



Foundation for Liberal and Management Education (FLAME)

FLAME CASE CONFERENCE

**JULY 10-JULY 11, 2015
FLAME CAMPUS, PUNE**

INTRODUCTION

Teaching through cases is an integral part of management education today. Rapidly changing technology and evolving needs of the market place demand efficient resource utilization and critical problem solving skills. Case based teaching allows students to critically appraise their decision making dilemma and give effective solutions.

The FLAME Centre for Case Development (FCCD) invites academicians, researchers and professionals, within and outside India, across disciplines such as management, entrepreneurship, humanities and social sciences to submit their cases for the first FLAME Case Conference.

The FLAME Case Conference (FCC) has the following two objectives. First, is to act as a platform for case writers to improve their cases through the constructive feedback received from the reviewers and conference participants. Second, is to encourage the development of cases dealing with issues faced by Indian organizations.

HIGHLIGHT OF THE CONFERENCE

The scope of the FLAME Case Conference is broad and is not confined only to the functional areas of business management. The Case Conference invites the submission of teaching cases written on any of the disciplines including the fields of business management and social sciences. The conference includes guest lectures and a panel discussion by eminent speakers from reputed organizations such as ET cases and Ivey Publishing.

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. 20000.
- 2) ET Cases – FLAME Young Case Writer Award with a cash prize of Rs. 15000.
- 3) ET Cases – FLAME Case Innovation Award with a cash prize of Rs. 15000.

Further, the cases accepted and presented during the conference will receive a certification of participation from FLAME. For more details please visit <http://www.flame.edu.in/flame-centre-for-case-development>

SUBJECT AREA

FLAME Case Conference invites cases on the following areas:

- Marketing
- Finance
- Human Resource
- Entrepreneurship
- Operations
- Humanities and Social Sciences

The list is indicative of the categories and by no means limits the area of participation.

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 professionals
- Trainers/consultants
- Entrepreneurs

CONFERENCE PROCEEDINGS

All the selected cases will be published in the form of conference proceedings. The copyright of the cases will remain with the author(s) allowing them to publish their case in future.

VENUE & DURATION

The FLAME Case Conference will be conducted at the scenic locale of the FLAME Campus, Lavale, Pune. The FCC is scheduled for July 10th and 11th, 2015.

PARTICIPATION FEES

a) Registration Fees:

The participants who attend and/ or participate in the conference will pay the registration fees as per the given category:

Industry Rs. 3000*

Academicians Rs. 2000*

Students (produce necessary proof) Rs. 1500 *

The registration fee will include conference material, lunch and refreshments.

b) 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. 2000*/- per day per person will be charged from all those who opt to avail of the on-campus accommodation. The boarding and lodging fee includes breakfast and dinner throughout the programme at the FLAME dining facility.

* *Excluding service tax as applicable.*

IMPORTANT DATES

Submission of Case Proposal	January 25, 2015 Case Proposal submission extended to 10th Feb, 2015
Acceptance of Case Proposal	February 15, 2015 Acceptance of Case Proposal extended to 28th Feb, 2015.
Submission of Case	April 30, 2015
Acceptance of Case	May 28, 2015
Registration for the Conference	June 15, 2015
Conference	July 10 and 11, 2015

SUBMISSION GUIDELINES

The author(s) are required to submit an original and unpublished case study depicting a real life situation in management/ social sciences. The cases can be based on primary or secondary data. The cases written with secondary data should mention all the sources of information and take the onus of originality. Any issue of plagiarism will result in disqualification of case from the conference. The participant should ensure that the submitted case has not been submitted or discussed in any previous conference or any public forum. For additional information on case submission please visit <http://www.flame.edu.in/flame-case-conference/submission-guidelines>

NOMINATION

Nomination can be done for this Conference by filling up the attached nomination form sent along with the Conference fee via Crossed DD payable to "FLAME School of Business" at Pune. The Demand Draft along with the nomination form has to be mailed to the undermentioned:

Rahul Gaikwad
FSB Program office (FLAME Case Conference)
Foundation for Liberal And Management Education
401, Phoenix Commercial Complex, 4th Floor,
Bund Garden Road, Opp. Residency Club, Pune - 411001
Contact: 020-6790 6112 / fcc@flame.edu.in

Alternately, you can avail of NEFT Transfer with detailed intimation to us on: fcc@flame.edu.in. Bank A/c & IFSC numbers shall be provided on request.

ABOUT FLAME

FLAME is located in the beautiful valley surrounded by hills. It is an institution of learning where the spirit of FLAME beckons the generations of young and old in pursuit of learning and wisdom. FLAME creates an environment where spirit of inquiry blows like the wind reverberating wisdom of centuries, where the ideas flow and get momentum through dialogues and the minds are ignited to a modus of creativity and innovation. FLAME has four schools: FLAME School of Business, FLAME School of Communication, FLAME School of Liberal Education, FLAME School of Fine and Performing Arts.

FLAME inspires students and participants to dream and then make the dreams translate into reality. FLAME emphasizes experiential learning and through discovery mode of research generates new knowledge and theoretical frameworks. FLAME governs itself by five values: Ahimsa, Guru-Shishya Parampara, Respect for Human Dignity, Ecological Balance, and Humility. The philosophy of FLAME is anchored in the concept of Liberal Education to value the institution of family, the social relationships, the institutions of society and community and most important learning through life. FLAME invites you to an experience of co-creating a learning environment of creativity, innovation and excellence.

ABOUT FLAME SCHOOL OF BUSINESS

FLAME School of Business is rooted in liberal education. It's anchored in knowledge. It's a leap towards tomorrow. Because we understand that today, change is all around us. What once was a comfortable rate of change has now become fast-paced. Our program offers a curriculum that is tailored for the ever evolving, constantly changing globalized business environment of today. Throughout the program, students develop the fundamental skills and knowledge that managers need to lead complex organizations. The programs offered by the school cover all the areas in management sciences such as marketing, finance, accounting, organizational behavior, business policy and strategy, operations management as well as areas in humanities, social sciences, foreign languages, creative arts and sports for a well-rounded and holistic development of the students.

FLAME CENTRE FOR CASE DEVELOPMENT

The Case method of teaching has gained popularity in the disciplines of Education, Law, Medicine, Management, Psychology, Sociology among other. There are several popular case repositories like HBS Educator, Ivy Publishing, ECCH, Science Case Network, ET Cases, Asian IT Cases Series to name but a few 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 Centre'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."

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 an 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 the academia and business life.

ADVISORY COUNCIL

Prof. Indira J. Parikh
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Prof. P. M. Shingi
Prof. Achyut Vaze

Prof. Christina Furtado
Prof. Rajneesh Krishna
Prof. Vinod Vidwans

CONFERENCE COMMITTEE

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ORGANISING COMMITTEE

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Get In Touch

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