



FLAME
UNIVERSITY

**3rd INTERNATIONAL
CONFERENCE ON CASES &
PEDAGOGICAL INNOVATIONS**

29th - 30th June, 2017



INTRODUCTION

Teaching through cases has now become an integral part of education and training today across several academic and professional disciplines. Case method of teaching requires learners to solve issues and decision dilemmas in a real-world setting as captured in print and/or multimedia forms. Thus, case based teaching better prepares learners for real life situations than traditional lecture based teaching.

Pedagogical innovations are essential to achieve excellence in teaching and learning. During the current millennium, while many newer teaching methods are being experimented, existing teaching methods are also experiencing profound metamorphosis in their erstwhile applications.

The FLAME Centre for Case Development (FCCD) invites academicians, researchers and professionals, within and outside India, from across disciplines such as management, entrepreneurship, humanities, social and natural sciences to submit their documented pedagogical innovations, industry experiences/practices and teaching/research cases for the International Conference on Cases and Pedagogical Innovations to be organized at the picturesque campus of FLAME University, Pune, India. FCCD has been organizing an annual conference on similar themes since July 2014. This proposed version is the third season of this event.

ABOUT FLAME INTERNATIONAL CASE CONFERENCE AND CASE WRITING WORKSHOP HELD IN JULY 2016

The FLAME Centre for Case Development, FLAME University conducted an International Case Conference and Case Writing Workshop from July 14-15, 2016. Apart from multiple parallel tracks of cases submitted by authors, three plenary sessions titled, 'Designing Case Based Courses', 'Innovations in Case Teaching and Writing' and 'Designing Innovative Pedagogical Products' were conducted by experts invited from *IIM-Bangalore and ET Cases*.

A total of forty-seven cases contributed by eighty-eight authors affiliated to thirty-five different institutions/universities/firms from across India were presented over two days. These cases were selected following a rigorous blind-review process from the eighty case abstracts initially received and subsequent full case submissions. All conference tracks were highly appreciated by the participants.



CONFERENCE OBJECTIVES

The proposed conference has the following objectives.

- To act as a platform to share and refine pedagogical innovations being conducted by teachers/trainers/institutions.
- To act as a platform for case writers to improve their cases through constructive feedback received from reviewers and conference participants.
- To encourage the development of cases dealing with issues faced by Indian organizations/institutions.
- To create a platform for executives and professionals to share their experiences/problem areas in form of practice based cases to generate discussions and solutions.

HIGHLIGHTS OF THE CONFERENCE

The two driving ideas of the proposed conference are –

1. **Multidisciplinary Focus:** Given the liberal education roots of FLAME University, the conference invites submissions of documented pedagogical innovations, experiences/practices and teaching/research cases from across multiple disciplines such as management, entrepreneurship, humanities, social and natural sciences. This is to promote free flow of ideas across disciplines as true knowledge is transcendental and doesn't have any disciplinary boundaries.

2. **Multi-stakeholder Linkage:** A special track to share documented experiences/practices in audio/written/video format is being provided to showcase unique experiences to a wider audience of academicians, researchers and professionals. This will enable them to seek feedback from such diversified audiences to further refine their real-life practices and decision making. Such interactions should also result in future collaborative endeavours between various stakeholders.

THEMATIC FOCUS OF THE CONFERENCE

The conference invites submissions in the form of documented pedagogical innovations, industry experiences/practices and teaching/research cases pertaining to one or more of the following functional areas viz., management, entrepreneurship, humanities, social and natural sciences. Thus, the broad themes of the conference will be:

1. Documented Pedagogical Innovations		
<ul style="list-style-type: none"> • Case Teaching • Teaching Technologies • Gaming & Simulations • Experiential & Participant Centred Learning • Experimentation • Any others 		
2. Documented Industry Experiences/Practices		
<ul style="list-style-type: none"> • Traditional Sectors (FMCG, Durable Goods etc.) • Knowledge & Service Sectors (Banking, Consulting, IT, Legal, Media, Retailing etc.) • Policy Making Bodies (SEBI, RBI, IRDA, ICAI, DST, ISRO, TRAI etc.) • NGOs • Research Entities 		
3. Teaching/Research Cases		
Business Management Cases	Social Sciences Cases	Natural Sciences Cases
<ul style="list-style-type: none"> • Business / Social Entrepreneurship • Finance / Banking / Insurance • Marketing / Digital Marketing • Operations / Supply Chain • Information Systems / Technology • Business Analytics • Organizational Behaviour & Human Resource Management • Strategy and Economics 	<ul style="list-style-type: none"> • Education • Governance • History • Law • Political Science • Policy & Economics • Psychology • Sociology 	<ul style="list-style-type: none"> • Physics • Biology • Chemistry • Earth Sciences

The list is indicative of the categories and by no means limits the areas of participation. The conference will also include expert lecture sessions and panel discussions on topics linked to the conference themes.

FOR WHOM

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

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

IMPORTANT DATES

15th February, 2017	Submission of Abstract
28th February 2017	Acceptance of Abstract
20th April 2017	Submission of Final Paper
10th May 2017	Acceptance of Final Paper
5th June 2017	Registration Deadline

SUBMISSION GUIDELINESS

The authors can submit original and unpublished documented pedagogical innovations, industry experiences/practices and cases pertaining to one or more of the following functional areas viz., management, entrepreneurship, humanities, social and natural sciences.

- All submissions submitted under the category of documented pedagogical innovations and industry experiences/practices have to be primary data based.
- Primary data based cases are preferred. However, secondary data based cases, with proper referencing would also be acceptable. The cases written with secondary data should mention all the sources of information and take the onus of originality, while cases based on primary data must have organizational consent.
- Sometimes in writing of cases one has to disguise names of real organizations and people for protecting privacy. However, authors should avoid using names such as ABC Ltd and Mr. XYZ etc. Instead, authors should use disguised names which sound like real names.
- Plagiarism is required to be avoided at all costs. Authors must assure that information included in their submissions doesn't violate any copyrights. Any such instances of violation of copyrights will solely be the responsibility of the concerned author(s). For any copyrighted material to be used in your submission, author(s) must obtain written permission from the copy right owner. The submitted case should not have been presented in any previous conference or any public forum.
- **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.
 2. Second page would carry the Abstract of not more than 300 words including:
 - Functional areas (Course/programme and specific topic) for which the submission can be used;
 - Clearly specify the objectives of your submission, and
 - Keywords (maximum five)
- **SUGGESTED FORMAT OF FULL PAPER**
 1. The full paper may have the following structure
 - Full Abstract inclusive of title page
 - Introduction
 - 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 form of a CD.
 2. There is no prescribed length and word limit for the full paper. However, good papers on pedagogical innovations/industry experiences/case situations provide adequate contextual information but are not too lengthy. Some of the best papers in these categories have a length of 5 to 15 pages inclusive of information presented in tables and exhibits.
 3. Font requirements: Font size-12; Font type-Times New Roman; Line spacing-Single; Subheadings-Arial font, Font size 10, Bold, mixed case as opposed to all capitals.
 4. The pedagogical innovations/industry experiences/case situations are to be written in the past tense as they have already taken place.
 5. To be considered of an acceptable quality, your paper should have a proper flow and accurate language.

6. All tables, figures and exhibits are required to be placed at the end of the text and sequentially referenced within the text. Source for every table, figure and exhibit needs to be mentioned under the same.
7. APA style for in-text citations and referencing is preferred. However, other major, accepted styles may also be used as long as consistency in the style usage is maintained.

PUBLISHING OPPORTUNITY

The copyright of submissions presented at this conference will remain with the submitting authors. However, post to the conference, authors of a few selected high quality submissions would be invited to publish in a reputed journal/case repository. Their submissions would only be published if they give their prior consent and complete the process of passing their copyrights to the publisher. A few selected submissions presented at our earlier conferences are now part of *The Case Centre/ ET Cases* repository and were also published in form of a joint book by *ET Cases and FLAME University*.

AWARDS AND CERTIFICATION

FLAME in association with ET cases has instituted the following awards:

- 1) ET Cases – FLAME Best Case Writer Award with a cash prize of Rs. 15,000.
- 2) ET Cases – FLAME Industry Experience Case Award with a cash prize of Rs. 12,000.
- 3) ET Cases – FLAME Pedagogical Innovation Case Award with a cash prize of Rs. 12,000.
- 4) ET Cases – FLAME Young Case Writer Award with a cash prize of Rs. 12,000.

Further, the cases accepted and presented during the conference will receive a certification of participation from FLAME University.

NOMINATION

Nomination can be done for this conference by completing the attached nomination form sent along with the conference fee via Crossed DD payable to “FLAME UNIVERSITY PUNE” at Pune. The Demand Draft along with the nomination form has to be mailed to:

Prof. Hoshiar Mal / Prof. Niraj Mankad

FLAME University

401, Phoenix Commercial Complex,

Bund Garden Road, Opp. Residency Club, Pune - 411001

Contact: fcc@flame.edu.in, Mobile: 9921446323/9765390639

In case you want to transfer the registration fees electronically, the relevant account details are as under:-

Name of the Bank	Bank of India, Branch Lavale, Pune 411042
Name of the Account	FLAME UNIVERSITY PUNE
Current A/c No	062020110000581
Swift Code	BKIDINBBPMB
RTGS / IFSC Code	BKID0000620

Note: If you do electronic/NEFT transfer of funds, please compulsorily email payment details to verify whether funds have been received at our end or not: fcc@flame.edu.in and to sachin@flame.edu.in

REGISTRATION FEES

- **REGISTRATION FEE FOR THE CONFERENCE**

The participants who submit/present their papers in the conference will pay the registration fees as per the given category:

	Delegates from Indian Organisations/Institutions	Delegates from Foreign Organisations/Institutions
Industry	Rs. 4600/-	USD 150/-
Academicians	Rs. 3100/-	USD 100/-
Students (produce necessary proof)	Rs. 2000/-	USD 75/-

- **Accommodation:**

Limited lodging and boarding facility will be provided on twin-sharing basis on FLAME campus on a first-come, first-served basis. For this, an additional fee of Rs. 1000/- per day per person (excluding applicable taxes) will be charged from all those who opt to avail on-campus accommodation. The boarding and lodging fee includes breakfast and dinner throughout the programme at the FLAME dining facility.

ADVISORY COUNCIL

- Prof. Devi Singh, Vice Chancellor, FLAME University
- Prof. D. S. Rao, Provost, FLAME University and Dean, FLAME School of Business
- Prof. Hemant Trivedi, Chair, FLAME School of Communication
- Prof. Vinod Vidwans, Chair, FLAME School of Fine and Performing Arts
- Prof. Santosh Kudtarkar, Associate Dean, FLAME School of Liberal Education
- Prof. Manoj Kumar, Chair, FLAME Centre for Case Development

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ABOUT FLAME UNIVERSITY

FLAME University exists to build an *aspirational* destination for students and faculty, to push the *design and nature of studies* and to create a *societal upgradation* phenomenon particularly in the fields of *liberal education* and *leadership*.

FLAME will be amongst India's most reputed and respected universities. We will be the University of Choice for higher education in India. We will be recognized for the impact our teaching has on our students and the community at large. Further, we will be the leader in creating and disseminating knowledge in the disciplines we offer. With that, we will pioneer the advancement of knowledge in these disciplines.

FLAME is conceptualized with a desire to give something back to society. We believe in sharing of "Gyan" or knowledge since the ultimate goal for all human beings in the accumulation of knowledge. With that dictum, FLAME aims inculcate a habit of lifelong learning and inquiry amongst students, leading to the advancement of their well-being.

FLAME School of Business is rooted in liberal education. The school offers undergraduate (BBA) and postgraduate (MBA) programs that are tailored for the ever evolving, constantly changing globalized business environment of today. Throughout, students will develop the fundamental skills and knowledge that managers need to lead complex organizations. The programs offered by the school will cover all the areas in management sciences such as marketing, finance, accounting, organizational behaviour, business policy and strategy, operations management as well as areas in humanities, social sciences, foreign languages, and creative arts for a well-rounded and holistic development of the students. FLAME School of Business is committed to develop management professionals who are competent in their chosen domain, sensitive to the environment and culture, responsible to the communities, ethical in all doings and global in their outlook and approach. FLAME School of Business will achieve these objectives by having very rigorous academic processes, updated and relevant curriculum, global courses and extensive industry interaction.

FLAME School of Liberal Education offers intensive undergraduate (B.A., B.Sc.) programs in humanities, social sciences and physical and natural sciences. Led by our esteemed faculty, FLAME School of Liberal Education offers majors in disciplines like economics, psychology, environmental studies, applied mathematics, literary and cultural studies, sociology, public policy and other interdisciplinary areas.

FLAME School of Communication promotes, nurtures and develops independent thinking, creative, effective and responsible communicators and managers in different media. We do this in an environment that encourages students to explore new ideas in content and form, and to experiment and re-examine ideas on an ongoing basis. FLAME School of Communication meets the long-felt need for providing high quality education in the art and business of communication and media. FLAME School of Communication offers undergraduate (B.A., BBA) and postgraduate (MBA) programs tailored towards communication management.

FLAME School of Fine & Performing Arts has very specific objectives all of which are toward making FLAME a university of excellence in the teaching and promotion of classical, folk and contemporary performing arts, through an interdisciplinary approach. We aim to encourage innovation and opportunities that challenge the existing norms of teaching arts in India. We provide an education in fine & performing arts through a unique pedagogy and interaction with the arts of other countries and collaborations with arts institutions the world over. FLAME School of Fine & Performing Arts offers programs in dance, music, theatre and design.

FLAME CENTRE FOR CASE DEVELOPMENT

The case method of teaching has gained popularity in the disciplines of Education, Law, Medicine, Management, Psychology, and Sociology among others. There are several popular case repositories like HBS Educator, Ivy Publishing, ECCH, Science Case Network, ET Cases, Asian IT Cases Series etc. from where instructors can source teaching cases for their courses. At FLAME, case method of teaching is practiced across all its schools. Many of the FLAME faculty members use the case method of teaching in their courses and have prior exposure to the craft of case writing and research. The Center's mission is to "Emerge as a well-known repository of quality cases by 2025 in all such professional disciplines which are taught at FLAME and where case method of teaching can be successfully deployed." For any queries related to FCCD, please contact

Prof. Manoj Kumar

manoj.kumar@flame.edu.in or +91-7757011202.

ET CASES


ET Cases' – an initiative of Times Centre for Learning Limited (The Times of India Group, India's oldest and biggest media conglomerate) – mission is to enable effective and efficient classroom delivery. The driving force and practiced advocacy at ET CASES is co-creation – creating value for the management fraternity – faculty from business schools, practicing managers from a wide spectrum of companies and industries, or aspiring managers – through seamless collaboration and value sharing, to enable efficient and effective decision making.

ET Cases aims at innovating pedagogical platforms and bring these to the classrooms to bridge the gap between academia and business.

GET IN TOUCH

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