



Vivekanand Education Society
Institute of Management
Studies & Research



1st National Case Study Conference, Mumbai, 2016

General theme
Organisational Practices across Sectors
Venue: VESIM
January 16, 2016
Mumbai, India

Cases are central to management education. They provide strong platform for students to debate and understand the situations surround the organisations. It immerses students into the contexts and enables them to make decisions. Such situations exist in many forms. Sometimes they are visible but sometimes they are invisible. Many times, we know the impact of such practices, but unable to bring forward the issues because of many reasons. One reason could be our inability to understand the complete situation whereas other reasons could be our unawareness about such situations. And we tend to accept the practices as it is. Its repercussion on the organisation, people and relationship is immense. Our theoretical knowledge is important and helps us to understand the situation, but not enough to understand the contextual factors and organisational dynamics.

Organisational dynamics can be overt, covert or a mixture of both. However, all forms influence the effectiveness of the organisations and its people. Unless they are understood, suitable measures are taken; they become threat to the organisations. It eventually leads a competitive disadvantage situation.

Such threats can cast shadow to organisational performance. That is why, understanding and examining these dynamics underpins the general theme of this conference.

We invite cases that are local in nature and global in its relevance. We especially invite Indian cases that have flavour of Indian context, dynamics, practices, and culture etc. Cases on multinational company working in India, meeting such criteria are also welcome. Our main objective is to invite cases that are relevant, applicable and draw attention to the organisations working in our country.

Sub themes

Sectors	Public /private/ multinational enterprises/Micros, small and medium enterprises/Entrepreneurship
Disciplines	Human resource management/Organisational behaviour/Finance/Economics/Operations/Supply chain management/Business analytics/Marketing
Areas	Training & development/Workplace relations/Organisational leadership/management practices/Workplace perceptions/politics/Marketing practices/Performance appraisal practices/Management managers relationship/business ethics practices/Corporate governance issues/Business strategy/social responsibility

Important deadlines

Abstract submission (300 words): 07th November, 2015

Notification of acceptance: 14th November, 2015

Submission of full paper: 26th December, 2015

Please note

- Cases should focus on the main idea of the conference. In other words, they should address the objective of the case.
- Your cases should comprise six-seven pages. Exhibits should be four to five pages.
- 12pt, Times New Roman or Arial; margin left/right: 2.5 cm; line spacing: 1.5
- Only doc or docs file should be submitted.
- Authors, co-authors, affiliations, email address, should be written on the first page.
- Accepted papers will be published in the conference proceedings provided at least one of the authors will register and present the paper. There is also a possibility of publication of selected

papers in the form of an edited book by a reputed publishing house. In case of joint authors, each author has to individually register to attend/participate.

Conference fee

The conference registration fee includes:

- Coffee/tea breaks and lunch on Saturday, 16th January, 2016
- Personal badge, certificate of attendance, conference kit and program book

Registration fee

The registration fee can be paid online to Canara Bank A/c No. 0170101139343: Branch: Chembur Camp, Mumbai; A/c Name: VESIM; IFSC Code: CNRB0000170. Alternatively the fee can also be paid by issuing a demand draft in favor of VESIM, Chembur, payable at Mumbai.

Category	Indian delegates (INR)	International delegates (\$)
Faculty	3000	150
Research scholars	2000	50
Corporate	4000	200

About VESIM

Youth with high moral values makes the nation strong. And education is perhaps the best means to provide moral values. This philosophy by Late Shree Hashu Advani led the foundation of Vivekananda Education Society in the year 1962.

VES institute of management studies and research was established in the year 1994. The Institute is certified by ISO 9001:2008, and it "A" Grade awarded by department of technical education, Government of Maharashtra. It is affiliated to Mumbai University and its courses are approved by AICTE. With a mission to develop socially responsible managers, the Institute is committed to contribute towards new knowledge creation and to bring social consciousness. We feel happy to offer Management development program in all the functional areas of management. The program is designed for line to mid managers across functions and organisations. The Institute is equipped with state of the art infrastructure and well-designed management development program rooms. The human capital is expert in providing cutting edge knowledge and practical insights faced by managers at workplaces.

Registration form

Full name: _____

University/Organization _____

Preferred Mailing Address _____

City _____ State _____ Postal code _____

Telephone _____ Email _____

Participant category: Faculty/Research Scholar/Corporate

Mode of payment: Demand draft/ Electronic

Amount of payment:

Registration details:

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The printout of the fee paid can be sent along with the Registration Form. Alternatively the fee can also be paid by issuing a demand draft in favor of VESIM, Chembur, payable at Mumbai.

Contact details:

VESIM, Mumbai, 495-497, Collectors Colony, Wadivali village, Chembur, Mumbai, Maharashtra 400074

Telephone: 022-25537110, 25531396, 67893000, 25541396, Mobile: 8080395419

Email: ajay.gupta@ves.ac.in , caseresearch@ves.ac.in

Note for outstation participants: You have to make your own accommodation arrangement. In case you need us to arrange your accommodation, please inform us well in advance. The accommodation charges need to be paid separately.