



**SCHOOL OF BUSINESS AND MANAGEMENT
&
CENTRE FOR CASE RESEARCH AND DEVELOPMENT**

Presents

COGNOSCO 2020

**NINTH CONFERENCE ON CASE STUDIES
IN ASSOCIATION WITH EMERALD PUBLISHING**



PLATFORM: CISCO WEBEX

DATE: 20 - 21 NOVEMBER 2020

COGNOSCO

Welcome to COGNOSCO, the conference on case studies. Among the various pedagogic tools used in business schools across the world, the case study method plays a significant role in delivering key learning to the students. **The Centre for Case Research and Development (CCRD)**, The School of Business and Management CHRIST (Deemed to be University) initiated COGNOSCO in 2012 to provide a platform for case writers to present their case studies and also inspire many others to develop good case studies. The proposed version is the ninth season of this event.

The conference promotes the development of quality teaching cases among the teaching fraternity and also business practitioners. Case studies developed could be library case studies, primary data-based case studies, challenges encountered in the industry, and also real-life problems chanced upon in consultancy projects. However, with a wide range of avenues to develop case studies, it is expected that the case developer maps the case study to key conceptual learnings for the business school students. A few selected submissions presented at our earlier conferences are now part of *The Case Centre (UK)*

HIGHLIGHT OF THE CONFERENCE

1. Free Registration
2. Plenary session by Emerald Publishing
3. Interactive discussions on effective case handling
4. Peer review of the case by case experts from CHRIST (Deemed to be University)
5. Opportunity to publish with Emerald Market Case Studies, The Case Centre (UK)

FOR WHOM

The conference encourages participation from all enthusiastic case writers or researchers related to Industry and Academia. The following is an indicative list of participants:

- Faculty members
- Research scholars
- Corporate executives
- Trainers/consultants
- Entrepreneurs
- Doctoral / Post-Graduate Students
- Any other professionals

THEME OF THE CONFERENCE

The conference invites the submissions in the form of documented pedagogical innovations, industry experiences/practices, and teaching/research cases. The broad themes of the conference will be:

CATEGORIES		
General Management and Strategy	Marketing	Finance
<ul style="list-style-type: none"> ▶ Economics Entrepreneurship ▶ Corporate policy Ethics and Governance ▶ Corporate social responsibility ▶ Mergers and acquisitions ▶ Change management ▶ Corporate strategy ▶ Industry issues ▶ Sustainability and green economy 	<ul style="list-style-type: none"> ▶ Social marketing ▶ Consumer behaviour ▶ Marketing strategy ▶ Digital marketing ▶ Product and brand management ▶ Retail management ▶ Cross culture marketing ▶ Distribution and sales ▶ Advertising and public relations 	<ul style="list-style-type: none"> ▶ Financial decision making ▶ Financial inclusion and micro finance ▶ Financial strategies ▶ Banking and financial service ▶ Mergers and acquisitions ▶ Financial innovations
Human Resource & Organization Behavior	Operational and supply chain management	Information Technology and Communication
<ul style="list-style-type: none"> ▶ Organizational Culture ▶ Training and Development ▶ Leadership Industrial relations ▶ Talent Management ▶ Compensation and Reward Management ▶ Strategic Human Resource Management 	<ul style="list-style-type: none"> ▶ Business Process Re-engineering ▶ Project Management ▶ Inventory Management ▶ Resource Management ▶ Technology Management 	<ul style="list-style-type: none"> ▶ Innovation Technology Knowledge ▶ Management E-Business ▶ Data Warehouse Management ▶ Information Management

REGISTRATION SCHEDULE

Submission of the Registration form along with abstract	On or before 30 September 2020
Communication of acceptance	Before 5 October 2020
Submission of the case along with Power point presentation	On or before 5 November 2020

SUBMISSION GUIDELINES

Teaching Cases:

1. Unpublished case studies in the areas of business and management both in India and International scenarios will be accepted.
2. Case studies can be based on secondary/published information with proper references throughout the case study.
3. Case studies can also be based on primary research. Such a case study must accompany a NOC from the organization.
4. All case studies will be subjected to blind review. The review would be based on the clarity of data, case content, relevance and scope of analysis and learning.
5. Case studies under development can also be presented to verify the potential of the idea with experts. However, such would not be eligible for an award.
6. Case submitted to EMCS must include a teaching note.
7. Teaching note is mandatory for the submission to EMCS. However, for COGNOSCO, you can present the case with broad teaching plan.

Abstract Format (Max words: 300)

1. First page: Provide Title, Author(s) names, Affiliations, and Contact details including the email and mobile number of corresponding author mobile number of corresponding authors.
2. The second page would carry the Abstract of not more than 300 words including:
 - Functional areas (Course/program and specific topic) for which the submission can be used;
 - Specify the objectives of your submission, with respect to Teaching, Learning, and Contribution to Literature, and
 - Keywords (maximum five).

The Suggested Format for Full Case:

1. The full paper may have the following structure:
 - Full Abstract Inclusive of Title Page
 - Introduction
 - The main Body of the paper includes all facts and issues related to the documented pedagogical innovation/ industry experience/case (this can have multiple sections depending on the requirement of the situation)
 - Closing section
 - Tables, Exhibits
 - References
 - Any non-text material like photos/videos/audios can be submitted in the form of a CD.

2. All submissions are to be made in MS word in font Calibri, font size 11, titles, and subtitles in bold and line space 1.5. The word document should contain both abstract and case study. An abstract of a maximum of 500 words should contain the Case Title, Author's Details, and Contact Details, followed by the teaching objectives of the case study and the concepts that can be mapped to the case study. The full case study should be between 3000-5000 words.
3. Case authors are encouraged to submit the abstract and the completed case study by e-mail at cognosco@mba.christuniversity.in

REGISTRATION FEE AND REWARD

Due to the pandemic outbreak in the nation, this year nomination can be done for this Conference by filling up the attached registration form. The participants who submit/present their papers at the conference will not be charged registration fees.

- First Cash Prize: INR 5000
- Second Cash Prize: INR 3000

Further, the cases accepted and presented during the conference will receive a certification of participation from the CHRIST (Deemed to be University).

CONFERENCE PATRONS

Dr Jain Mathew

Dean
School of Business and Management

Dr Georgy P Kurien

Associate Dean
School of Business and Management
Main Campus

Dr Jeevananda S

Associate Dean
School of Business and Management
Kengeri Campus

CONFERENCE ADVISOR

Prof. Sanal Kumar Velayudhan

School of Business and Management
Conference Advisor

CONFERENCE COORDINATOR

Prof. Latha Ramesh

Coordinator - CCRD
Mob: +91 - 9886870397
Email: latha.ramesh@christuniversity.in

Ms. Vinita Sasi

Mob: +91 - 8989733101
Email: vinita.sasi@christuniversity.in

ABOUT CENTRE FOR CASE RESEARCH AND DEVELOPMENT (CCRD)

The Centre for Case Research and Development at CHRIST (Deemed to be University) strives to develop teaching case studies that are used as pedagogic tools within curricula in business schools across the world. Besides, the centre supports case writers/faculty from the School of Business and Management and other departments, in developing good case studies by providing training, review support, and uploading of the case studies through distribution portals. The centre organizes an annual conference on case studies, case studies for teaching which helps several budding case writers to present their work and receive useful feedback on their Case Studies. CCRD also trains faculty within university on teaching through Case Studies. CCRD designs and delivers the program on case writing and teaching for other b-schools. It also conducts intensive training on learning through Case Studies for students.

BRAND PARTNER EMERALD PUBLISHING (EMCS)

COGNOSCO 2020 is extremely happy to announce its association with EMCS this year. For over 50 years, research impact has sat at the heart of Emerald's business. Their core ethos of making a difference through research, and proud heritage supporting the communication of research for policy and practice. Emerald manages a portfolio of nearly 300 journals, more than 2,500 books, and over 1,500 teaching cases. EMCS is SCOPUS ranked. This means EMCS authors now publish in a globally esteemed publication, with better international visibility. All EMCS cases are double-blind peer-reviewed by experts in the field, which results in the publication of high-quality cases and teaching notes. They have taken an important step in recognizing the contribution of authors and January 2019 they have announced paying authors £100, or the equivalent currency, upon publication of their case study and are beginning to see an increase in high-quality submissions. EMCS cases achieve real and substantial impact. In 2018, EMCS cases were downloaded over 75,000 times by students and faculty around the world and have published content from 71 countries. EMCS authors are promoted to a global readership, and authors, therefore, benefit from a wide-reaching audience. In 2018 almost half of the visitors to Emerald Insight were from countries with developing economies. Top countries by download include the UK, Australia, Malaysia, India, South Africa, Egypt, Hong Kong, and Mexico.

ABOUT CHRIST (DEEMED TO BE UNIVERSITY)

CHRIST (Deemed to be University) was born out of the educational vision of St Kuriakose Elias Chavara, an educationalist and social reformer of the nineteenth century in South India. He founded the first Catholic indigenous congregation, Carmelites of Mary Immaculate (CMI), in 1831 which administers CHRIST (Deemed to be University).

Established in 1969 as Christ College, it undertook path-breaking initiatives in Indian higher education with the introduction of innovative and modern curricula, insistence on academic discipline, imparting of Holistic Education and adoption of global higher education practices with the support of creative and dedicated staff. The University Grants Commission (UGC) of India conferred Autonomy to Christ College in 2004 and identified it as an Institution with Potential for Excellence in 2006. In 2008 under Section 3 of the UGC Act, 1956, the Ministry of Human Resource Development of the Government of India, declared the institution a Deemed to be University, in the name and style of Christ University. One of the first institutions in India to be accredited in 1998 by the NAAC, and subsequently in 2004 and 2016, CHRIST (Deemed to be University) has the top grade 'A' in the 4-point scale.

The multi-disciplinary University which focuses on teaching research and service offers Bachelors to Doctoral programmes in humanities, social sciences, science, commerce, management, engineering, education, and law to over 21000 students. The campus is a living example for the harmonious multiculturalism with students from all the states of India and around 60 different countries. CHRIST (Deemed to be University) publishes six peer-reviewed research journals and has published more than 300 books in Kannada and English. A promoter of sports, music and literary activities, it is a nurturing ground for creative excellence.

GLIMPSES FROM PAST CONFERENCE



Contacts

Prof. Latha Ramesh
Coordinator – CCRD
Mob: +91 – 9886870397
Email : latha.ramesh@christuniversity.in

Ms. Vinita Sasi
Mob: +91 – 8989733101
Email : vinita.sasi@christuniversity.in