INTERNATIONAL CASE CONFERENCE AND CASE WRITING WORKSHOP

14th - 16th July, 2016
Teaching through cases is an integral part of education and training today. Rapidly changing technology and evolving needs of the market place demand efficient resource utilization and critical problem solving skills. Case based teaching allows students and executives to critically appraise their decision making dilemma and give effective solutions.

The FLAME Centre for Case Development (FCCD) invites academicians, researchers and professionals, within and outside India, across disciplines such as management, entrepreneurship, humanities and social sciences to submit their cases for the second FLAME Case Conference. FCCD also invites budding case writers for a one-day workshop on case writing as part of the pre-conference schedule.

A Two-Day Case Conference was organized by the FLAME Centre for Case Development, FLAME University, Pune (in association with ET Cases), July 10-11, 2015. Apart from deliberating on cases submitted by authors, the conference had a panel discussion on ‘Learner Centred Pedagogical Approaches’. The panel included senior dignitaries from ET Cases, HARVARD Business Publishing, IVEY India and FLAME School of Business.

A total of thirty five cases contributed by fifty six authors affiliated to thirty five different institutions/universities/firms from across India were presented over two days. These cases were selected following a rigorous two stage blind-review process from the eighty four case abstracts initially received and further reviewed by an expert panel of reviewers. All conference tracks were highly appreciated by the participants.
OBJECTIVES OF FLAME CASE CONFERENCE 2016

The FLAME Case Conference (FCC) has the following objectives:
- To act as a platform for case writers to improve their cases through the constructive feedback received from the reviewers and conference participants.
- To encourage the development of cases dealing with issues faced by Indian organizations / institutions.
- To create a platform for executives and professionals to present their experiences and cases.

VENUE

The FLAME Case Conference will be conducted at the scenic locale of the FLAME University Campus, Lavale, Pune.

SCHEDULE

Pre-Conference workshop – Thursday, 14th July, 2016
Case Conference – Friday, 15th July, 2016 and Saturday, 16th July, 2016

HIGHLIGHT OF THE CONFERENCE

The scope of the FLAME Case Conference is broad. It includes all functional areas of business management, social and natural sciences. The Conference invites submission of teaching and research cases written in the above functional areas. The conference will include guest lectures and a panel discussion by eminent speakers from reputed academic, corporate and social organizations.

PRE-CONFERENCE CASE WRITING WORKSHOP

A pre-conference case writing workshop will be conducted for all those who desire to learn the craft of case writing. The workshop will also be useful for the seasoned case writers to further hone their case writing skills. The workshop will be facilitated by expert case writers affiliated to renowned institutions/organizations.
**THEMATIC FOCUS & CONFERENCE TRACKS**

The thematic focus and tracks for this conference is based on the following ideas -

1. **Multidisciplinary:** Given the Liberal Education roots of FLAME University, the conference invites case submissions from across multiple disciplines such as Business Management, Social Sciences and Natural Sciences. This would provide a platform for case writers from across disciplines to get a rich feedback from varied audiences to further enrich their cases.

2. **Industry Experiences/Cases:** A special track to share documented industry experiences in audio/written/video format is being provided to corporate executives to showcase their unique and innovative industry experiences to a wider audience of academicians, researchers and professionals. This will enable them to seek feedback from such diversified audiences to further refine their real life practice and decision making.

Thus, the broad themes of the conference will be:

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<th>Business Management Cases</th>
<th>Industry Experiences/ Cases</th>
<th>Social Sciences Cases</th>
<th>Natural Sciences Cases</th>
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<tr>
<td>- Business / Social Entrepreneurship</td>
<td>- IT</td>
<td>- Education</td>
<td>- Physics</td>
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<td>- Finance / Banking / Insurance</td>
<td>- Technology</td>
<td>- Policy &amp; Economics</td>
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<td>- Marketing</td>
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<td>- Governance</td>
<td>- Chemistry</td>
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<td>- Operations / Information Technology</td>
<td>- Media</td>
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<td>- Organizational Behaviour / Human Resource Management</td>
<td>- Legal</td>
<td>- Political Science</td>
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The list is indicative of the categories and by no means limits the area of participation.
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The conference encourages participation from all enthusiastic case writers related with Industry and Academia. The following is an indicative list of participants:
- Faculty members
- Research scholars
- Corporate executives
- Trainers/consultants
- Entrepreneurs
- Corporate executives
- Any other professionals

CONFERENCE PROCEEDINGS

The copyright of cases presented at this case conference remains with the authors. However, post the conference, authors of a few selected high quality cases would be invited to publish their cases in a reputed case journal/repository. Their cases would only be published if they give their prior consent and complete the process of passing copyrights of cases to the publisher. A few selected cases presented at our last year’s case conference are being published in form of a case book by ET Cases.

AWARDS AND CERTIFICATION

FLAME in association with ET cases has instituted the following awards:
1) ET Cases – FLAME Best Case Writer Award with a cash prize of Rs. 20,000.
2) ET Cases – FLAME Young Case Writer Award with a cash prize of Rs. 15,000.
3) ET Cases – FLAME Industry Experience Case Award with a cash prize of Rs. 15,000.

Further, the cases accepted and presented during the conference will receive a certification of participation from FLAME.

SUBMISSION GUIDELINES

The author(s) are required to submit an original, contemporary and unpublished case study depicting a real life situation in management/social/natural sciences. The cases can be based on primary or secondary data. The cases written with secondary data should mention all the sources of information and take the onus of originality, while cases based on primary data must have organizational consent.

Any issue of plagiarism will result in disqualification of case from the conference. The participant should ensure that the submitted case has not been submitted or discussed in any previous conference or any public forum. For additional information on case submission please visit www.flame.edu.in/flame-case-conference or contact the conference organizing committee members.
**NOMINATION**

Nomination can be done for this Conference by filling up the attached nomination form sent along with the conference fee via Crossed DD payable to “FLAME UNIVERSITY PUNE” at Pune. The Demand Draft along with the nomination form has to be mailed to:

Prof. Hoshiar Mal/ Prof. Niraj Mankad  
FLAME University  
401, Phoenix Commercial Complex, 4th Floor, Bund Garden Road, Opp. Residency Club, Pune - 411001.

**Contact:** fcc@flame.edu.in  
**Mobile:** 9921446323/9765390639

In case you want to transfer the registration fees electronically, the relevant account details are as under:-

- **Name of the Bank:** Bank of India,  
  **Branch:** Lavale, Pune  
- **Name of the Account:** FLAME UNIVERSITY  
- **Current A/c No:** 062020110000581  
- **Swift Code:** BKIDINBBPMB  
- **RTGS / IFSC Code:** BKID0000620

**Note:** If you do electronic/NEFT transfer of funds, please compulsorily email payment details to fcc@flame.edu.in to verify whether funds have been received at our end or not.

**REGISTRATION FEES**

**a) SUBMITTING AUTHORS FOR CASE CONFERENCE**

The participants who submit/present their cases in the conference will pay registration fees as per the given category:

- **Delegates from Indian Organisations/Institutions**  
  - Industry Rs. 4,600/-  
  - Academicians Rs. 3,100/-  
  - Students (produce a valid proof) Rs. 2,000/-

- **Delegates from Foreign Organisations / Institutions**  
  - Industry USD 150/-  
  - Academicians USD 100/-  
  - Students (produce a valid proof) USD 75/-

**b) FOR CASE WRITING WORKSHOP**

Pre-conference delegates – Rs. 1,000/-  
Delegates of the pre-conference workshop can register to attend the Case Writing workshop by paying an additional registration fee of Rs 1,000/-(

The registration fee includes conference material, lunch, refreshments and applicable taxes.

**c) ACCOMMODATION:**

Limited lodging and boarding facility will be provided on twin-sharing basis on FLAME campus on a first-come, first-served basis. For this, an additional fee of Rs. 1000/- per day per person (excluding applicable taxes) will be charged from all those who opt to avail the on-campus accommodation. The boarding and lodging fee includes breakfast and dinner on all the programme days at the FLAME dining facility.

**IMPORTANT DATES**

- 31st January, 2016 - Submission of Case Proposal  
- 15th February, 2016 - Acceptance of Case Proposal  
- 30th April, 2016 - Submission of Final Case  
- 20th May, 2016 - Acceptance of Final Case  
- 15th June, 2016 - Registration Deadline

**ADVISORY COUNCIL**

- **Prof. Devi Singh,**  
  Vice Chancellor, FLAME University  
- **Prof. D. S. Rao,**  
  Provost, FLAME University and Dean, FLAME School of Business  
- **Prof. Rajneesh Krishna,**  
  Dean, FLAME School of Communication  
- **Prof. Vinod Vidwans,**  
  Chair, FLAME School of Fine and Performing Arts  
- **Prof. Santosh Kudtarkar,**  
  Associate Dean, FLAME School of Liberal Education  
- **Prof. Manoj Kumar,**  
  Chair, FLAME Centre for Case Development
ABOUT FLAME UNIVERSITY

FLAME University exists to build an aspirational destination for students and faculty, to push the design and nature of studies and to create a societal upgradation phenomenon particularly in the fields of liberal education and leadership.

FLAME will be amongst India’s most reputed and respected universities. We will be the University of Choice for higher education in India. We will be recognized for the impact our teaching has on our students and the community at large. Further, we will be the leader in creating and disseminating knowledge in the disciplines we offer. With that, we will pioneer the advancement of knowledge in these disciplines.

FLAME is conceptualized with a desire to give something back to society. We believe in sharing of “Gyan” or knowledge since the ultimate goal for all human beings is the accumulation of knowledge. With that dictum, FLAME aims to inculcate a habit of lifelong learning and inquiry amongst students, leading to the advancement of their well-being.

FLAME School of Business is rooted in liberal education. The school offers undergraduate (BBA) and postgraduate (MBA) programs that are tailored for the ever-evolving, constantly changing globalized business environment of today. Throughout, students will develop the fundamental skills and knowledge that managers need to lead complex organizations. The programs offered by the school will cover all the areas in management sciences such as marketing, finance, accounting, organizational behaviour, business policy and strategy, operations management as well as areas in humanities, social sciences, foreign languages, and creative arts for a well-rounded and holistic development of the students.
FLAME School of Business is committed to develop management professionals who are competent in their chosen domain, sensitive to the environment and culture, responsible to the communities, ethical in all doings and global in their outlook and approach. FLAME School of Business will achieve these objectives by having very rigorous academic processes, updated and relevant curriculum, global courses and extensive industry interaction.

FLAME School of Liberal Education offers intensive undergraduate (B.A., B.Sc.) programs in humanities, social sciences, economics and physical and natural sciences. Led by our esteemed faculty, FLAME School of Liberal Education offers courses in disciplines like history, philosophy, art, mathematics, political science, religion, and other interdisciplinary areas.

FLAME School of Communication promotes, nurtures and develops independent thinking, creative, effective and responsible communicators and managers in different media. We do this in an environment that encourages students to explore new ideas in content and form, and to experiment and re-examine ideas on an ongoing basis. FLAME School of Communication meets the long-felt need for providing high quality education in the art and business of communication and media. FLAME School of Communication offers undergraduate (BA, BBA) and postgraduate (MBA) programs tailored towards communication management.

FLAME School of Fine & Performing Arts has very specific objectives all of which are toward making FLAME a university of excellence in the teaching and promotion of classical, folk and contemporary performing arts, through an interdisciplinary approach. We aim to encourage innovation and opportunities that challenge the existing norms of teaching arts in India. We provide an education in fine & performing arts through a unique pedagogy and interaction with the arts of other countries and collaborations with arts institutions the world over. FLAME School of Fine & Performing Arts offers undergraduate programs in dance, music and theatre.

FLAME CENTRE FOR CASE DEVELOPMENT

The Case method of teaching has gained popularity in the disciplines of Education, Law, Medicine, Management, Psychology, and Sociology among other. There are several popular case repositories like HBS Educator, Ivy Publishing, ECCH, Science Case Network, ET Cases, Asian IT Cases Series, etc. from where instructors can source teaching cases for their courses. At FLAME, case method of teaching is practiced across all its schools. Most of the FLAME faculty members use the case method of teaching in their courses and have prior exposure to the craft of case writing and research. The Center’s mission is to “Emerge as a well-known repository of quality cases by 2025 in all such professional disciplines which are taught at FLAME and where case method of teaching can be successfully deployed.” For any queries related to FCCD, please write to:

Prof. Manoj Kumar,
Email: manoj.kumar@flame.edu.in,
Mobile: +91-7757011202

ET CASES

ET Cases – an initiative of Times Centre for Learning Limited (The Times of India Group, India’s oldest and biggest media conglomerate) – mission is to enable an effective and efficient classroom delivery. The driving force and practiced advocacy at ET CASES is co-creation – creating value for the management fraternity – faculty from business schools, practicing managers from a wide spectrum of companies and industries, or aspiring managers – through seamless collaboration and value sharing, to enable efficient and effective decision making.

ET Cases aims at innovating pedagogical platforms and bring these to the classrooms to bridge the gap between the academia and business life.