

Opportunity

- Network with Scholars from all over the globe and share your experiences before a select gathering of academics.
- All presented papers will be published by Bloomsbury Publishing India Pvt Ltd, an international publisher in the form of a book(s) to be released at the inaugural function of ICMC 2013.
- Selected presented papers, after necessary revisions to meet the editorial guidelines of the respective journals, will be considered for publication in special issues/regular issues of the following international journals:
 - *International Journal of Commerce and Management (Emerald)*
 - *Competitiveness Review (Emerald)*
 - *International Journal of Technology Marketing (Inderscience)*
 - *International Journal of Knowledge Management Studies (Inderscience)*
 - *International Journal of Human Resources Development and Management (Inderscience)*
 - *International Journal of Entrepreneurship and Innovation Management (Inderscience)*
 - *International Journal of Services Technology and Management (Inderscience)*
 - *South Asian Journal of Business and Management Cases (SAGE)*

ICMC 2013

International Conference on Management Cases

December 05-06, 2013

BIMTECH Campus,
Greater Noida (NCR), India

BIMTECH-Stough Young Scholars Award

An award of ₹10,000 and a Certificate of Merit will be presented to a maximum of ten scholars not more than 35 years of age as on July 31, 2013 and in attendance at the conference as registered delegates for case presentation. Multiple authors of a winning case will share the award.

For details log on: www.icmc.org.in

For all enquiries and case lead/full text submissions:

G.D. Sardana

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Professor

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Important Deadlines

Submission of Case Lead by:

April 30, 2013

Submission of Manuscript by:

July 31, 2013

Information on Acceptance of the Manuscript by:

August 31, 2013

Registration of Author-delegates by:

September 30, 2013

Registration of non-author delegates by:

November 15, 2013

BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), INDIA and The School of Public Policy, George Mason University, Arlington, Virginia (USA) are pleased to announce the International Conference on Management Cases 2013 (ICMC 2013) on December 5-6, 2013 at BIMTECH campus .

ICMC 2013 invites stimulating original, unpublished, research / teaching cases, case studies, based on primary and/or secondary data, field studies, empirical data, or significant experience of learning in various facets of management. Imaginary cases are not welcome. ICMC 2013 aims at international relevance and encourages authors from all over the world.

Prospective Authors and Delegates

- Faculty at undergraduate and/or postgraduate levels
- Research scholars pursuing doctoral programs
- Students pursuing postgraduate programs in management, provided one of the authors is their faculty and the faculty also registers as a delegate and is present at the conference
- Consultants, Associations, NGO's, NPO's, business houses,
- Practitioners, executives, entrepreneurs, self employed professionals
- Civil servants, Researchers / scientists engaged in research institutions

Preferred Case Focus

Cases from all management disciplines are welcome, including but not limited to

- Accounting and Finance, Organization performance
- Appreciative Intelligence, Appreciative Inquiry
- Corporate Governance, Societal expectations, Financial inclusion
- Comparative studies (industry sectors, products, locations, geographic, demographic)
- Entrepreneurship, New Product Development, Innovations
- Ethics, values, trust
- Globalization, Small business
- Human Resources Management, Organization Development
- Knowledge Management, Technology Management, Technology Marketing
- Management interventions, Management practices
- Management Science, Management Decision Making, Strategy
- Marketing, Branding, Customer satisfaction, Tourism
- NGO's, and NPO's, Public sector management, Health care management
- Operations Logistics, Supply Chain Management,
- Performance Measurement, Performance Management
- Quality Management
- Societal Welfare
- Strategy for transformation
- Value Addition
- World Class Operations; Business Excellence
- Value addition

Registration fee per delegate

Participants from overseas : USD 200 per delegate

Participants from India : ₹ 4,500 per delegate

- The registration fee covers conference kit, a copy of the book(s) containing accepted cases, lunch and coffee/tea served during the conference. It does not include accommodation, airport/railway station transfers and hotel pickups and drop off.
- Registration fee is net of all bank charges and must be made by Demand Draft in favour of Birla Institute of Management Technology, payable at Greater Noida/Delhi.
- Registration fee for overseas participants includes one day tour by deluxe coach each to the Taj Mahal at Agra and places of historical interest in Delhi after the conference. The tour does

not include entry fee to historical places and museums, guides or expenses on food, beverages.

Bank information for wire transfer/payment of registration fee for delegates from overseas

Account Name : Birla Institute of Management Technology
Address : Plot No. 5, Knowledge Park-2, Institutional Area, Greater Noida, U.P. - 201308 (India)
BANK NAME : AXIS BANK LTD.
Bank Address : Alfa Commercial Belt, ALFA-1, Greater Noida, U.P. 201308 (INDIA)
ACCOUNT NO : 624010200001793
Swift Code : AXISINBB624

Declaration and Authorization

Each full case manuscript must accompany a formal Declaration. The format will be sent to the authors once the Case Lead is accepted. This has to be signed by all the authors.

Guidelines for Authors for Case Submission

- The case should bear a clear focus on management concepts and practices.
- Case Abstract should be around 100 words.
- Full case should be no shorter than 1,000 and no longer than 5,000 words. Normal length is around 3500 words. It should be typed in A4 page setup with headings and text in Times New Roman 14 and 12 point type respectively.
- At least one of the authors must have registered for inclusion of the case in the conference .
- Virtual or in-absentia submissions or non-presented cases will not be considered for publication in the conference book(s) or later for publication in the journals listed
- Suitability/recommendation for publication in a journal will be determined by the conference organizers only.
- Both the Case Abstract and the full Case should be submitted only on electronic mail in Word file to gdsardana@gmail.com

Structure of the Case

ICMC 2013 solicits both teaching and non-teaching (research) cases. Both types carry a different structure, style of writing and purpose.

The authors are required first to submit a Case Lead, irrespective of the type of the case, to evaluate its compatibility with the aims of the conference. Case Lead is a one page statement. The proforma is attached/ can be requested. ICMC 2013 will intimate the evaluation of the Case Lead within 7 days of its receipt.

Structure of a Teaching Case

1. Abstract (100-150 words). Bring out focus, aim of the case, and the conclusions
2. Keywords (5-7 words)
3. Opening paragraph : Bring out main issues, context within which the case occurs. Introduce protagonists
4. Body: Build up the case in chronological order, provide background, quote views, conflicts, alternatives in decision making.
5. Concluding paragraph: Short synthesis of the case, questions, issues for readers
6. References
7. Acknowledgments: For permissions received
8. Teaching notes: Should be sent in a separate file, separated from the paper to provide author's understanding of the issues. The teaching notes are not published.

Structure of a Non-teaching Case/Research Case/CaseStudy

1. Abstract (100-150 words). Bring out the objectives, the research methodology adopted and major results.
2. Key words (5-7 words)
3. Opening paragraphs : Organization, Problems, Issues, Need for study
4. Objectives:
5. Research methodology: Identify tools used, hypothesis
6. Diagnosis and Analysis
7. Recommendations
8. Conclusions
9. References

For both types, authors should ensure:

- Citation of relevant literature in the paper. The citation in the text and References must match. Use Harvard style only for citation and referencing only. As we want to maintain consistency of writing style in the book, we will not accept any other style of referencing, including use of numbers in parenthesis, suffixes etc.
- Source of information must appear at the bottom of each table/graph/figure
- There is no infringement of existing copyrights or indulgence in plagiarism.
- Authors must have written permission for reproducing tables, figures, graphics, or excerpts of more than 400 words. Anything freely available on a web site does not imply that it is free to use. You must obtain formal written permission to use copyrighted material.

Selection process of Case Submitted

- Case Leads are first scrutinized to ascertain compatibility with the conference themes. The authors are advised to develop the case only after the Lead has been accepted.
- Full text papers received will first undergo editorial scrutiny to judge suitability. The conference uses TURNITIN software to check the originality of the submissions with aims of zero tolerance to plagiarism.
- The shortlisted papers will then go through double blind peer review process. Third referee is used when the first two referees differ. Majority review is the base of acceptance.
- The papers can be referred to authors for a revision only when there is a need for a minor revision. Papers recommended for major revision/outright rejection will not be referred to authors for rework because of constraints of time to meet the schedules of publication.
- Selection of awardees for BIMTECH-Stough Young Scholars Awards will be carried out by duly constituted committee of experts. In all the cases the decisions of the ICMC 2013 organizers will be final and binding.

Presentation Schedule

Each case presentation : 15-20 minutes
Discussion, response from authors : 10-15 minutes
BIMTECH will provide all facilities of OHP/Powerpoint presentation.

How to reach BIMTECH

Situated in the National Capital Region, BIMTECH is located strategically on Expressway at Greater Noida. BIMTECH is about 45 Kms from New Delhi railway station and 50 Kms from Indira Gandhi International Airport. Taxis are available from railway stations and air port.

Accommodation

The participants have to make their own arrangements for stay and transport to the conference. The organizers have negotiated special rates as follows for ICMC 2013 participants for stay in Radisson Blu Greater Noida, a five star hotel, close to BIMTECH Campus, venue of the conference.

Single Occupancy: ₹5500 per superior room per night, plus taxes as applicable

Double Occupancy: ₹ 6500 per superior room per night, plus taxes as applicable.

These rates include buffet breakfast at hotel restaurant, fruit basket on arrival, daily newspaper, complimentary use of Gymnasium, Steam and Sauna except massage, electronic safe and tea/coffee maker in the room, iron and ironing board, one bottle of packaged drinking water, voice mail facility, and wi-fi internet connectivity.

Payments: The hotel also offers airport pick-ups and drop off on payment basis.

The participants will carry out all dealings, reservations and make payments directly with the hotel. Terms and conditions of cancellations can be ascertained by the participants from the hotel, which can be contacted as per address as under:

Radisson Blu Hotel Greater Noida

C-8, Site 4, 2nd Cross Avenue Road, Kasana, Greater Noida (Uttar Pradesh)

Tel. +91 120 451 7777, Direct No.: +91 120 4507031

Fax+91 120 451 7788

Contact: Mandeep Surie,
Director of Sales &Marketing

Mob.: +91 8800566447

dosm@rdgreaternoida.com

24 Hour Duty Manager Contact: +91 8826297911

Website: radissonblu.com/hotel-greaternoida

BIMTECH Offers

Limited lodging accommodation and boarding at BIMTECH Campus is available on first come first served basis at a nominal charge of Rs. 1500 per participant per night on double occupancy basis. BIMTECH offers to the delegates hospitality of free pickups and drop off at specified timings from Radisson Blu to the conference venue on both the days of the conference.

Conference Patrons

Professor Harivansh Chaturvedi

Director, Birla Institute of Management Technology, Greater Noida.

Professor Roger Stough

Vice President, George Mason University, USA

Conference Co-Chairs

G D Sardana

Professor in Operations, Birla Institute of Management Technology, Greater Noida.

Tojo Thatchenkery

Professor, School of Public Policy, George Mason University, Virginia, USA

Conference International Advisory Council

Chairman:

Ishwar Dayal

Chief Mentor, Birla Institute of Management Technology, Greater Noida, India

Members

- **A K Dey**, Professor, BIMTECH, Greater Noida
- **A. Sahay**, Professor BIMTECH, Greater Noida, India
- **Anthony Smith**, Professor, Eastern Mennonite University, USA
- **Anupam Varma**, Dy. Director, BIMTECH, Greater Noida, India
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- **Gary Stockport**, Professor, University of Western Australia Business School
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- **Hanna Lehtimaki**, Professor, University of Eastern Finland
- **Iijima Masaki**, Professor, Aichi Gakuin, Nagoya, Japan
- **John Walsh**, Professor, Shinwatra University, Bangkok, Thailand
- **Mukesh Chaturvedi**, Professor, BIMTECH, Greater Noida, India
- **Noor Azizi Ismail**, Professor & Dean, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia
- **Paul Lapoule**, Professor, NOVANCIA, Paris
- **Rajiv R Thakur**, Director Jaipuria Institute of Management, Jaipur, India
- **Sonia Ketkar**, Co-director of Centre for Emerging Market Policies, GMU
- **Sriparna Basu**, Professor, Amity University, Noida
- **Yvon Pesqueux**, Professor, Conservatoire National des Arts et Metiers, Paris
- **Jack High**, Professor of Economics and Public Policy, GMU
- Ex.Officio members : Patrons, Conference Co-Chairs

About Birla Institute of Management Technology (BIMTECH)

BIMTECH, situated at Greater Noida in National Capital Region, was established in 1988 under the aegis of the Birla Academy of Art and Culture and is supported by B.K. Birla Group of companies. BIMTECH is engaged in delivering research, academic programmes at master's and doctoral level, training and consulting to corporate and other organizations. BIMTECH has partnership with 40 foreign universities and organizations and is signatory of Responsible Business Education with PRME and UN Global Compact. It has been ranked in the top 10 private business schools of India and has come to be regarded as a premier institution to deliver quality education and impart values. There is a focus on fundamentals, respect for the individuals and a seriousness of purpose. This is reflected in various dimensions: interface with corporates, partnership with educational institutions of repute at international levels, building intellectual capabilities, initiatives in areas of societal concern, and strong cultural affinities.

About George Mason University, Virginia (USA)

Ranked number one on the list of national universities to watch by U.S. News & World Report, George Mason is the largest university in the Commonwealth of Virginia with over 30,000 students. Utilizing nationally ranked graduate programs in such subjects as public policy, conflict resolution, engineering, information technology, biotechnology, health care, economics, visual and performing arts GMU prepares its students to succeed in the workforce and meet the needs of the region and the world. GMU's School of Public Policy is recognized as one of the largest and most diverse graduate public policy schools in United States. The school is located in the Washington, D.C. area and is ranked by National Science Foundation as one of the top programs in its field for federal and total research expenditures.

Distinguished academics and researchers from overseas who have confirmed participation at ICMC 2013 (as on March 15, 2013)



Kingsley E Haynes

Dr. Kingsley E Haynes is Dean Emeritus and University Professor of Public Policy, Professor of Decision Sciences, Geography and Public Affairs, Ruth D. and John T. Hazel MD Endowed Chair and Eminent Scholar, School of Public Policy, George Mason University, USA. Dr. Haynes has been building academic programs for 40 years. After starting an Urban Institute at McGill University, he was founding faculty and played a central role in the development of the LBJ School at the University of Texas, Austin. He was a major contributor in building the School of Public and Environmental Affairs at Indiana University. He became the founding Dean of the new School of Public Policy at George Mason University in 2000 and continued as Dean until 2010. Dr Haynes is a prolific writer in the field of regional economic development, transportation, and infrastructure policy with over 200 articles, 150 professional reports and 10 books. He has been active participant in economic development activities in Malaysia, Brazil, Southeast Asia, the Middle East and in Texas, the US. Dr. Haynes's education includes an MA in Geography Rutgers University; Ph.D. in Geography and Environmental Engineering, The Johns Hopkins University. Prof. Haynes will deliver keynote address at the inaugural session.



Sandra L. Gill

Sandra L. Gill is Dean, College of Business, and Associate Professor of Business, at Benedictine University, Lisle, Illinois. Dr. Gill joined Benedictine in 2001 as Department Chair and Associate Professor of Business MBA Programs and was appointed Dean in 2004. For 40 years, Dr. Gill has worked in education and health care as licensed teacher, program director, consultant and academic faculty member. She has served on the strategic planning council of the Fielding Graduate University, Santa Barbara, CA, where she completed her MA (1995) and Ph.D (1998) in Human and

Organizational Systems. She has published 40 applied articles. Prof. Sandra Gill will be a keynote speaker at a Plenary session.



Cliff Oswick

Cliff Oswick is Head of the Faculty of Management, Professor of Organization Theory and the Deputy Dean at Cass Business School, City University London. His research interest includes focus on the discursive analysis organizations and processes of organizational change. He is the European Editor for Journal of Organizational Change Management and Associate Editor for Journal of Change Management. He is also co-director of ICRODSC (International Centre for Research on Organizational Discourse, Strategy and Change) and a member of the Executive Board of the ODC

(Organization Development and Change) Division of the Academy of Management. Prof. Oswick will be a keynote speaker at a Plenary session.



Patricia Marrone Bennett

Patricia Marrone Bennett is the President and CEO of Resource Development Associates. She has launched numerous efforts in public sector leadership development, organizational change management, revenue enhancement and consumer-driven planning processes. Prior to joining RDA, she served as the Executive Director of several non-profit organizations that provided behavioral health, case management and homeless services. She has led many planning and evaluation efforts that incorporate data driven processes with the voices and participation of community members. Dr. Bennett has taught at UCSF, Capella University and Alliant International University in the School of Human Services and

Management. She will chair a technical session.



Eric Simon

Eric Simon is Dean for Research & Head of the Department of Entrepreneurship, ISC, Paris School of Management. The 'Institut Supérieur du Commerce' or 'ISC Paris School of Management' is a private French business school located in Paris and is one of the French Grandes Ecoles. Its programmes consist of a core degree, a national Master in management, and an MBA programme offering 16 different specializations, available both in part time and full time courses. He will chair a Technical session.



John Walsh

John Walsh received his Doctorate in International Management from the University of Oxford in 1997. He has lived and worked in Sudan, Greece, Korea, Australia, Abu Dhabi and Thailand, as well as his native Britain. His work experience in many countries has provided him a wider perspective and develop marketing strategies in the global context. He currently works at Shinawatra University in Bangkok, where he teaches a variety of subjects in the undergraduate, MBA and Ph.D. programs. His research focuses on social and economic development in the Greater Mekong Sub-Region. Prof Walsh will chair a Technical session.



Ram Tenkasi

Ramkrishnan (Ram) V. Tenkasi is Professor of Organization Change with the PhD program in Organization Development and Change at Benedictine University in Chicago. His research and practice interests include Institutional and large scale organizational change, knowledge, learning, information technology and innovation. He was Division Chair of the Organization Development and Change Division of the National Academy of Management and was awarded the prestigious Fulbright Senior Research Scholar. He has more than 70 published articles and chapters to his credit. Prof. Ram will chair a Technical session.



Herwina Rosnan

Dr. Herwina Rosnan is a faculty of Business Management at Universiti Teknologi MARA, Malaysia. She obtained her PhD in International Business from University of Malaya, Kuala Lumpur. Prior to joining UiTM in 2009, Dr. Herwina had served several companies involved in information technology, training management, manufacturing, as well as advertising and broadcasting. She has taught courses on International Business, Strategic Management and Business Information Technology with 'globalization' as her area of expertise. She will chair a Technical session.



Jack High

Jack High is Professor of Economics and Public Policy at George Mason University. He is the author or editor of several books on economics and business, including Maximizing, Action, and Market Adjustment (1988), A Nation in Debt (1990); A Century of the Sherman Antitrust Act (1990); Regulation (1991), The Politics of Purity (1999), Competition (2001), and Humane Economics (2007) and edited Business History Review while at Harvard University. High's current research and teaching interests are international business and entrepreneurship. He has taught at Harvard University, Georgetown University, Charles University in Prague, and the University of Hong Kong. Prof. High will deliver a keynote at a Plenary session.



Katrina S. Rogers

Katrina S. Rogers, PhD, currently serves as Acting President of Fielding Graduate University in Santa Barbara, CA. She led the European campus for Thunderbird School of Global Management in Geneva, Switzerland for a decade, working with international organizations such as the Red Cross, WTO, UNDP, and the European Union. She has earned doctorates in political science and history. Her book, Towards a Postpositivist World, articulated a model for understanding international environmental frameworks. Rogers serves on the Board of the Toda Institute for Global Policy & Peace Research. She received a Presidential post-doctoral fellowship from the Humboldt Foundation and was a Fulbright scholar to Germany where she taught environmental politics. Dr. Katrina Rogers will deliver a key note address at a Plenary session.



Omar Abdull Kareem

Dr. Omar Abdull Kareem is Professor at the Leadership and Management Department, Faculty of Management and Economics, Sultan Idris Education University, Malaysia. He has been appointed as the Deputy Vice Chancellor (Academic and Internalisation) of the university since 2011. He has formerly held the positions of Director of Research Management Center, Dean of Institute of Graduate School, and Deputy Dean (Academic), Faculty of Business and Economics. Prof. Omar will chair a Technical session.



Tojo Thatchenkery

Tojo Thatchenkery is Professor and Director of the Organization Development and Knowledge Management program at the School of Public Policy, George Mason University, USA. His recent books include Appreciative Inquiry and Knowledge Management, and Appreciative Intelligence: Seeing the Mighty Oak in the Acorn. Information Communication Technology and Economic Development: Learning from the Indian Experience. He has extensive consulting experience in change management. He will chair a Technical session.



Masaki Iijima

Masaki Iijima is a Professor of Management Engineering for undergraduates and also a Professor of Management Information Systems for post-graduates at Aichi-Gakuin University, Nagoya, Japan. He is a board member of the Japanese Industrial Management Association society and a Dean of graduate school, and has had 30 years of experience in both teaching and management consultancy. He earned his doctorate in Engineering from Waseda University in 1993. His research centers on large Japanese industrial corporations. Prof. Masaki will chair a Technical session.



Dhruv Kumar Gautam

Dr. Dhruva Kumar Gautam is with Tribhuvan University (TU), did Ph. D. in Management, obtained MBA and MPA degree along with Diploma from Stockholm University. He is managing Editor of The International Journal of Nepalese Academy of Management, Editorial Board Member of Asian Journal of Business and Management Science, and Advisory Editorial Board Member on SIU Journal of Management (Shinawatra University, Thailand). Prof. Gautam will chair a Technical session.



Paul Lapoule

Prof. Paul Lapoule holds a doctoral degree in areas of management. His thesis was awarded the Area Prize of the Best 2007 French thesis. Prof. Lapoule has the distinction of winning the Top Writer 2003 and the Best SE Management case 2010 awards by the French Case Central (CCMP). He is a Professor & Researcher at NOVANCIA (Paris) and a visiting professor to international institutions of repute as, Sorbonne, South China Normal University, University of Wine, Western Michigan University and University of the West of England. Paul Lapoule teaches strategy, marketing, retailing and entrepreneurship. Prof. Paul will chair a Technical session.

Birla Institute of Management Technology

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