



AMITY
UNIVERSITY

CASE STUDY COMPETITION

DURING
**6th INTERNATIONAL
CONFERENCE ON
ENTREPRENEURSHIP,
INNOVATION & LEADERSHIP
(ICEIL-2024)**

9th-11th October 2024



case study

Supported by:



Amity University Uttar Pradesh is pleased to announce its 6th International Conference on Entrepreneurship, Innovation and Leadership (ICEIL - 2024) on the theme **“Leveraging Emerging Technologies for a Self-Reliant Nation” from 09th-11th October 2024** at Amity University Noida Campus, Uttar Pradesh, India.

The case study competition is being organised around the conference theme to encourage and promote the development of high-quality teaching case material that facilitate a broader horizon into the application drawn in from various industry and academia scholars, experts, and thinkers. The Case Writing Competition and Conference aims to capture the changing industry trends, leveraging emerging technologies, sustainability, survival, and several other market requirements for a self-reliant nation building in the form of teaching cases.

ABOUT THE CASE STUDY COMPETITION

As India embarks on an ambitious journey to become self-reliant and emerge as the Global Startup Capital, the role of sustainable and socially conscious entrepreneurship has gained paramount importance. The case study competition at this conference aligns with the nation's vision by showcasing organizations that have not only stood the test of time but also contributed to the greater good of society.

Aligned with the overarching theme of **"Leveraging Emerging Technologies for a Self-Reliant Nation,"** the competition invites participants to delve into the narratives of organizations that have seamlessly integrated emerging technologies into their operations. These resilient organizations have demonstrated the ability to adapt, innovate, and thrive in an ever-evolving technological landscape, paving the way for self-reliance and long-term sustainability.

Furthermore, the case studies will highlight startups that have transcended mere profit motives and dedicated their efforts towards addressing national or social challenges exemplifying the power of entrepreneurship to drive positive change and contribute to the nation's progress.

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 comprehensive analysis of organizations that have demonstrated remarkable resilience and adaptability.
- Identify the critical factors that facilitate survival and growth and highlight the strategic decisions that enabled them to longevity.
- Draw out best practices that contemporary start-ups can apply in embracing emerging technologies, prioritizing sustainability, and aligning their ventures with the nation's aspirations for self-reliance and social progress.
- 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.

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.
- Alumni who have their own start-up or ventures.
- 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.

TEAM SIZE:

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



CASE STUDY





CASE DOMAINS:

Cases may be focused on any area that relates to a business or organisation, and economy specifically focusing on domains listed below. The list is only suggestive.

- Drivers, barriers, and success factors of industry 5.0 entrepreneurship
- Venture patterns of industry 5.0 entrepreneurship
- Entrepreneurial, innovative, and sustainable ecosystems
- Entrepreneurship and Economic development
- Social conscious entrepreneurship to transform society
- Transformational entrepreneurship through emerging technologies
- Sustainable entrepreneurship and value creation
- Harnessing emerging technologies for business growth
- High growth technology organisations
- Eco-innovation ecosystems in the industry across functional areas/domains
- Higher education institutions and their role in self-reliant nation
- Creative and efficient business models
- Smart Technologies and future of the industry 5.0 across functional areas/domains.
- Shareholder to Stakeholder value creation.
- Drivers of innovation, entrepreneurship, and change
- Entrepreneurial, innovative, sustainable, and resilient ecosystems
- Green and smart manufacturing systems
- Women entrepreneurship across functional areas/ domains
- Foresightedness by Start-Ups to create smart social factory.
- Anticipating changes in Artificial Intelligence (AI) driven world
- Technology driven firms and their disruptive strategies towards growth trajectory.
- New public policies for creative, collaborative, and sustainable spatial units
- Spatial collaboration and environmental innovation
- Mass customization initiatives
- Collaborative entrepreneurial culture
- Urban entrepreneurship versus rural entrepreneurship.
- Family entrepreneurship across functional areas/ domains

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.

PRIZES

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

FORMAT FOR THE CASE STUDY SUBMISSION

The format of the Case Study for submission should include –

FIRST PAGE:

- 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:

Abstract

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

THIRD PAGE:

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

- Clear purpose of the case
- Storyline or History of the Company/start-up/ business etc.
- Industry Background as relevant
- Key characters should be fully developed
- Major Milestones, Challenges, Cheer Points, Landmark or Findings (if any)
- Business model (used/derived/made, if any) or research methodology used (if any),
- Future and scaling of business and Implications
- Learnings and reflections from the entrepreneurial experience
- Three case questions

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.

IMPORTANT DATES:

Last Date of Abstract Submission	27th Sept. 2024
Acceptance Notification	30th Sept. 2024
Last date for Full Case Study Submission	01st Oct. 2024
Last Date of Registration	05th Oct. 2024

REGISTRATION FEE:

Each participant / team must Register as per the following categories:

Category of Participant Registration Fee (INR) & (USD)

CATEGORY OF REGISTRATION PARTICIPANT	Fees Indian INR	Fees Foreign USD**
Corporates & Entrepreneurs	1500	100
Academicians & Research Scholars	1000	75
Alumni & Students	500	50

* Applicable Taxes Extra

**Foreign participants are required to pay the fees in USD

Registration link:

<https://www.amity.edu/iceil2024/registration.asp#>

THE TEAM

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