



## International Case Development Competency Training

on

**“Innovation and Entrepreneurship in Emerging Markets” – IEEM 2021**

**School of Business Studies, Sharda University** announces – IEEM 2021 in association with its academic partner - **Emerald Publications**, and their Case Collection **Emerald Emerging Market Case Study EMCS**. We invite prospective Case authors to participate in International Case Development Competency Training on Innovation and Entrepreneurship in Emerging Markets – **IEEM 2021** from April 22, 2021, onwards and seek suitable publication opportunities.

### **About IEEM 2021-**

Change, Innovation, and Growth have been instrumental in the creation of authentic opportunities by any entrepreneur. An entrepreneur faces variegated challenges while exploring a business model with distinctly unique elements. An entrepreneur needs to study and understand his customers’ pain points, their priorities, and how value addition can be done to maintain the viability of a fledgling venture. Businesses need to match or exceed the competition, procure raw material or technology, raise finance, or market their offerings. Sourcing funds for an instinctive idea, assessing the viability and size of the business proposition, building a team of like-minded experts in their roles, balancing career with an unpredictable opportunity, on-the-spot creative thinking for an alternative route to an unprecedented situation is a few of unforeseen challenges faced in these ecosystems. A collaborative business approach is thus looked to validate an unknown factor that balances complicating questions in the context of expectations.

The proposed workshop would broadly focus on developing primary case studies to document the tribulations of an Entrepreneur. This novel workshop aims at handholding case authors by providing them constructive mentorship at every stage of a primary Case Study development. Case authors will be guided by Industry mentors, renowned resource persons and academicians, eminent Case Authors, copy editing professionals, and journal editors to cite a few, at all phases of case writing and publication. IEEM 2021 is a unique collaboration involving academia, established industry partners, start-up ventures, entrepreneurs, and scholars. A novel attempt is afoot to guide and handhold aspiring case-authors to work from a basic idea to a final case study.

## IEEM 2021 Program Structure – Spanning Nine Weeks

### Phase 1: Develop Scoping Report

During phase I of IEEM 2021 Category I participants will be assigned an entrepreneur. In the proposed live session, the entrepreneurs will discuss the critical business dimensions. Initially, a scoping report is to develop with the following points in consideration -

- Identify and evaluate problem scenarios and decision-making challenges. Examine key commonalities, differences, and gaps between the desired and existing state.
- Discuss the relationship and evaluate selected benefit-cost analysis to better understand the diversity of data and methods used.
- Explore the major barriers, challenges, and opportunities associated with improving and expanding the case problems.
- Discuss the implications of the results for the subsequent phases of this Workshop.

### Phase -2 (Both Categories I & II)

### Structure of the Workshop: 22nd – 30<sup>th</sup> April 2021`

<b>Phase I – Development of Initial Scoping Report</b>					
Date	Timing	Session Outline	Timing	Session Outline	Handout/Exercise
22.04.2021	1 – 2:30 PM	* Introduction to Entrepreneurs & Guidelines for the Workshop.	2:45 – 4:15 PM	Insights on EMCS, Authors Expectations <b>Dr. Ram Kakani IIM-K (Editorial Advisory Board, EMCS)</b>	
23.04.2021	1- 2:30 PM	* Interface with Collaborating Entrepreneurs * Exploring Case worthy dimensions * Consent & Copyright Form	2:45 – 5:30 PM	Significance of case study as pedagogy and their credits for academicians. Collecting primary data through interviews <b>Dr. Ramendra Singh IIM-CAL</b>	
<b>Scoping Report Submission – 25<sup>th</sup> of April 2021</b>					
<b>Phase II - Anchor Resource Person: Prof. Sandeep Puri – Asian Institute of Management, Philippines</b>					
<b>26.04.2021</b> Day 1	1 – 2:30 PM	<b>*The Art of Case Writing:</b> Elements of a case study, Tips to design a case study	2:45 – 4:15 PM	*Basics of case writing	
<b>27.04.2021</b> Day 2	1 – 2:30 PM	* Caselet Submission *Field Work, Collecting Case Study Evidence and relevant data.	2:45 – 4:15 PM	* Caselet discussions  *Building the Case Dilemma and exploring pertinent questions	Class Exercise on Initial Caselet
<b>28.04.2021</b> Day 3	1 – 2:30 PM	<b>* Writing an Effective Teaching Note:</b> Building Theoretical Framework and Conceptual Model, TN questions	2:45 – 4:15 PM	* Tips for effective teaching notes  * TN questions: Submission and discussions	Class Exercise on Teaching Note
<b>29.04.2021</b> Day 4	1 – 2:30 PM	* Authored Case Live-Demonstration by Faculty	2:45 – 4:15 PM	* Preparing for Publication in Journal *Editing and proofreading	Class Exercise on different case study publishing avenues
<b>30.04.2021</b> Day 5	1 – 2:30 PM	<b>Open House – Q&amp;A Presentation by Case Authors-Discussants:</b>  Resource Person IEEM 2021 IEEM Committee Journal Reviewers	2:45 – 4:15 PM	<b>Panel Discussion – Q&amp;A Presentation by Case Authors - Discussants:</b>  Resource Person IEEM 2021 IEEM Committee Journal Reviewers	Concluding Remarks

		Journal Editors Entrepreneur Copy Editor		Journal Editors Entrepreneur Copy Editor	
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### Phase -3

Interaction with the participants

Date	Timing	Session Outline
14.05.2021	1-2 PM	* Interim Session Queries and hand holding
31.05.2021	1-2 PM	* Interim Session Queries and hand holding
14.06.2021	1-2 PM	* Interim Session Queries and hand holding

### Phase -4

In phase-4 submitted case studies will be scrutinized and vetted by the collaborating partners and reviewers for suitable publication opportunities. The reviewed cases will then proceed for suitable publication opportunities by June 30, 2021.

**Mode of Interaction** – Online platforms will be availed to host IEEM2021

#### Instructions for IEEM2021 participants:

- \* Category I participants have the option to build primary cases in collaboration with the pre-identified Entrepreneurs proposed by the workshop coordinators. Opportunities will also be given to participants to work in tandem with willing entrepreneurs on their own.
- \* After submission of the primary proposal, participants will be under continual guidance from, workshop coordinators, internal resource persons, and collaborating partners.
- \* The work in progress will be vetted over the next few days, leading to the submission of a draft manuscript to IEEM 2021.
- \* Post the workshop, three interim sessions will monitor the progress of the proposed cases and teaching notes with copyright transfer to - IEEM 2021 Review Committee, Sharda University by June 30, 2021.
- \* The submitted cases will undergo a final review process with our collaborating partners for publication and amendments to be made by the authors - subject to terms & conditions if any. Any conflict of interest will be subject to the jurisdiction of IEEM 2021 Review Committee and Sharda University norms.
- \* Based upon the merit and evaluator's recommendation, selected cases will be awarded certificates of participation OR will be considered for publication according to participant category.
- \* Selected cases may be considered for publications in EMCS -IEEM collaborating partner and other reputed indexed publications.

## IEEM 2021 Resource Persons



**Dr. Sandeep Puri** is the Anchor Resource Person for **IEEM 2021**

Dr. Puri is currently engaged as Professor –Marketing, with Asian Institute of Management, Philippines. His previous association has been with institutions like IMT Ghaziabad, Trident, and Novartis in India.

He has made a significant intellectual contribution, with more than 70 cases published with Ivey Publishing, WDI Publishing (University of Michigan), IMD, Lausanne, and Harvard Business Review. His wisdom has also come to the fore in the form of articles and research submissions in magazines, newspapers, and noteworthy International Journals globally. His book on Sales and Distribution Management co-authored with Still, Cundiff and Govoni are considered to be seminal work. He also has 10 edited books to his credit. He has also been associated with various prestigious business schools like S P Jain-Singapore, Fachhochschule Vorarlberg-Austria, Varna University of Management-Bulgaria, IMT-Dubai, IIM Vishakhapatnam, IMT-Nagpur, Thapar University, Great Lakes, and Jagdish Sheth School of Management in India.

**Dr. Sandeep Puri detailed profile is also available at**

<https://www.aim.edu/faculty-and-staff/faculty/sandeep-puri-phd>



**Prof. Ram Kumar Kakani** is a Professor of Finance with IIM Kozhikode India. He has received his Doctoral award from IIM Calcutta. Prof. Kakani has also been associated with Lal Bahadur Shastri National Academy of Administration, Xavier Labour Relations Institute (XLRI), Jamshedpur, and S P Jain Center of Management (SPJCM), Singapore.

He is an illustrious researcher and is currently a Member of the Editorial Board, Emerald Emerging Markets Case Studies. He has a worthwhile association with several referred journals including, Review of Public Personnel Administration, Quarterly Review of Economics and Finance, Journal of Critical Incidents, International Journal of Public Sector Management, IIM-B Management Review' (IMR), Quantitative Finance' Journal, Vikalpa' Journal of IIM A, Review of Quantitative Finance and Accounting Journal.

**Prof. Ram Kumar Kakani detailed profile is also available at**

<https://www.iimk.ac.in/faculty/facultyprofile.php?pid=ramkumar>



**Dr. Ramendra Singh** is an Associate Professor of Marketing at IIM Calcutta, India. He was conferred Ph.D. from IIM Ahmedabad, MBA from XLRI Jamshedpur, and B.Tech from IIT-BHU. His research has been published in reputed international journals including, International Marketing Review, Marketing Theory, Industrial Marketing Management, Journal of Personal Selling & Sales Management, Journal of Business and Industrial Marketing, and Journal of Information Technology. Ramendra has been associated with several multinational companies and is on the board of various startup firms. He has also authored a textbook on Sales and Distribution Management and has delivered training programs for senior and middle-level managers.

**Dr. Ramendra Singh detailed profile is also available at**

<https://www.iimcal.ac.in/users/ramendra>

#### **Panelists**

Dr. Malay Patel, Associate Professor, Karnavati University, Gandhinagar

Dr. Ashish Gupta, Assistant Professor, I.I.F.T., New Delhi

Dr. Nakul Parameswar, Assistant Professor, I.R.M.A., Anand

Ms. Pragma Katariya, Copywriter and editor, Ocean Blue Communications

#### **Participant Fee:**

Category	Description	Fees
I	<b>All IV Phases – (Spanning Nine Weeks )</b> For attending the workshop with Certificate and Publication opportunity	Indian Participants INR 2500 Foreign Participants US\$ 75
II	<b>Only Phase II</b> For attending the workshop with Certificate	Indian Participants INR 2000 Foreign Participants US\$ 50

#### **The process to Apply and Eligibility Criteria- for both Categories (I & II) participants:**

Get yourself registered at - <https://forms.gle/mb59o15dnzdRMjzbz6>

Applicants will get regular updates by a minimum of one week before the IEEM2021 start date.

The interested candidates must register through the Google form link and pay through the QR Code / Bank Transfer. Payment details are mentioned below.

To register for IEEM 2021, please make the payment at:

**CURRENT ACCOUNT**

Or Pay through the QR code as below:



ICICI bank  
A/c: -025405005815  
IFSC Code:- ICIC0000254  
Alpha-1, Greater Noida  
Gautam Buddha Nagar 201306

**Note:** All the participants will be required to register individually and pay an individual fee as mentioned above. IEEM 2021 Registration Fees do not include the publication fee. The case authors are expected to separately pay fee plus taxes towards their publications, (extra delivery charges as per actuals for international delegates)

#### **ABOUT SCHOOL OF BUSINESS STUDIES (SBS) - SHARDA UNIVERSITY**

**SBS** –is a leading business school of the prestigious Sharda Group of Institutions (SGI), based out of Greater Noida (UP). SBS offers innovative and enriching educational exposure to promising youth with the ability to build India of the 21st century as the commercial hub of international interest and activity in Asia. For further detail about the University, please visit <https://www.shardauniversity.ac.in>.

**SHARDA UNIVERSITY CAMPUS**- Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR) | 0120-4060210/11

#### **CONTACT DETAILS**

For further assistance contact:

Prof. Jitender Kumar	<a href="mailto:jitender.kumar1@sharda.ac.in">jitender.kumar1@sharda.ac.in</a>	+91-9650146827
Prof. Vineet Gupta	<a href="mailto:vineet.gupta1@sharda.ac.in">vineet.gupta1@sharda.ac.in</a>	+91-9106816886
Prof. Garima Madaan Dua	<a href="mailto:garima.madan@sharda.ac.in">garima.madan@sharda.ac.in</a>	+91-9899353737

**IEEM2021 Email Id:** [ieemcw2021@gmail.com](mailto:ieemcw2021@gmail.com)

**Last Date for Registration:** April 15, 2021

**Program Schedule:** 22<sup>nd</sup> – 30<sup>th</sup> April 2021

**Advisors** – Dr. Subir Ranjan Das, Dr Mridul Dharwal

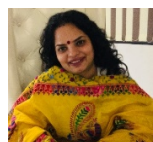
**Conveners** – Dr. Mohit Maurya, Dr. Sweta Dixit

**Co-Conveners** – Dr. Vineet Gupta, Prof. Jitender Kumar

**Coordinator** – Dr. Garima Madaan Dua



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**Convener**



**Dr. Sweta Dixit**  
**Convener**



**Dr. Vineet Gupta**  
**Co-Convener**



**Prof. Jitender Kumar**  
**Co-Convener**



**Dr. Garima M. Dua**  
**Coordinator**