

IBS Hyderabad is a constituent of the IFHE (Deemed to be University). IBS Hyderabad has been consistently ranked among the leading B-Schools in India. It is one of the first three B-Schools from South Asia to get SAQS accredited by AMDISA (Association of Management Development Institutes of South Asia). It has also received a rating of A** at National level and A*** at State level by CRISIL and has been rated as an excellent Business School by Eduniversal, a ranking based on the opinion of the Deans of 1000 B Schools in the world.

IBS Hyderabad has a dedicated research and content development center (Case Research Center) for developing case studies and supporting material. Manned by a team with many years of academic and corporate experience, the center develops contemporary and thought-provoking case studies that provide great learning value to the students. These case studies are made available to global customers through ecch and also through www.icmrindia.org and www.ibscdc.org.

The Case Research Center has developed more than 4500 cases on contemporary topics and these are used by reputed institutions and organizations in India as well as abroad. IBS case studies have won a number of awards in international competitions and are included in textbooks by many international publishers.

ecch is dedicated to promoting and facilitating case study based learning in management education and development. Established in 1973 by the business school community, ecch is a non-profit, membership based organisation and a registered charity. ecch.com provides access to the best management cases, articles, book chapters and instructor materials available worldwide, and includes facilities to search, preview and purchase for instant download. ecch also offers many services to support the writing and teaching of cases including training, scholarships, awards and materials on the case method. ecch's publication services allow authors to make their cases available to a global audience.

Universiti Utara Malaysia (UUM) is the largest university in Malaysia specializing solely in business and management education. It is generally referred to as a Management University. It has 30,000 resident students in its 1061 hectare lush green campus.

OYA Graduate School of Business, part of UUM is ranked 22 in the 2011 World Top 30 Rising MBA Stars by FindyourMBA. In addition to MBA, DBA, and PhD in specific areas of specializations, OYA Graduate School of Business also offers, in collaboration with College of Business (COB), Master of Science and PhD programs in other broad areas like management, marketing, finance, economic, entrepreneurship,

Academic Partner



Partner University



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia



Venue

IBS HYDERABAD

Donthanapally, Shankarpally Road
Hyderabad-501504, Andhra Pradesh
INDIA Tel: +91 (0)8417-236667

Email: regist_icsc2012@ibsindia.org



Website: www.icmrindia.org/case%20conference/icsc-2012



INTERNATIONAL CASE STUDY CONFERENCE 2012

December 14-15, 2012

ecch will conduct a Pre-conference Workshop on Case Writing on Dec 13, 2012. Certificate of Participation will be issued by ecch. To register for the workshop visit (http://icmrindia.org/case%20conference/icsc-2012/pre_conference_workshop.html)

IBS Hyderabad will conduct a Concurrent Workshop on Case Study Methodology on Dec 14-15, 2012. To register for the workshop visit (http://icmrindia.org/case%20conference/icsc-2012/concurrent_workshop.html)





International Case Study Conference

IBS Hyderabad in partnership with ecch and Universiti Utara Malaysia is organizing an International Case Study Conference on December 14-15, 2012. Case authors are invited to participate and present their unpublished case studies.



Theme Topic Social Media and Business

Other Categories

- Business Environment and Economics
- Business Ethics and Corporate Governance
- General Management & Strategy
- Finance and Accounting
- IT, Systems and Operations Management
- Marketing
- Human Resource and Organizational Behavior

How to Participate?

Please submit the case abstract (around 250 words) along with 'Intent to Participate Form' on or before July 30, 2012, to abstr_icsc2012@ibsindia.org. All abstracts will be reviewed by an expert panel and acceptance will be communicated before July 30, 2012. Full case studies (maximum 5000 words) need to be submitted on or before August 20, 2012, to cases_icsc2012@ibsindia.org. For further details visit www.icmrindia.org/case%20conference/icsc-2012

Schedule	
Submission of 'Intent to Participate Form' along with Abstract	On or before July 30, 2012
Submission of Full Case and related material	On or before August 20, 2012
Registration for Conference for case authors	Before October 31, 2012
Case Presentations	December 14-15, 2012

Note: For presentation of case studies at the conference, registration is a prerequisite. For details, please contact regist_icsc2012@ibsindia.org.

Publication of Select Case Studies at ecch

- Cases selected for presentation will have an opportunity to be published at ecch.

Mentoring Support

- Case authors, whose cases are selected for further improvement, will receive feedback from the panel.
- Expert IBS faculty will mentor and provide editorial support for selected cases for publication.

Conference Registration Details

- The registration fee has to be paid by Demand Draft drawn in favor of 'IBS Hyderabad' payable at Hyderabad. Please mention your name on the reverse side of the DD. Alternatively, the registration fee can be paid online. For more details visit <http://icmrindia.org/case%20conference/icsc-2012/registration.html>
- It is a non-residential program. Limited accommodation at IBS campus may be provided on request on a first come, first served basis. For details on accommodation, please contact accom_icsc2012@ibsindia.org.

Fee includes conference material and lunch.

Category of Participants	Indian	International
Academicians	INR 5000	USD 150
Corporate Delegates	INR 7500	USD 200
Doctoral Scholars/Students	INR 2500	USD 100

Service Tax Extra as applicable

Discount *

1. Early bird (before August 30, 2012) – **10% discount**
2. ecch members – **10% discount**
3. 3 or more participants from an organization – **10% discount**
4. Registration for multiple events (Conference and Workshop) – **10% discount**

* A participant can avail of only one of these discounts. The total discount will not exceed 10%.