

International Case Conference Katastasi

Effective business practices for Exponential Growth

April 3, 2021

Organized By:

FCRC



[#NoHypeMBA™]

About the Conference

Every business situation presents itself as a challenge for managerial skills. While some situations are more complex and far-reaching than the others, all decisions are equally important for the businesses in the overall landscape. On one hand, **strategic decisions** call for **sharp business acumen** and experience; on the other hand **operational decisions** call for **tact and eye for detail**.

Businesses employ unique solutions to solve their problems which is often recorded as a case study. These case studies are a **pedagogical tool** to enhance teaching learning method in classrooms. It stimulates the students to integrate classroom-learning into problem-solving and its practical application in real life situations. To stimulate management students, researchers, practitioners and academicians to showcase their case writing and presentation skills, **Fortune Institute of International Business (FIIB)** under the aegis of **FIIB Case Research Centre (FCRC)** is organizing the **International Case Conference**.

Katastasi has been an initiative by FCRC to foster case writing and presentation skills among management students since **2013**. The event in form of a competition has attracted students from all over India and abroad. Over the years *Katastasi* has evolved into a much bigger platform - **International Case Conference**. This event is open to **students, research scholars, management professionals and academicians** India and world wide. The Conference invites cases which highlight a **business problem** showcasing a **decision making dilemma** on part of the protagonist, which can contribute to **teaching-learning** in Management courses or can be used by organizations.

Conference Details

Track	Winning Prizes			Fees
Track 1: Academicians , Management Professionals and Research Scholars	Winner Rs. 12,000	1 st Runner Up Rs. 10,000	2 nd Runner Up Rs. 8,000	Rs. 1000 (Indian Participants) US\$14.99 (Foreign Participants)
Track 2: Graduate and Postgraduate students	Winner Rs. 10,000	1 st Runner Up Rs. 10,000	2 nd Runner Up Rs. 8,000	Rs. 500(Indian Participants) US\$10.99 (Foreign Participants)

Publishing Partners:

- **FIIB Business Review**
- **South Asian Journal of Marketing, Emerald**
- **Case Booklet with publisher of repute**

Important Dates

Last Date for Registration: 15th March 2021
Last Date of Receiving Case Entries: 23rd March 2021
Internal faculty Case Assessment and release of Final list: 30th March
Date of the Conference: 3rd April 2021

Submission Guidelines

- Full cases (3000 to 4000 words) along with abstract of not more than 200 words followed by 4-6 keywords should be sent to fcrc@fiib.edu.in
- Author details- Full name, Designation, Affiliation, Phone number and e-mail Id should be provided on the first page of the manuscript.
- Tables and charts should have self-explanatory titles and numbered as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom of the tables/charts/graphs.
- Case should be accompanied with **Teaching Note**. Failure to do so will lead to disqualification of the case
- Use APA 6th Edition for in-text citation and referencing. <https://bit.ly/2LLdosR>
- All the manuscripts shall undergo similarity checks. High levels of similarity would lead to disqualification of a case
- All student entities to be co-authored by a Faculty

Guidelines for Teaching Note

The teaching note includes an appropriate synopsis describing the context of the case, the dilemma being faced, and the discipline the case is relevant for.

- Teaching objectives appropriate for the stated target audience.
- Specify the courses in which the case can be taught
- Teaching plan, including suggested classroom facilitation questions and activities along with timeline.
- Questions that align with the teaching objectives, and relate to the dilemma being faced in the case.
- Answers to the questions.
- Suggested Readings

Mode of Payment and Registration

Registration Fee can be remitted through Demand Draft or Banker's Cheque drawn in favour of "Fortune Institute of International Business", payable at New Delhi, India

Participants/authors paying registration fees through Online/NEFT Transfer should use the following information:

Beneficiary Name	Fortune Institute of International Business
Account Number	03362090000059
Beneficiary Bank	HDFC Bank Ltd
Branch Address	C-17, Anand Niketan, New Delhi – 110021
IFSC Code	HDFC0000336
SWIFT Code	HDFCINBB



Conference Directorate

Conference Advisor

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(Co-Director)
Dr. Sangeeta Chopra
(Co-Director)
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(Co-Director)

Conference Chair

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