



**AMITY**  
UNIVERSITY

# ICEIL-2018: INTERNATIONAL CASE STUDY WRITING COMPETITION



## INTRODUCTION

Amity University Uttar Pradesh is organizing its 2nd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL - 2018) on the theme 'Technology, Innovation and Value Creation' from 19th – 21st December 2018 at Amity University Campus, Sector-125, Noida. As part of the ICEIL-2018, a Case Study Writing International Competition has been organised on 21 December, 2018 at Amity University Campus, Sector-125, Noida.

The theme for ICEIL-2018: Case Study Writing International Competition is broadly oriented towards 'Technology, Innovation and Value Creation'. Participants are encouraged to write cases that can help to identify, deliberate and share the most compelling business problems in the global context, impact of innovative approaches to sustainability at the intersection of corporate profitability, social and environmental impacts and the real-world business solutions through their learning experiences.

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## WHO CAN PARTICIPATE

- Students (Undergraduate and Postgraduate from all streams)
- Research Scholars
- Faculty members
- Industry professionals/Practicing managers across industry/sectors from public entities, government and private companies
- Entrepreneurs running Start-up, Social venture and Family Business and NGO's from worldwide.

## TEAM SIZE

Participants can choose to participate individually or in a team of two-three.

## BENEFITS

- There will be a publication opportunity given to the selected cases of participants in an edited book with ISBN no.
- All participants will gain an opportunity to network and interact with plethora of people across sectors, including academicians, students, entrepreneurs, researchers and business leaders who are some of the Asia's brightest talents.
- These cases will be used in classrooms to prepare the students/ next generation of Business Leaders with entrepreneurial and business acumen, strategic thinking, teamwork, problem-solving skills and to organize their thinking around an integrative planning framework and make optimum decisions.
- Case studies would benefit the corporates for cross learning between organizations.

## FORMAT FOR SUBMISSION & EVALUATION

The format of the Case Study for submission should include First page as Title, Authors' Name, Designation and Affiliation, Sector / Functional Specialization, second page as abstract for 500 words with 4-5 Key words, with a page break followed by complete case. The abstract must have the clear purpose of the case, the research methodology used, the findings, its implications and limitations.

It is important to mention the sector and/or functional area in which the case is written. The Complete text should be in between 4000-6000 words inclusive of tables and annexures in A-4 size paper, font size 12 Times New Roman, 1.5 line spacing submitted in MS-word. Preferably the case must be accompanied with teaching notes or instructor's manual to carry an edge for evaluation.

Short listed cases will get an opportunity to present their cases in front of a panel of judges, which will include senior executives from leading corporations.

The Abstract and complete text must be sent to the conference e-mail id at: [iceil@amity.edu](mailto:iceil@amity.edu)

Deadline for submissions: **30th August 2018**

Acceptance Notification: **25th September 2018**

## PRIZES

The Winners of three highest scoring cases will receive the Trophy and Certificate during the Prize Distribution-cum-Concluding Ceremony of ICEIL'18 on 21st December '18 by Galaxy of eminent personalities from Govt. and Private Sectors.

## REGISTRATION FEE

Participant Category	Indian (INR)	Foreign (USD)
Academicians	7000	400
Corporates / Entrepreneurs	8000	450
Research Scholars	5000	250
Students	4000	200

20% early bird discount, if registered on / before 30th August'18.

Please visit website for registration:

[www.amity.edu/iceil2018](http://www.amity.edu/iceil2018)

Date of the Competition: **21 December 2018**

Venue: **Amity University Campus, Sector-125, Noida**

**Case Study Competition Chair: Prof. (Dr.) Alka Munjal,**  
Dean (Students Academic Affairs & Support Services),  
Professor Finance & Strategy, AUUP

### FOR ANY FURTHER QUERIES, PLEASE CONTACT:

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