



# I<sup>st</sup> International Case Conference 2019

"Managerial Excellence in VUCA World"

On  
28 September 2019



Networking Partner



ILDC India

Knowledge Partner



## **About SSIM**

S.P. Sampathy's Siva Sivani Institute of Management (SSIM), promoted by Siva Sivani Group of Institutions, is one of the leading Business School in South India, offering various AICTE approved, 2 Years, Full Time Residential and Non-Residential PGDM Programs. Located amidst greenery as well as far from the madding crowd, SSIM has an enviable environment – serene, spacious and stupendous. It offers an ideal environment for imparting value - based management education.

SSIM is the first AICTE approved B-School in the States of Telangana and Andhra Pradesh, to have prestigious NAAC accreditation. In addition, it is the first non-university and non-governmental institution also to secure the accreditation. SSIM has a number of strategic collaborations with several internationally renowned institutions such as Her-zing University, USA; Alliant University, USA; University of Highlands & Islands, Scotland; Lincoln University College, Malaysia; and Ubuntu Institute, Gauteng, South Africa. Moreover, SSIM is consistently ranked amongst the top Business Schools in the country since its inception.

## **About ET Cases**

ET CASES is an initiative of the Times of India Group - India's largest and most diversified media conglomerate. ET CASES aims at creating value for the entire management fraternity – aspiring managers, faculty from business schools and practicing managers from wide spectrum of companies and industries – through seamless collaboration and value sharing.

ET CASES is India's first-ever Case Clearing House. A Case Clearing House is an autonomous institution that facilitates aggregation and publication of Case Studies of case authors from across the world, across a spectrum of management subjects and industry verticals. ET CASES focuses on and fosters Co-creation and Pedagogical Innovation in developing and delivering relevant and rigorous management case studies. John Maynard Keynes said decades ago (in "General Theory"), "It is astonishing what foolish things one can temporarily achieve if one thinks too long alone", ET CASES practices and advocates the collaborative principle in disseminating knowledge to enable efficient and effective decision making.

## **About ILDC**

ILDC (International Leadership Development Council) is established as a scientific and educational leadership organization dedicated to interdisciplinary engagements in intellectual and practical discussions about life skills. Through theoretical, empirical, and action-oriented research, ILDC fosters diverse activities to the social, spiritual, scientific and technological development of the world. The core mission of ILDC is "Strengthen People, Strengthen Education, Strengthen Nation, Strengthen the World". It is a Global start-up aimed at filling the gap between academics, profession, and research by engaging the education sector with the industry and society at large.

## **About the Conference**

S.P. Sampathy's Siva Sivani Institute of Management (SSIM), Secunderabad in association with ET Cases and International Leadership Development Council (ILDC) is organizing International Case Conference on Managerial Excellence in VUCA World on Saturday, 28 September 2019. This international conference is intended to offer an intellectual forum to the academicians, researchers and corporate professionals for mutually beneficial effective exchange of knowledge. In addition to the key note address on conference theme and presentations of selected case studies, the conference will also have talks by eminent experts in the area of Case Writing & Case Teaching

## **About the Theme - Managerial Excellence in VUCA World**

Our world today is a VUCA world - VUCA is an acronym that stands for volatility, uncertainty, complexity and ambiguity, a combination of qualities that, taken together, characterize the nature of some difficult conditions and situations. We live in a rapid changing information overloaded world. Technology is changing with the lightning pace and making our lives more complicated with every single passing day. Technology changes the way we live: how we communicate with each other, how we create and gather knowledge, how we travel, how we listen to music, how we do our shopping and even how we start, build or terminate a relationship. The environment companies have to operate in changes at the same

swiftness. As a result, companies continuously have to adapt the products and services they offer, as well as the way they produce, promote and sell them. Companies are desperately trying to be proactive, by imagining what the world could be like tomorrow and by continuously developing new products and services. Building and sustaining Managerial Excellence in the VUCA world is the only key to success; and it calls for finding new avenues for developing innovative products and serving customers more seamlessly.

### **Call for Case Studies**

The unpublished as well as original case studies on the theme 'Managerial Excellence in VUCA World' are invited from management professors, management students, researchers and corporate professionals. The authors can send either primary or secondary data based case studies at this conference. For participating in the conference, authors can develop and submit their case study along with the teaching note for any of the sub themes mentioned below. It's important to note that these sub themes are only indicative and not exhaustive.

- General Management
- Accounting & Finance
- Marketing
- Human Resource Management
- Information Technology & MIS
- Operations & Supply Chain Mgmt.
- Infrastructure Management
- Business Analytics & Data Sciences
- Banking & Insurance
- Tourism and Hospitality
- Public Sector Enterprises
- NGOs
- Organizational Behaviour
- Insurance
- Knowledge Management
- Entrepreneurship

Electronic copy of original as well as unpublished case studies in any area of business and management in line with the conference theme/sub theme should be submitted in MS – Word format to [research@ssim.ac.in](mailto:research@ssim.ac.in) or [kunal@ssim.ac.in](mailto:kunal@ssim.ac.in).

### **Publication Opportunities**

All the case studies selected for presentation in the conference will be published in the form of an ISBN numbered edited book by a leading publisher. Some case studies will also be featured in the forthcoming issue of 'SuGyaan' (ISSN: 0975-4032), a bi-annual referred journal of international repute. Over and above, selected case studies will be published by ET Cases, India's first-ever Case Clearing House.

### **Awards**

The winning Case Study will be awarded a Cash Prize of Rs. 10,000/- along with a Certificate and Citation. The decision of the Jury in this regard will be final and non-contestable.

### **Dates to Remember**

- Last date to submit the case study along with the Abstract & Teaching Note - 09 September 2019
- Intimation for the acceptance of case studies - 16 September 2019
- Last Date for Registration – 21 September 2019

### **Registration Fee**

- Rs 2500/- for Corporate Professionals
- Rs 2000/- for Faculty Members
- Rs 1000/- for full time PhD / MPhil / MBA / PGDM Student
- US \$ 150 for International Submissions
- Rs 3000/- for presentation in Absentia (In absentia presentation will be allowed on a case-to-case basis, to authors in the form of Skype presentation with prior permission from the conference committee).

*The registration fee includes program kit, food & beverages on the day of event and study materials.*

## Conference Team

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