



# LIBA CERTATUS 2017

## A Symposium on Business Case Studies



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7th April 2017

Venue: LIBA, Loyola College Campus, Nungambakkam, Chennai.

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Loyola Institute of Business Administration (LIBA) is a premier B-school, established in 1979 in Chennai. It endeavours to contribute to the sustained development and inclusive growth of the nation, by preparing managers imbued with a spirit of innovation and entrepreneurship. LIBA stands for excellence and ethics. The Institution works with an undeterred zeal to offer its students the best of education, experience and thereby conducts several activities related to learning for their overall growth and development.

The Case Study methodology was developed in the law schools to simulate real life legal scenarios. The methodology is now used universally to develop the learning environment using real and fictitious business situations. Case studies in management education act as an easy instructor-guided, discussion-based learning process where, instructors use questions, debate and application of analytical tools and frameworks to engage students in a challenging, interactive learning environment. Students experience near real life situations and are encouraged to connect theory with application. The learning process is faster and deep rooted. Cases complement the conventional modes of imparting knowledge.

LIBA is launching CERTATUS 2017 to be held on Friday 7th April 2017 to encourage business professionals, academicians, research associates and students to develop good cases for imparting knowledge through likely business scenarios. LIBA hopes that the symposium will inspire many to develop cases for imparting knowledge using real life or simulated business situations.

The symposium will impart key concepts in case writing that is expected to benefit existing and potential developers to understand key concepts in case writing and business situations.

LIBA's online media partner for the Certatus event is *BusinessLine on Campus*, a website designed exclusively for B-schoolers and MBA aspirants. With a rich corporate-academia-student interface, the portal features news stories and analysis from *BusinessLine's* network of correspondents as well as B-school reports, interviews and exclusive columns by senior corporate executives and HR professionals, many of whom teach at top B-schools

## Objectives

The symposium hopes to bring together academicians, research scholars, case writers and industry professionals to consolidate their experiences and present their cases in specified management domains. It is envisaged that the symposium would create the required impetus for professionals in the industry to interact with the academia and develop an environment that would facilitate problem resolution.

The symposium provides an excellent opportunity to present the original cases and interact with others in a cordial atmosphere. Experiences can be shared, theories expounded and case writing skills can be improved. Original case studies in the specified domains of management are invited internationally from researcher associates, consultants, professionals, students and others.

## Case Domains

Cases submitted must be original cases not published in any magazine or forum. They may be descriptions of actual events or fictional instances. The authors must transfer the copyright of the cases to LIBA for publication in any medium for educational promotion in the prescribed format.

Participants can submit their teaching case in any of the following broad categories:

### General Management

- Entrepreneurship
- Corporate Governance & Ethics
- Corporate Social Responsibility
- Industry Concerns
- Start Up Ventures

### Business Strategy

- Change Management
- Corporate Strategy
- Sustainability

### Marketing

- Social Marketing
- Consumer Behaviour
- Marketing Communication
- Digital Marketing
- Product and Brand Management
- Retail Management
- Cross-Cultural Marketing
- Distribution & Sales
- Advertising & Public Relations



## Finance

- Strategic Finance
- Micro-Finance
- Strategies for Loan Recovery
- Financial Consolidation
- Tax Planning
- Strategies for Investment
- Venture Capital Financing

## Human Resources and Organizational Behaviour

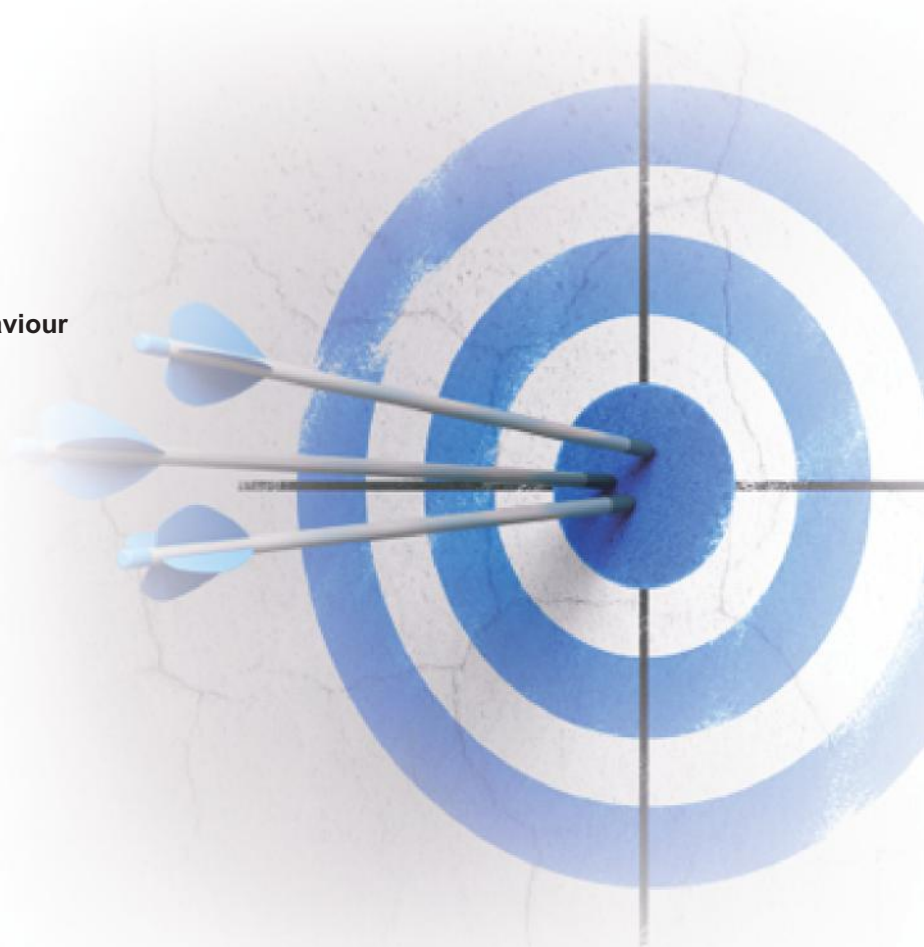
- Organization Culture
- Training and Development
- Leadership
- Industrial Relations
- Talent Management
- Compensation and Reward Management
- Strategic Human Resource Management

## Operations and Supply Chain Management.

- Business Process Re-engineering
- Inventory Management
- Resource Management
- Technology Management

## Project Management

- Agile Methodology
- Scope Management
- Risk Management
- Critical Chain Methodology
- Stakeholder Management
- Vendor Management
- Quality Management



## Submission Guidelines

- Case studies must relate to specified domain under the section “Case Topics”.
- The cases may also be based on primary research or secondary or published information.
- Cases based on primary organizational research must be accompanied by an appropriate “No Objection” certificate from the organization for discussion and publication.
- Cases based on secondary sources must be acknowledged in the APA format.
- All submissions will be subject to a blind review by a selected panel.
- The decision of the committee on selection of the cases will be final and not subject to appeal.

## Case Selection Procedure

Submissions are to be made in two stages

### Stage 1

Submissions are to be made initially as an abstract according to the template.

### Template of the case abstract:

The case abstract must be formatted to standard A4 size stationary.

- Contents must be in MS Word with font Times Roman, font size 12.
- The line spacing should be 1.5 lines.
- Titles and subtitles must be in bold.

- Margins can be a uniform two and a half centimetres.
- The page number must be on the bottom right of each page.
- The name of the document must be on the bottom left of each page.

The first page of the abstract must contain

- The word “ABSTRACT” in Times Roman with font size 12 underlined in bold.
- Case Title,
- Author Name
- Designation
- Contact Details
  - o Address
  - o Phone Numbers
  - o Email Id
- Keywords

The second page should contain the teaching objectives and concepts that can be mapped to the case study.

The third page should contain the abstract restricted to a maximum of three hundred words.

Cases may be submitted individually or jointly. In the case of a joint submission, there can be a maximum of three authors.

**Abstracts in the template detailed must be emailed to the id [certatus2017@liba.edu](mailto:certatus2017@liba.edu) to reach on or before 25th January 2017. The subject matter of the email must be titled “Abstract Certatus 2017”. All received abstracts will be acknowledged.**

#### Stage 2:

On approval of the abstract by email, author(s) may submit the full case study in the template for the case abstract. The word “Abstract” should be substituted by the words “FULL CASE STUDY” for the final case submission. The case may start on page three and the maximum length should not exceed twenty-five (25) pages inclusive of tables and charts if any.

Cases will be reviewed and may require modifications and re-submission. Authors of approved case studies and case study ideas will be invited to present their cases in the conference.

## Important Dates

Submission of Abstract:	Wednesday, <del>25th January 2017</del> <b>1st February 2017</b>
Approval of Abstract:	Monday, <del>30th January 2017</del> <b>6th February 2017</b>
Submission of Full Case:	Monday, 20th February 2017
Communication of Approved Cases:	Wednesday, 1st March 2017
Last date for registration with fees:	Saturday, 5th March 2017
Certatus 2017:	Friday, 7th April 2017

## Publication

Selected cases will be published in a book with ISBN Number. The five best cases will be published online on *BusinessLine on Campus*, a dedicated website for B-schoolers and MBA aspirants.

## Registration

Registration may be through mail or online but need be done only after the acceptance of the approved and completed case studies. The registration fee payable will be -

	Paper Presentation	Only Participation	In-Absentia
Industry	Rs. 4,000	Rs. 3,000	Rs. 2,500
Academicians	Rs. 3,000	Rs. 2,500	Rs. 2,000
Research scholars	Rs. 2,000	Rs. 1,500	Rs. 1,000

## Contact details

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