



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

**40**  
Years

K J Somaiya  
Institute of Management



## K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)

Mumbai, India

launches

## 1<sup>st</sup> Annual Case Research Competition – 2021 Connecting Academia Industry Communities



In collaboration with Association of Management Development  
Institutions in South Asia (AMDISA)

## Competition Theme: Paradigms in Sustainability - Global Perspectives

### Case Structure:

**Content:** Case content should be aimed at providing a concrete managerial focus, contemporary, with clear identification of challenge and solution along with learning value. This includes:

- Introduction
- Dilemmas faced
- About the company
- Proposed solutions

**Scope:** Balance between the data, narration, both global and Indian context.

**Novelty:** Case submission is expected to enhance the learner experience with various dimensions.

### Teaching Notes should contain:

- Learning Objective
- About the Company
- Challenges/ Issues addressed
- Data and Analysis
- Discussion questions
- Solutions
- Approximate length can be 10-12 pages

### Case Writing Benefits:

- Published cases will have visibility for authors.
- Award Rs 50,000 each for four winning cases, corresponding author to decide on sharing of prize money among team members.
- Authors of short-listed cases will be requested to commission case along with teaching notes and submit. The authors will be given a letter of appreciation and cases can be published with ISBN number as compendium.
- Encourage students and faculty members to enhance Industry-Academia interface through the journey of case preparation and publication.
- Contribute academic knowledge to the industry.

### Eligibility:

- Individual or as a team can submit
- Faculty members working with domestic and International Business schools, University department / School of Business Administration, with official email ID

## Categories of Cases:

- Primary data
- Disguised cases
- Research-based cases
- Secondary data
- Real-life Experiences

## Submission Guidelines:

- Extended Abstract of the case within 2000 words
- Timelines – Submission of Extended Abstract -January 25<sup>th</sup>, 2022
- Intimation of Selected Cases – January 30<sup>th</sup>, 2022
- The short-listed cases will be intimated to commission case and submit by – March 30<sup>th</sup>, 2022.
- The Extended Abstract must be written in English, and contain executive summary, the dilemma, proposed methodology, and the expected outcomes
- Author/s affiliation to be given on separate file, as each case will be coded for blind review
- The case should not have been submitted to any other journal or Contest
- Case should be written in Times New Roman, 12 font size with 1.5 line spacing in MS-Word
- Length of the full case is to be of reasonable not more than 20 pages including exhibits and references
- All submissions should be run with the software Grammarly for language correctness
- Authors can avail Proof Reading Services upon request.
- Teaching notes for the commissioned cases to be submitted for awards as well as publication

## Evaluation Criteria:

Blind review of the extended abstracts for the case study will be carried out by the Jury based on the following criteria:

- Case Quality: 60%
- Teaching Notes: 25%
- Novelty: 15%

The decision of the Jury is final.

## Copyright and Royalty:

- Copyright of the cases will be with the Institute and Author.
- Pricing and Royalty sharing will be announced by the Institute in due course.

## Documents to attach:

- Author's affiliation file
- Extended Abstract
- NOC from the Company
- Copy right form
- Author Self-Declaration for Originality
- Plagiarism check report

Online Submission to the email ID: [crc.kjsim@somaiya.edu](mailto:crc.kjsim@somaiya.edu)

For any clarifications mail us at [ashasivakumar@somaiya.edu](mailto:ashasivakumar@somaiya.edu)