



ONLINE

CASE STUDY COMPETITION

DURING 4th INTERNATIONAL CONFERENCE
ON ENTREPRENEURSHIP, INNOVATION
& LEADERSHIP (ICEIL)

20th - 22nd JANUARY

DATA

ANALYZING

KNOWLEDGE

CASE STUDY

CRITERIA

RESEARCHER

CASE

SUPPORTED BY

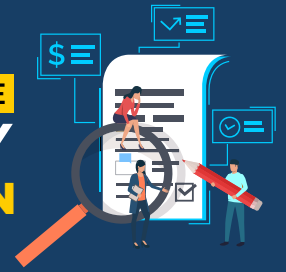


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ONLINE CASE STUDY COMPETITION



INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP (ICEIL - 2022)

Amity University Uttar Pradesh is organizing its 4th International Conference on Entrepreneurship, Innovation and Leadership (ICEIL - 2022) on the theme 'Resilient Entrepreneurship, Disruptive Innovations, and Agile Leadership: Gearing up for Industry 5.0 for Economic Growth in VUCA World' from 20th to 22nd January 2022, at Noida campus in both offline and online mode.

Under this broad umbrella, an online case study competition is being organized around the conference theme.



ABOUT THE ONLINE CASE STUDY COMPETITION

We are living in the age of the entrepreneur. For our economies to continue delivering shared prosperity and create fulfilling work opportunities, innovative ideas and new ways of working must be constantly introduced and tested in the marketplace – and entrepreneurs are critical to this process. Each entrepreneur has his/her own story of their journey!

Each entrepreneur is at a different stage of their business's journey, and for each of their businesses, evolution will be different. But all are united by the desire to take their businesses as far as they can go and in this they cannot but benefit from being part of this unique entrepreneurial community. The International Conference on Entrepreneurship, Innovation, and Leadership is one such conference where the convergence of entrepreneurs and entrepreneurial ideas unfold; where stories of grit, determination, and success are shared with the fraternity.

This year the case study competition would be organized around the conference theme where three Best Entrepreneurial Stories would be awarded.

This case study competition aims to provide a platform to:

- Identify, deliberate and share a report of an organization's implementation of something, such as a practice, a product, a system or a service
- Share real-world business solutions or examples that illustrate a particular problem or principle in detail and
- Showcase the impact of innovative approaches to sustainability at the intersection of corporate profitability, society and environment.



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CALL FOR CASES:

Original primary and secondary research based unpublished abstracts and cases are invited

WHO CAN PARTICIPATE?

- Entrepreneurs engaged in start-ups and stand-ups across functional areas/domains.
- Entrepreneurs running social ventures across functional areas/domains.
- Entrepreneurs running family businesses across functional areas/domains.
- Entrepreneurs running non-government organizations across functional areas/domains.
- Academicians in partnership with entrepreneurs across functional areas/domains.
- Amity Alumni who have their own start-up or ventures.
- Amity Alumni in partnership with entrepreneurs across functional areas/domains.
- Research Scholars in partnership with entrepreneurs across functional areas/domains.
- Students in partnership with entrepreneurs across functional areas/domains.

Please Note: Academicians, Research Scholars & Students are required to partner with an entrepreneur.

TEAM SIZE:

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

CASE DOMAINS:

The participants can submit case studies as per the case domains listed below. The list is not exhaustive and is only suggestive.

- Drivers, barriers and success-factors of academic entrepreneurship
- Venture gestation patterns of academic entrepreneurship
- Context-specific influences on the entire entrepreneurial process
- The effect of “publish or perish” on academic entrepreneurship behavior
- Determinants of entrepreneurial activity and innovation capacity at the regional level
- Drivers of innovation, entrepreneurship, and change at the regional level
- Eco-innovation ecosystems in the industry across functional areas/domains
- Entrepreneurial, innovative, and sustainable ecosystems (EIS)
- Higher education institutions and regional knowledge spillovers
- Industrial Districts, innovation, and productivity
- Innovative milieu, co-creation, and entrepreneurship
- Institutions and cities’ performance
- Intellectual capital, regional development, and growth
- New public policies for creative, innovative, and sustainable spatial units



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- Open innovation and sustainable ecosystems
- Open Innovation ecosystems and regional development
- Smart cities and open data
- Smart specialization strategies and learning regions
- Spatial concentration and environmental innovation
- Transparency and entrepreneurial activity in cities
- Urban entrepreneurship versus rural entrepreneurship.
- Entrepreneurship and innovation management in the industry across functional areas/domains
- Customer segmentation and consumer behaviours in the industry across functional areas/domains
- Family entrepreneurship across functional areas/domains
- Marketing strategies and innovation in the industry across functional areas/domains
- Initiatives to fill the gender gap in the industry across functional areas/domains
- Information Communication Technologies (ICTs) and future of the industry across functional areas/domains.
- Women entrepreneurship industry across functional areas/domains
- Sustainability and industry across functional areas/domains
- Climate change and industry across functional areas/domains
- COVID-19 in the industry across functional areas/domains.
- Effects of entrepreneurship on mental health and well-being of individuals in the long term
- The impact of contextual factors on entrepreneurial well-being (e.g., social, family, spatial context)
- Effects of entrepreneurship on individual's stress-level and mental illness

BENEFITS

- There will be a publication opportunity given to the selected cases of participants in an edited book with ISBN no.
- All participants would gain an opportunity to interact with academicians, students, entrepreneurs, researchers and business leaders across sectors.
- These cases could be used as references in academia/corporates for students and would provide learning for next generation Business Leaders.
- These cases may provide insights with respect to entrepreneurial and business acumen, strategic thinking, teamwork, problem-solving skills etc. being practiced across sectors.
- These cases would also help the reader organize their thinking around an integrative planning framework and for making optimum decisions across functional areas.
- These cases would further benefit the readers for cross-learning between organizations.
- All participants shall get Participation Certificates.



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PRIZES

The top three winners will get Merit Certificates and one-year free membership of TiE -Delhi NCR.

FORMAT FOR CASE STUDY SUBMISSION

The format of the Case Study for submission should include -

FIRST PAGE AS:

- Title of the Case
- Authors Name
- Designation and Affiliation
- Name of Venture
- Sector of Venture or Functional Specialization
- Location of the Venture
- Age of the Venture

SECOND PAGE AS:

Abstract

- Abstract for 500 words with 4-5 keywords, with a page break followed by complete case.

THIRD PAGE ONWARDS:

The complete case should have the following heads. However, these headers are only suggestive

- Clear purpose of the case
- Sector and/or Functional Area in which the case is written.
- Storyline of the Company/start-up/stand-up/business etc.
- Major Milestones, Challenges, Cheer Points, Landmark or Findings (if any)
- Any particular business model (used/derived/made, if any) or research methodology used (if any),
- Future Plan and scaling of business and Implications
- Learnings and Reflections from the entrepreneurial experience

SUBMISSION FORMAT:

The Complete text should be in between 4000-6000 words inclusive of tables and annexures

- A-4 size paper setting on Microsoft word,
- Font size 12,
- Times New Roman,
- 1.5-line spacing submitted in MS-word.
- 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 and academicians.

Please submit your case study abstract by **e-mail at csinha@amity.edu**.

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IMPORTANT DATES:

Last Date of Abstract Submission:	January 10, 2022
Acceptance Notification:	January 12, 2022
Last date for Full Case Study Submission:	January 16, 2022
Last Date of Registration:	January 18, 2022



REGISTRATION FEE:

Each participant / team has to Register as per the following categories:

Category of Participant	Registration Fee (INR)
Entrepreneurs	1500
Academicians	1000
Research Scholars	1000
Alumni	500
Students	500



Registration link: <https://www.amity.edu/iceil2022/registration.asp>

FOR ANY FURTHER DETAILS / QUERIES, PLEASE CONTACT

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