



**Amity University Uttar Pradesh
Sector 125, Noida (U.P.) India**



AMITY BUSINESS SCHOOL
Organises

RENVOI 2017

Case Study Competition

Theme: Business Perspectives In Emerging Markets

Date: 30th October 2017

Venue: F3 Block, Seminar Hall



RESEARCH PARTNERS
Indian Academicians and Researchers Association

**PROGRAM
CHAIRPERSON**
(Prof.) Dr. Sanjeev Bansal
Dean- FMS,
Director-Amity Business School

**PROGRAM
CO- CHAIRPERSON**
Dr. Vijit Chaturvedi

**PROGRAM
CONVENER**
Dr. Parikshit Joshi

AMITY UNIVERSITY

Amity University was established under the aegis of Ritnand Balved Education Foundation, a Non-Profit Education trust. It is the leading education group of India with over 1,25,000 students studying across 1000 acres of hi-tech campus. Amity University, Uttar Pradesh is Ranked as No. 1 Not-For-Profit Private University and NAAC 'A' grade accredited. Amity is proud to have 4,500 strong faculty and leading corporate professionals, as visiting faculty, who share rich industry experience with students. We are a research and innovation driven university with more than 700 patents, 300 government funded projects and 1265 case studies.

OUR VISIONARIES

Hon'ble Founder President

Dr Ashok K. Chauhan

**Chairman, AKC Group of Companies
Ritnand Balved Education Foundation
(RBEF: The Foundation of Amity Institution &
the Sponsoring Body of Amity Universities)**



Hon'ble Chancellor

Dr. Atul Chauhan

Chancellor, AUUP

CEO, AKC Group Of Companies

President, Ritnand Balved Education Foundation

Hon'ble Vice Chancellor
Prof. (Dr.) Balvinder Shukla
Vice Chancellor, AUUP
Professor of Entrepreneurship
& Leadership



AMITY BUSINESS SCHOOL

We at Amity Business School share a passion for excellence. Being Internationally acclaimed and accredited has fuelled our ambitions. ABS is the only Business School in India to attain the accreditation of ACBSP - an International accrediting organization that reviews the quality and integrity of Business Degree Programmes and is conferred with "Palmer Award" by Wharton. ABS has recently received 'Education Baron Award' by Discovery Education Media Pvt. Ltd and has been consistently ranked amongst the best B-Schools in India by reputed organizations. Amity Business School (ABS) has been ranked in top 10 Business Schools of India in the Times B-School Rankings published in 2017



VISION

*ABS endeavours to be an institute committed towards **innovation, knowledge - sharing** openness and **entrepreneurial** skills for developing a new generation of **global managers**. ABS shall continue to hold passion for knowledge, **teamwork** and a **caring attitude**.*

MISSION

*To develop the **personality** of students by making them not only **excellent professionals** but also good individuals, with understanding and regards for **human values**, pride in their heritage and culture, a sense of **right and wrong**, and yearning for **perfection**.*

(Prof.) Dr. Sanjeev Bansal
Dean - FMS
Director - Amity Business School

RENVOI 2017

Renvoi is a case study competition that provides a platform to deliberate upon complex business situations demanding an innovative and re-inventive approach thus ensuring business sustainability. Since the world economy today is witnessing greater complexity, interdependency, velocity, transparency and diffusion of power another megatrend currently reshaping the world is the increased importance of emerging markets in terms of policy ,international cooperation and political blocks.Thus , cross exchange of views on strengthening business practices becomes crucial.

The objective and rationale of the Case Study Competition will be on understanding the strategic perspectives of various organizations globally to strengthen its sustainability in the Emerging Market economy.

TARGET PARTICIPANTS

- **Corporates**
- **Academicians**
- **Research Scholars**
- **Students**

Attractive Cash Prizes. All accepted cases will be published as a Book with an ISBN Number from an International Publisher of repute. Selected papers after review will be published in a UGC listed journal with ISSN No.

PROGRAM FEE

(Is Inclusive Of)

Corporates	(Rs. 2500)
Academicians	(Rs. 2000)
Research Scholars	(Rs. 1500)
Students	(Rs. 1000)

(All participants should get themselves registered on the day of workshop)

- Exclusive workshop on:
"Case Study Development"

Date - 13th Oct'17

Time - 2:00 p.m to 5:00 p.m

Venue - F2 Block Seminar Hall 204

IMPORTANT DATES

* Last day of submission of proposal of case study	12th Oct'17
* Intimation of acceptance / Revision of case study	15th Oct'17
* Submission of final case study	21st Oct'17

GUIDELINES FOR CASE STUDY

- * Case Manuscripts should contain original work of author/s, which has not been published elsewhere , similarity not more than 10%.
- * Case study should be typed in MS Word between 2500-3000 words, 1.5 spacing with 12 point Times New Roman Justified.
- * There should be a separate cover page bearing name/s, designation/s and organization, contact number and address of author/s.
- * The case should begin with Abstract between 200-250 words with 5-8 keywords arranged in alphabetical order.
- * Tables, figures and diagrams should be within the text and references should be in APA style.
- * Please mail your case studies at : amityrenvoi2017@gmail.com
cc to vchaturvedi@amity.edu, pjoshi3@amity.edu

PARAMETERS FOR EVALUATION

* Genesis	Identification of Significant Problems/Situations/Issues/Processes
* Clarity	Adequacy and quality of information and data
* Generalization	Realism and effectiveness
* Sufficiency	Completeness, complexity, and focus; Illustration of Ideas, Concepts, Processes
* Lucidity	Organization, Readability, and Style of presentation; Citation of Secondary Sources

REGISTRATION FORM



RENVOI 2017



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Amity Business School, Noida

Amity University Uttar Pradesh

Corresponding Author : _____

Designation/Organization: _____

Contact No : _____

Email ID : _____

Paper Title : _____

Author 1 : _____

Author 2 : _____

CATEGORY

Corporate ()

Academician ()

Research Scholar ()

Student ()

PAYMENT DETAILS

DD / Cash : _____

Dated : _____

Bank : _____

Amount : _____

Date

Signature



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AMITY BUSINESS SCHOOL**

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RESEARCH PARTNERS

Indian Academicians and Researchers Association

Facebook page: <https://www.facebook.com/Amity-Renvoi-2017-128250951162266/>

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CC to vchaturvedi@amity.edu, pjoshi3@amity.edu

For any queries, Contact: 9810650829, 9719945689

STUDENT IN-CHARGE

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FACULTY IN-CHARGE

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