriate.
5. Alternatives: Present potential solutions or courses of action that could address the problem.
6. Recommendations: Offer well-justified recommendations based on the analysis. These should be actionable and realistic.
7. Implementation Plan: Detail how your recommendations can be put into practice, including timelines, responsibilities, and resources needed.
8. Conclusion: Sum up the key points and emphasize the significance of your recommendations.
9. Format can be narratives, storytelling or formal case study.



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