

CONDUIT: Research Paper / Case Study Competition

Amity Business School, Noida, conducted Conduit on 30th September, 2021. Due to the ongoing corona pandemic, the Conduit 2021- Research Paper/Case Study competition was held on MS Teams. This competition provided a platform for all students to showcase their Independent Research studies that they had carried out under the supervision of their faculty/industry mentors. The research papers/case studies that were presented covered a wide range of topics from the Domains of Finance, Marketing & Sales, Human Resource, Operations, and General Management, as well as topics relevant to Covid 19, and all of these topics were discussed in depth. The papers that took part in this competition were divided into 5 tracks namely as :

- Track 1: Marketing, Retail and International Business
- Track 2: Marketing, Retail and International Business
- Track 3: Banking, Insurance and Finance
- Track 4: Operations, Finance and General Management
- Track 5: Human Resource Management