



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya
Institute of Management
Academic Building

K J Somaiya Institute of Management
Somaiya Vidyavihar University
Mumbai, India

launches

2nd Annual Case Research Competition
2022-23

Connecting Academia and Industry Communities



AACSB
ACCREDITED



Case Framework

Content: Case content should be contemporary, aimed at providing a concrete managerial focus, with clear identification of challenges and solutions along with the learning value.

This includes:

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

Scope: Balance to be maintained between the data and narrative in either international or Indian context.

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

Teaching Notes should contain:

- Learning Objectives
- About the Company
- Challenges/ Issues addressed
- Data and Analysis
- Discussion questions
- Solutions

Case Writing Benefits:

- Published cases will enhance visibility for the authors.
- Award of Rs 50,000 each for four best cases, corresponding author to decide on sharing the prize money among team members.
- Encourages faculty members to enhance Industry-Academia interface through the journey of case preparation and publication.
- Contribute academic knowledge to the industry.
- Publication opportunities with leading case publishers.

Eligibility:

- Individual faculty member or as a team
- Faculty members working with domestic and International Business schools, University department / Institutions/Centres, with official email ID

Categories of Cases:

- Primary data
- Secondary data
- Caselets with teaching notes (5-7 pages)
- Others

Submission Guidelines

- The Full Case Study must be written in English, and contain executive summary, the dilemma, proposed methodology, and the expected outcomes
- 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 should not exceed 20 pages including teaching notes, exhibits and references.
- All submissions should be run with the software Grammarly for language correctness and proofread.
- Refer KJSIM CRC website for more details

Evaluation Criteria:

Blind review of 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.

Timeline:

- Full Case Study Submission: 31st January 2023
- Intimation to Awardees: 10th March 2023
- Felicitation of Awardees: 30th March 2023

Copyright and Royalty:

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

Documents to attach/upload:

- Author's affiliation file
- NOC from the Company/Organization
- Copyright form
- Author Self-Declaration for Originality
- Plagiarism check report

Online Submission: <https://kjsimcrc.somaiya.edu/en>

Or to the email: crc.kjsim@somaiya.edu

For any clarifications mail us at ashasivakumar@somaiya.edu

