

## IEM-UEM International Case Conference

September 1 & 2, 2023

Organized by  
**Department of Management**  
**Institute of Engineering & Management**  
&  
**University of Engineering & Management**  
**Kolkata & Jaipur**

### Keynote Speakers



**Dr. Nagendra V. Chowdary**  
Head, Academic Content,  
TimesPro & ET Cases, India



**Dr. Rajendra V. Nargundkar**  
Vice Chancellor  
Prestige University, Indore, India



**Prof. A K Dey**  
Chairperson  
Centre for Management  
Case Development  
BIMTECH, Noida, India



**Prof. Anuja Pandey**  
Head, India Case Research Centre  
All India Management, New Delhi  
India



**Ms. Vicky Lester**  
Chief Executive Officer  
The Case Centre, UK



**Prof. Ramendra Singh**  
Professor Marketing  
IIMC  
Case Research Centre

In Association with



### IUICC 2023

Department of Management of Institute of Engineering & Management and University of Engineering & Management take pleasure in inviting Academicians, Research Scholars, Students, and Industry experts contribute cases at the IEM-UEM Case Conference 2023(IUICC 2023). IUICC 2023 is organized to offer academicians and industry experts on common global platform to present & discuss the challenges of management in emerging markets in light of best business practices. This conference will serve as a platform for researchers, scholars, and industry experts to share their cases in various fields. The theme of this year's conference is "Redefining Business Practices," and IUCC 2023 encourages submissions that creatively address this theme. The conference will be held in hybrid mode with presentations and distinguished keynote address from diverse speakers and participants.

**Institute of Engineering & Management & University of Engineering & Management-Kolkata**

IEM-UEM Group is committed to advancing Education, Research, Training, and Consultancy. The Institute of Engineering & Management and University are the acclaimed educational institute among today's industry-centered academic organizations. IEM has set sublime standards in addressing the managerial resource shortage in the new era of dynamic globalization. The IEM has risen to fame for its strong foundation in teaching and R&D in multifaceted areas. It aims to serve the future generation as well as the Nation through its commitment to self-sufficiency and unmatched excellence. The Department of Management, accredited to NBA, provides contextual learning, and helps develop students as thinking professionals to address tomorrow's challenges. The programs develop multiple skills, including managerial decision-making, problem-solving, analytical reasoning, communications, creativity, and innovation.

### Pre-conference Workshop

All registered participants will get an opportunity to attend the **Case Mentoring Workshop** on September 1, 2022.

**Resource Person:**

- Centre for Management Case Development, BIMTECH, Noida

### The Case Conference Theme

**Theme: Redefining Business Practices**

Academicians, practitioners, Doctoral scholars and Post-graduate students are encouraged to send their original, unpublished work in the form of Extended Abstracts (800-1500 words) to the conference. The submissions to be included in any one of the following tracks in line with but not limited to the conference theme:

This case conference will meticulously foster concepts and techniques that employ to ensure creativity in the case development process.

### Sub-themes of the conference

- Marketing
- Finance & Accounting
- Human Resource Management & Organizational Behavior
- Strategic Management & Entrepreneurship
- Artificial Intelligence, Augmented Reality & Virtual Reality
- Data Science & Business Analytics
- Operations and SupplyChain Management
- Other Related Areas of Managementsuch as Tourism, Hospitality, Health Care Management

### Uniqueness of this Conference

- Case Mentoring Workshop by Centre for Management Case Development, BIMTECH, Noida
- Best Case Award ₹ 40,000/-
- Internationally Reputed Keynote speaker

### Conference Committee

**Conference Chair:**

- Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management, Kolkata & Pro- Vice-Chancellor, University of Engineering & Management, Kolkata, India

**Organizing Secretary**

- Prof. Anupam Bhattacharya, Principal, Institute of Engineering & Management-Kolkata (Management House), Kolkata, India.

#### Conference Conveners

- Prof. (Dr.) Dipak Saha, Professor, Institute of Engineering & Management, Kolkata, India
- Prof. (Dr.) Subrata Chattopadhyay, Professor, University of Engineering & Management, Kolkata, India.

#### Conference Co-conveners

- Prof. (Dr.) Soumik Gangopadhyay, Professor, Institute of Engineering & Management, Kolkata, India
- Dr. Nivedita Mandal, Associate Professor, Institute of Engineering & Management, Kolkata, India
- Dr. Saikat Chakrabarti, Associate Professor, Institute of Engineering & Management, Kolkata, India
- Dr. Udit Chawla, Associate Professor, University of Engineering & Management, Kolkata, India

#### Advisory Committee:

- Prof. (Dr.) Mohuya Chakraborty, Principal, Institute of Engineering & Management-Kolkata (Ashram Campus) & Dean-HRDC, IEM-UEM Group, Kolkata, India
- Prof. (Dr.) Rabin Majumder, Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Sundeep Singh Sondhi, Dean-Management, University of Engineering & Management, Kolkata, India
- Prof. (Dr.) Sujit Dutta, Professor, Institute of Engineering & Management, Kolkata, India
- Prof. (Dr.) Preeti Sharma, Professor & Head, School of Management, University of Engineering & Management, Jaipur
- Prof. Arundhati Ray, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof.(Dr.) Sangeeta Sahney, Professor, Vinod Gupta School of Management, IIT-Kharagpur, Kolkata, India
- Prof. (Dr.) Isita Lahiri, Professor & Head, Department of Business Administration, University of Kalyani, India

- CMA(Dr.) D. P. Nandy, Senior Director(Studies), Institute of Cost Accountants of India, India
- Dr. Soumya Guha Deb, Associate Professor, Indian Institute of Management, Sambalpur, India
- Prof.(Dr.) Madhusudan Karmakar, Professor, Indian Institute of Management, Lucknow, India
- Prof.(Dr.) Mahalaya Chatterjee, Professor, Department of Economics, University of Calcutta, India
- Dr. Sajal Das, Associate Professor, University of Calcutta, India
- Prof.(Dr.) Sandip Anand, Professor-Marketing, University of Allahabad, India
- Prof. Nandan Sengupta, Cambridge Marketing College, UK
- Mr. Kanad Chatterjee, CIO - HCL Corporation and Shiv Nadar Foundation, India
- Prof.(Dr.) Subhasish Ray, Professor, Xavier Institute of Management, Bhubaneswar, India
- Prof.(Dr.) Rishi Raj Sharma, Professor, Department of Business Management, & Associate Dean, Guru Nanak Dev University RC, Gurdaspur, India
- Prof.(Dr.) S. N. Dhar, Department of Commerce, University of North Bengal, India
- Prof.(Dr.) Gurjeet Kaur, Professor-Marketing, Department of Commerce, University of Jammu, India
- Prof.(Dr.) Ashutosh Muduli, Professor-Human Resource Management, Pandit Deendayal Petroleum University, India

#### Organizing Committee Members:

- Prof. (Dr.) Lalima Mukherjee, Professor, University of Engineering & Management, Kolkata, India
- Prof. (Dr.) Anuroopa Mahajan, Professor, Institute of Engineering & Management, Kolkata, India
- Dr. Swati Mukherjee, Associate Professor, Institute of Engineering & Management, Kolkata
- Dr. Mitali Sengupta, Associate Professor, Institute of Engineering & Management, Kolkata, India
- Dr. Prasenjit Kundu, Associate Professor, Institute of Engineering & Management-Kolkata, Kolkata, India

- Dr. Bidushi Chakrabarty Jana, Associate Professor, Institute of Engineering & Management-Kolkata, Kolkata, India
- Dr. Rahul Sharma, Associate Professor, School of Management, University of Engineering & Management, Jaipur
- Dr. Manisha Singh, Associate Professor, School of Management, University of Engineering & Management, Jaipur
- Prof. Sweta Pareek, Assistant Professor, School of Management, University of Engineering & Management, Jaipur
- Prof. Soumik Das, Assistant Professor and Officer-Training & Placement, Institute of Engineering & Management, Kolkata
- Prof. Dibyendu Chattaraj, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Ajanta Ghosh, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Anik Kumar Hazra, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Souharda Nandi, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Sreeparna Guha, Assistant Professor, Institute of Engineering & Management-Kolkata, Kolkata, India
- Prof. Arkaprava Chakrabarty, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Dinabandhu Saha, Assistant Professor, University of Engineering & Management, Kolkata, India
- Prof. Suchandra Bose, Assistant Professor, University of Engineering & Management, Kolkata, India
- Prof. Suchana Roy, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Piyali Banerjee, Assistant Professor, University of Engineering & Management-Kolkata, Kolkata
- Prof. Manali Chowdhury, Assistant Professor, University of Engineering & Management-Kolkata, Kolkata
- Prof. Writaparna Mukherjee, Assistant Professor, Institute of Engineering & Management-Kolkata, Kolkata, India
- Prof. Arunava Dalal, Assistant Professor, University of Engineering & Management, Kolkata

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- Prof. Joyshree Dutta, Assistant Professor, University of Engineering & Management, Kolkata, India
- Prof. Bikash Mandal, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Kaushik Kumar Ganguly, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Kalyanbrata Ghosh, Assistant Professor, University of Engineering & Management, Kolkata, India
- Prof. Kamalika Dasgupta, Assistant Professor, University of Engineering & Management-Kolkata, Kolkata, India
- Prof. Arindam Roy, Assistant Professor, Institute of Engineering & Management-Kolkata, Kolkata, India
- Prof. Sayan Karmakar, Assistant Professor, Institute of Engineering & Management-Kolkata, Kolkata, India

### Case Submission

Please mail the soft Copy of your case one PDF & one Word copy at the email:

[caseconference@iem.edu.in](mailto:caseconference@iem.edu.in)

### Best Case Award

₹ 40,000/-

### Publication

#### Publishing Partner:

1. South Asian Journal of Business and Management Case (Sage Journal)
2. Edited Book with Routledge(Taylor & Francis)

### Registration Fees:

Code	Description	Fee (₹)	
A	Basic Registration Fee		
Category of Registration		Indian Participants	International Participants
A1	Student (P.G/ U.G))	499 /-	100 USD
A2	Research Scholar	599/-	100 USD
A3	Academicians	999 /-	100 USD
A4	Corporate delegates	1999 /-	100 USD
B	Registration fee for co-author	No Separate Registration Fee is Applicable for Coauthor(s)	
D	In Absentia Fee	999 /-	100 USD

#### Note:

1. No Separate Registration required for co-authors (for individual certification)
2. Payment to be made on the basis of code(s) selected (students & research scholars need to submit a copy of institute ID card/ University registration card as proof)

### Mode of Payment

#### For Indian National

Bank Name	IDBI Bank Ltd
Branch Name	Salt Lake, Sector V, Kolkata - 700091
Account Name	"Institute of Engineering & Management Trust"
Account Number	184104000054214
MICR Code	700259009
IFSC Code	IBKL0000184

OR

### For Foreign National

Bank Name	Indian Overseas Bank
Branch Name	GN- 34/2, Salt Lake Electronics Complex, Sector -V, Kolkata - 700091
Account Name	Institute of Engineering & Management Trust
Account Number	164201000000488
MICR Code	700200049
IFSC Code	IOBA0001642
Swift Code	IOBAINBB893
Branch Code	1642

\*\*\*\*\*No Spot Registration through cash submission facility will be available.

### Important Dates:

Submission & Registration	Date
Conference Case Writing Workshop	September 1, 2023
Last Date of Submission of Extended Abstract	July 31, 2023
Last Date of Submission of Full Case Study	August 15, 2023
Notification of Acceptance	August 20, 2023
Final Registration Deadline	August 25, 2023
Conference Date and Time Zone (IST)	September 1 & 2, 2023

### Call for Cases

Academicians, practitioners, Doctoral scholars and Post-graduate students are encouraged to send their original, unpublished work in the form of Extended Abstracts (800-1500 words) to the conference.

The submissions to be included in any one of the following tracks in line with but not limited to the conference theme.

### Case Submission Guidelines

The conference solicits only original, unpublished cases, particularly relating to actual events and situations in management areas. All cases will undergo a process of blind peer review. The case should clearly focus on management concerns. It should be constructed according to the Author's Guidelines. Case Abstracts are limited to 200 words maximum. The extended abstract should be between 1,500 and 2,000 words in length. It should be typed on A4-sized paper using Times New Roman 14-point headings and 12-point body text. At least one of the writers must be registered in order for the case to be presented at the conference. Cases submitted in absentia or not presented will not be considered for publishing. Both the Case Abstract and the entire Case should be emailed to [caseconference@iem.edu.in](mailto:caseconference@iem.edu.in) as a word attachment.

### Format for Extended Abstract

The first page should include the Case Title, the Case Study Domain, and Author Details with contact numbers and email addresses. Case Abstract within 150 words. The length of the extended abstract should be 4 (maximum) pages. This limit includes the abstract, body of the text, notes, and exhibits. The extended abstract should include the following headings:

Abstract; Objective; Functional Area of the Case and Keywords (3-4); Introduction; Main Issues; Main Body (support information such as tables, figures, and graphs.); Conflicts (if any), Decision Alternatives etc.; Closing Section; Citations and sources of information.

### Evaluation & Acceptance Criterion

- Problem Statement
- Relevance
- Originality
- Clarity,
- Alignment with the Conference theme

### Best Paper Award

Best paper shall be awarded best on the following criterion.

- Problem Statement
- Learning Objectives
- Relevance
- Alignment with the Conference theme
- Handling of queries
- Originality
- Presentation Style

### Contact

#### Conference Convener(s)

- Prof. (Dr.) Dipak Saha, Professor, Institute of Engineering & Management, Kolkata, India, M: +91-9831655192
  - Prof. (Dr.) Subrata Chattopadhyay, Professor, University of Engineering & Management, Kolkata, India, M: +91-9836107275
- Email: [caseconference@iem.edu.in](mailto:caseconference@iem.edu.in)

### Conference Venue

**Day 1:** FICCI Auditorium, University of Engineering & Management, New Town, University Area, Plot No. III, B/5, New Town Rd, Action Area III, Newtown, New Town, West Bengal 700160India



**Day 2:** Virtual Zoom



### Full Case Submission Format

All cases should incorporate the following components (the sections should not be subtitled with these generic headings):

- An opening paragraph/hook that generates interest and foreshadows the key problem
- Company/ organization story or history
- Industry background as relevant
- Key characters should be fully developed.
- Complete description of the situation or problem
- Exhibits or appendices and references as relevant.
- Include a Teaching Note



### Important Deadlines

Registration opens: June 15, 2023

Registration closes: August 25, 2023

Conference Date: September 1 & 2, 2023