

Annual International Case Study Conference: Renvoi-2022

As per the vision of Hon'ble Founder President to make Amity a Research & Innovation driven University, Amity Business School in its own humble way organized its **Annual International Case Study Conference: Renvoi-2022** on 17th and 18th November'2022 in hybrid mode.

The annual international Case-Study Conference "Renvoi - 2022" with the theme "**Cases: An effectual Pedagogical tool for students up-skilling and industry readiness**" was aimed to provide broad coverage and dissemination of foundational research, where participants got an opportunity to present and publish their original research cases, exchange their views and to network in the forum.

Participation was invited from Industry, Academicians, Research scholars and Post Graduate Students in the form of Case Studies.

Inaugural session: The inaugural session of Renvoi 2022 was held on 17th November 2022. Event was introduced by Dr. Lakhwinder Kaur Dhillon, the Co-Convener of the program. This was followed by Dean FMS & Director, Amity Business School and Convener Renvoi 2022 welcoming the Guests, Faculty and Participants.

Guests during Inaugural session:

- **Ms Vicky Lester, CEO, The Case Centre, UK**
- **Dr. Virginia Bodolica, Professor, Management, American University of Sharjah & Associate Editor, Emerging Markets Case Studies Journal, Emerald Publishing**
- **Hon'ble Vice Chancellor Dr. Balvinder Shukla**

Ms Vicky Lester, CEO emphasized on the best practices of case study method that can bridge the gap between the industry and academia. Further, Dr. Virginia Bodolica, Professor, Management, talked about current practices in academics, era of premature publication, era of networking and era of Interdisciplinarity. She talked about 4 Ts of Competencies - Trailblazing, Tool Making, Translation and Teamwork. Vice Chancellor, Prof (Dr.) Balvinder Shukla welcomed the keynote speakers and reemphasized on the cases as they are the best tool for better understanding of Industry dynamics. In the end, Dr. Vinamra Jain Co-Chair Renvoi'22 proposed vote of thanks.

Technical sessions commenced at F3 MDP room 10.00 AM on 18th November'22 with a total of 26 case studies presented with reference for Student up-Skilling and Industry Readiness. These cases presented diverse management issues ranging from work life balance, job layoffs, evolution of start-up's, moonlighting, corporate acquisitions, corporate failures, market research and skill enhancement. Session inferred with the tangled case study on Twitter.

Valedictory Session of Renvoi 2022 was held on 18th November, 2022 at 16.35 PM in F3 Seminar Hall. Winners of the event were Manish Agarwal and Monika Agarwal. Jury members were also felicitated by Dean FMS & Director ABS, Dr Sanjeev Bansal. Renvoi, 2022 was concluded with a vote of thanks by Dr Lakhwinder K. Dhillon, Co-Convener.

The website address of Renvoi 2022 is : www.amity.edu/abs/renvoi2022

Glimpses of event are appended below:

case centre

Renvoi case study conference 2022

The Case Method: An effectual pedagogical tool for students upskilling and industry readiness

 **Vicky Lester**
CEO, The Case Centre
vicky@thecasecentre.org

Vicky Lester

AI BUSINESS SCHOOL



Ms. Vicky Lester
CEO
The Case Centre

case centre

inaugural Session - Renvoi 2022

Today's Reality (for an Academic)

- Era of premature publication:**
 - Select topics wisely during PhD studies & after
 - Convert PhD course assignments into articles
 - Convert PhD thesis into journal articles
 - Choose 3 articles option for PhD (vs thesis)
- Era of networking:**
 - Collaborate with members from PhD committee & others you meet at conferences
 - Connect, network, communicate, reach out...
- Era of cross-disciplinarity:**
 - Pick innovative topics that are most likely to attract attention
 - Work with experts from different backgrounds & disciplines

Dr. Vinamra Jain

MP

17:26 17-11-2022

