SUNWAY UNIVERSITY Business School

JAIPURIA INSTITUTE OF MANAGEMENT
LUCKNOW NOIDA JAIPUR INDORE

INTERNATIONAL CASE CONFERENCE
7 JULY 2022

Call for Case Submissions

BUILDING RESILIENCE: FUTURE-PROOF BUSINESS

Knowledge Partners

Cwam Case Writers' Association of Malaysia Persatuan Penulis-penulis Kes Malaysia

MyAA Malaysian Accounting Association

Harvard Business Publishing Education

IGMA

Publishing Partners

emerald PUBLISHING

Asian Journal of Management Cases

COVID-19 pandemic has challenged researchers to explore different ways of conceptualising purpose of business. Amid calls to transcend the self-interest of the firm, to better theorise businesses as a part of societal governance, and redefine their social and political responsibilities, it is timely to discuss cases exploring the increasingly, broader societal and political developments and their impact on organizational practices, including, digitalization and artificial intelligence, different forms of inequality, climate change and pandemics. This may answer calls for corporate actions to repurpose business. Clearly, businesses can build resilience by exploring new business models that repurpose business to truly attend to social needs and goals and thus future-proof businesses. However, such case-studies in the scholarly community, are relatively limited.

The conference aims to encourage and promote the development of high-quality teaching case material relevant for the realities of dynamic and emerging economies taking cognisance of the pandemic, and at the same time promote the development of case-writing capabilities in the region.

Submissions of cases are encouraged in the following areas:

- Pandenomics
- Business strategies amid pandemic
- Women empowerment
- Building resilience
- Embedding sustainable development goals
- Combating climate change and solutions
- Responsible management
- Societal inequalities
- Government actions against pandemics

Date of Case Submission: 31 March 2022

Case Submission Email : jiicc@jaipuria.ac.in

The Conference will be preceded by a series of case-writing workshops and mentorship for participants who intend to submit their cases for the conference.

OUR MENTORS

Dr A. Razman A. Latiff
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Dr Shailesh Pandey
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Dr Somnath Ghosh
Distinguished Professor
Jaipuria Institute of
Management Indore
India

Dr Swati Soni
Associate Professor
Jaipuria Institute of
Management Jaipur
India

Mentorship

Experienced case writers to guide & share insightful learning experience

Workshop

Case Writing workshop

30 October 2021
27 November 2021
29 January 2022

Registration link

https://segevents.sunway.edu.my/e/45/workshops-for-international-case-conference

Workshop & Conference Fee Information

Delegates	Workshop & Conference Fee in Malaysian Ringest (RM) (including SST 6%)		Conference Fee in Malaysian Ringest (RM) (including SST 6%)	
	Early Bird Special (until 22 Oct. 2021)	Normal Fee (from 23 Oct. 2021)	Early Bird Special (until 30 April 2022)	Normal Fee (from 01 May 2022)
Other Delegates	RM 350	RM 450	RM 350	RM 400
Special Delegates AMDISA, AIMA, AIMS, CVAM, MyAA, IGMA, SUNWAY & JIM Post Graduate Students, Delegates from India & ASEAN	NA	RM 200	NA	RM 200

Certificate of participation and session recordings will be provided to all the participants.

For more information

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About Jaipuria Institute of Management

Established in 2010, Jaipuria Institute of Management, Indore, is an AICTE approved, NBA accredited and ranked 2nd amongst private B- schools in central India (Business World 2019). The Institute's state-of-the-art campus creates the perfect ambiance for 24*7 learning. International collaborations, knowledge exchange programs, exposure to best business practices around the globe and global peer network helps in developing a diversified perspective, essential for any management executive in today's multipolar business world. Jaipuria Institute of Management, Indore takes pride in its premier industry associations like, CII, FICCI, IMA, AIMP and Management Development Programs and Consultancy for various domains of industry, covering leadership programs, and operational trainings.

About Sunway University

Sunway University is one of Malaysia's leading private universities which is a strictly not-for-profit institution and dedicated to quality education, supporting enterprise, and undertaking research focused on key global problems. The university is ranked within the top 2% of universities in the world (QS World University Rankings), and in the top 1.5% of universities in Asia, as well as within the top 150 universities in the world under 50 years old. It is committed to nurture all-round individuals and devote itself to the discovery, advancement, transmission, and application of knowledge that meet the needs of the society and the global community.

Joint Committee Members

Dr Prithvi Yadav (Jaipuria Institute of Management Indore)
Prof Susela Devi K Suppiah (Sunway University)
Mr Arindam Saha (Jaipuria Institute of Management Indore)
Dr Devika Trehan (Jaipuria Institute of Management Indore)
Dr Shenba Kanagasabapathy (Sunway University)
Dr Hossein Nezakati (Sunway University)
Dr Khakan Najaf (Sunway University)
Dr Sivakumari Supramaniam (Sunway University)
Dr Hasni Binti Mohd Hanafi (Malaysia Accounting Association)
Dr Mohan Lal Agarwal (Indo-Gulf Management Association)
Ms Ayesha Khan (Asian Journal of Management Cases)
Mr William Loh Wui Lun (Emerald Publishing)
Ms Rozita Gee (Emerald Publishing)

For more information about Jaipuria Indore and Sunway University

https://www.jaipuria.ac.in/campuses/jaipuria-indore/
https://university.sunway.edu.my/subs
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