

CASE STUDY COMPETITION

DURING
5th INTERNATIONAL
CONFERENCE ON
ENTREPRENEURSHIP,
INNOVATION & LEADERSHIP
(ICEIL-2023)

14th -16th September 2023



Knowledge partner: IET

SDGs Outreach Partner:  United Nations
Global Compact

Supported by: Coforge



Amity University Uttar Pradesh is organizing its 5th International Conference on Entrepreneurship, Innovation and Leadership (ICEIL - 2023) on the theme "Nextgen Tools and Strategies for Business growth in Industry 5.0" from 14th – 16th September 2023 at Amity University Noida Campus, Uttar Pradesh, India.

A case study competition is being organized around the conference theme to facilitate a broader horizon into the application drawn in from various industry and academia scholars, experts and thinkers.

ABOUT THE CASE STUDY COMPETITION

Entrepreneurs are fast moving and shaping the local, regional and global economies. For the economies to continue towards delivering shared prosperity and in creating work opportunities, innovation and entrepreneurship become the central issue for discussions. The incumbent entrepreneurs are critical to this process. They have a wider role to play in addressing and caressing on the Nextgen Tools and Strategies for Business growth in Industry 5.0'. Each entrepreneur has his/her own story of their entrepreneurial trajectory.

Each entrepreneur is at a different stage of their business's journey, and for each of their businesses, evolution will be different. It is time for them to seek the growth stage in the industry 5.0 perspective and accelerate. The International Conference on Entrepreneurship, Innovation, and Leadership is a open discussion platform where the convergence of entrepreneurs and entrepreneurial ideas unfold.

This year the case study competition would be organized around the conference theme where three 'Best Entrepreneurial Stories' would be awarded.

This case study competition aims to provide a platform to:

- Identify, deliberate and share a report of an organization's implementation of a practice, product, system or service
- Share real-world business solutions or examples that illustrate a particular problem or principle in detail and
- Showcase the impact of innovative approaches to sustainability at the intersection of corporate profitability, society and environment.

CALL FOR CASES

Original primary and secondary research based unpublished abstracts and cases are invited

WHO CAN PARTICIPATE?

- Entrepreneurs engaged in start-ups and stand-ups across functional areas/domains.
- Entrepreneurs running social ventures across functional areas/domains.
- Entrepreneurs running family businesses across functional areas/domains.
- Entrepreneurs running non-government organizations across functional areas/ domains.
- Academicians in partnership with entrepreneurs across functional areas/ domains.
- Amity Alumni who have their own start-up or ventures.
- Amity Alumni in partnership with entrepreneurs across functional areas/ domains.
- Research Scholars in partnership with entrepreneurs across functional areas/ domains.
- Students in partnership with entrepreneurs across functional areas/domains.

TEAM SIZE

Participants can choose to participate individually or in a team of two or three.



CASE DOMAINS

The participants can submit case studies as per the case domains listed below. The list is only suggestive.

- Drivers, barriers, and success-factors of industry 5.0 entrepreneurship
- Venture patterns of industry 5.0 entrepreneurship
- Cyber-physical cognitive entrepreneurial systems
- Determinants of industry 5.0 entrepreneurial activity and innovation capacity
- Eco-innovation ecosystems in the industry 5.0 across functional areas/domains
- Marketing strategies and innovation in the industry 5.0 across functional areas/domains
- Nextgen Tools and Strategies for Business growth in industry 5.0
- Creative and efficient business models
- Smart Technologies and future of the industry 5.0 across functional areas/domains.
- Shareholder to Stakeholder value creation.
- Drivers of innovation, entrepreneurship, and change
- Entrepreneurial, innovative, sustainable, and resilient ecosystems
- Green and smart manufacturing systems
- Autonomy and privacy issues in the industry 5.0
- Women entrepreneurship across functional areas/ domains
- Foresightedness by Start-Ups to create smart social factory.
- Anticipating changes in Artificial Intelligence (AI) driven world
- Responding to disruptions in industry 5.0 perspective
- Adaptation by higher educational institutions in lieu of industry 5.0
- Technology driven firms and their disruptive strategies towards growth trajectory.
- New public policies for creative, collaborative, and sustainable spatial units
- Smart cities and open data
- Spatial collaboration and environmental innovation
- Mass customization initiatives
- Collaborative entrepreneurial culture
- Urban entrepreneurship versus rural entrepreneurship.
- Family entrepreneurship across functional areas/ domains



BENEFITS

- There will be a publication opportunity given to the selected cases of participants in an edited book with ISBN no.
- All participants would gain an opportunity to interact with academicians, students, entrepreneurs, researchers and business leaders across sectors.
- These cases could be used as references in academia/corporates for students and would provide learning for Next Generation Business Leaders.
- These cases may provide insights with respect to entrepreneurial and business acumen, strategic thinking, teamwork, problem-solving skills etc. being practiced across diverse sectors.
- These cases would also help the reader organize their thinking around an integrative planning framework and for making optimum decisions across functional areas.
- These cases would further benefit the readers for cross-learning between organizations.
- All participants shall get Participation Certificates.

PRIZES

The top three winners will get Merit Certificates and one-year free membership of TiE -Delhi NCR.

FORMAT FOR THE CASE STUDY SUBMISSION

The format of the Case Study for submission should include –

FIRST PAGE

- Title of the Case
- Authors Name
- Designation and Affiliation
- Name of Venture
- Sector of Venture or Functional domain
- Specialization Area
- Location of the Venture
- Age of the Venture

SECOND PAGE

Abstract

- Abstract for 500 words with 4-5 keywords, with a page break followed by complete case.

THIRD PAGE

The complete case should have the following heads. However, these headers are only Suggestive.

- Clear purpose of the case
- Sector and/or Functional Area in which the case is written.
- Storyline of the Company/Start-up/ Business etc.
- Major Milestones, Challenges, Cheer Points, Landmark or Findings (if any)
- Business model (used/derived/made, if any) or research methodology used (if any),
- Future of scaling business and implications
- Learnings and reflections from the entrepreneurial experience

SUBMISSION FORMAT

The Complete text should be in between 4000-6000 words inclusive of tables and annexures

- A-4 size paper setting on Microsoft word,
- Font size 12,
- Times New Roman,
- 1.5-line spacing submitted in MS-word.
- Short listed cases will get an opportunity to present their cases in front of a panel of judges, which will include senior executives from leading corporations and academicians.
- Please submit your case study abstract by email to anarula@amity.edu with the subject line "Amity University: Case Study Competition - 5th ICEIL 2023".

IMPORTANT DATES

Last Date of Abstract Submission	8 th September, 2023
Acceptance Notification	11 th September, 2023
Last date for Full Case Study Submission	8 th September, 2023
Last Date of Registration	12 th September, 2023

REGISTRATION FEE

Each participant / team must Register as per the following categories:

CATEGORY OF PARTICIPANT	REGISTRATION FEE (INR)
Entrepreneurs	1500
Academicians & Research Scholars	1000
Alumni & Students	500

* Applicable Taxes Extra.

Registration link:

<https://www.amity.edu/iceil2023/registration.asp>

FOR ANY FURTHER DETAILS / QUERIES, PLEASE CONTACT

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