



**3rd Online International Conference on Entrepreneurship, Innovation and Leadership  
(ICEIL'2020), 17-19 December 2020**

**Case Study Competition**

**Theme: Harnessing Innovation, Technology, Entrepreneurship and Sustainability**

**About the Competition:**

We encourage real business situation case studies from all sectors and functional specializations. Participants will have opportunities to present and publish their original research cases, exchange their views and to network in the forum.

Cases can be developed based on primary as well as secondary data. The format of the case study for submission will include Title, Author's Name, Designation and Affiliation, an abstract for 500 words with 3-4 Key words and the Sector/ Functional Specialization. Please mention the sector and/or functional area in which the case is written. The Complete text shall be maximum of 15 pages inclusive of tables and annexures in A-4 size paper, font size 12 Times New Roman, 1.5 line spacing submitted in MS-word.

**Who Should Attend?**

- Entrepreneurs
- Start-Ups
- Academicians
- Researchers
- Venture Capitalists
- SMEs
- CEO of Incubators / Accelerators
- Banking and Financing Experts
- Industry Professionals
- Corporate Leaders
- Students

### Important Dates

**Last date for abstract submission:**

20/11/2020

**Date of intimation and selection:**

25/11/2020

**Date of full case submission:**

30/11/2020

**Date of Competition:** 18/12/2020

**Timing:**

Case Study Workshop:10:00am–1:00pm

Presentations:2:00 pm– 5:00 pm

### Publication Opportunitie

1. All accepted cases will be published with ISBN number.
2. Few selected cases will be published in
  - Special issue of Amity Journal of Strategic Management
  - International Journal of Marketing and Business Communication
  - International Journal of Applied Marketing and Management
  - SCOPUS Indexed journals

***Top Three cases will get attractive Cash prizes***

### **Case study Competition Chair:**

**Prof. (Dr.) J K Sharma**

Director, Amity School of Business, Amity University Uttar Pradesh

### **Coordinators:**

**Dr. Jayashree Sapra**

Assistant Professor

Amity School Of Business

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**Dr. Deepa Kapoor**

Associate Professor

Amity School Of Business

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### Registration Fees

(According to categories- in INR)

- Corporate/Entrepreneurs– Rs. 1500
- Academicians/ Research Scholars– Rs. 1000
- Student– Rs. 500
- Alumni– Rs. 500

Send Your entries to :

jsapra@amity.edu

dkapoor@amity.edu

*\*All registered participants will get an opportunity to attend free case writing workshop*