HR CASE STUDY
WRITING COMPETITION 2014–15

Friday, 27th February 2015, Mumbai
EdgeFarm is a Case Study Writing Competition that brings together the Academia and Human Resources functions in Corporate to encourage Experiential Learning and Research in the field of Human Resources and Industrial Relations. In a country where Human Resources are our most valuable asset there is a need of create a relevant corporate and management stories through comprehensive case studies that help inculcate a culture of research and a favourable atmosphere to encourage practical education and knowledge sharing in the B Schools.

EdgeFarm is designed as a platform to meet and learn from the best in the business and get felicitated by eminent thought leaders from the industry. The competition encourages sharp ideas and fresh insights into the complex world people practices within businesses and integrating them into a blueprint for the sector.

The Case Study Writing Competition is based on specific topics, under which entries will be solicited and evaluated. The 8 best entries will get an opportunity to be presented to an eminent jury, followed by the felicitation of top 3 case study authors. The findings of this contest will be presented to a larger academic audience to encourage innovation in teaching and serve as a catalyst to facilitate Industry - Institute interaction.

Objective
To encourage and promote the development of high-quality HR academic knowledge repository related to the transitional and emerging economies, and further promote the development of case-writing capabilities in the country.
Value to Corporate

Case Studies are simple testimonials establishing a company’s reputation

Case Studies are often a story from Start to Finish and a powerful advertisement to gain recognition

Case Studies include real numbers and are often real time achievements of a company

Case Studies talk about specific strategies and appeal to different types of learners

Case Studies are an extremely cost effective multi functional marketing tool

Case Studies help in creating visibility of your organization among your future talent pool.

Highlights

Best Case Studies to be short listed for publication and sharing with Corporate India and academicians

Companies involved are required to include appropriate signed permissions from Case Protagonists, e.g. CEO, company directors or any authorized employee, granting full permission to publish the Case.

Criteria for Judging Cases

Case Quality accounts for 70% of the overall weight assigned for judging a case and would include the following -

- Ability to satisfy learning objectives.
- Accuracy of research and data presented.
- Presentation and Writing Style.
- Versatility of Usage.

The Teaching Note accounts for 30% of the overall weight assigned for judging a case and would include the following -

- Case Synopsis
- Description of underlying issues.
- Suggested assignment questions.
- Suggested teaching approach and session plan.
- Analysis of alternative solutions and the suggested solutions.
The Case Study Writing on Human Resource Management is to focus on any of the following areas:

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<thead>
<tr>
<th>Organizational Design and Workforce Planning</th>
<th>Talent Acquisition</th>
<th>Talent Development</th>
<th>Talent Engagement</th>
<th>Organization Transformation</th>
<th>Employee Relations / Industrial Relations</th>
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<tr>
<td>Structuring</td>
<td>Diversity</td>
<td>Inclusive growth and Diversity</td>
<td>Corporate Social Responsibility</td>
<td>Merger &amp; Acquisition</td>
<td>Productivity increase through union settlement</td>
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<td>Restructuring</td>
<td>Mobility</td>
<td>Succession Planning</td>
<td>Employer Branding</td>
<td>Customer Centricity</td>
<td>Rationalisation leading to learn manufacturing process as a part of a union Negotiations</td>
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<td>Human Resource Planning</td>
<td>Start-up</td>
<td>Career Planning</td>
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<td>Building Progressive initiatives, workers and their benefits</td>
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<td>Performance Management</td>
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<td>Human Resources Audit</td>
<td>Greenfield / Brown Field</td>
<td>Alternate Learning</td>
<td>Alternate Performance Management Systems</td>
<td>Employee Productivity</td>
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<td>Human Resources Data Analytics</td>
<td>Cross Cultural Management</td>
<td>Manager Capability</td>
<td>Transgeneration Management</td>
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<td>Human Resource Information Systems: Big Data</td>
<td>Impact of Social Media on Talent Acquisition</td>
<td>Crucial Conversations</td>
<td>Employee involvement in a change management situation</td>
<td>Partner Capability</td>
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<td>Team Dynamics</td>
<td>Negotiations</td>
<td>Assessment and Development Centres Coaching and Mentoring</td>
<td>Organization Development Institutionalising Cultural Change Change Management</td>
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<td>Work Design</td>
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Eligibility:
- Fulltime faculty members of Academic Institutions
- Part time faculty members if, employed as part time faculty members of the Institution.
- Faculty members may opt students as co-authors but the conference presentation and participation will be limited to academicians.
- Number of authors limited to a maximum of four member

Guidelines for Case Submissions:
- An author can submit a maximum of 3 cases, written either individually or jointly.
- Per Institution the total number of entries should not exceed 9.
- The case and the teaching note must be the original work of the author(s).
- The author(s) must submit the 'Intent to participate form', through email by 10 December 2014. This form should clearly communicate - the collaborating organization, the decision situation and contextual setting in brief.
- Each case must accompany a ‘Teaching Note,’ failing which the submission would be rejected. (Please refer to the ‘Content of Case Study’ section for more information on teaching note).
Content of Case Study

CASE STUDY

- The case must be based on life situation in an organization.
- The size of the organization will not affect the case selection.
- Provide a lively description of the decision situation and involve case protagonist and other characters come in insightful dialogues. It would also be helpful if the insights of the organization details like, the revenue turnover, the number of employees, the location, the industry, the product and other relevant details, are given in the introduction.
- Relevant facts and data to be presented with all details required for a meaningful analysis (To be included charts/tables/graphs as exhibits if required)
- The different dimensions of the decision problem to be described and include multiple perspectives included to make the case an interesting learning experience.
- Any signals of a preferred analysis or solution in the case to be avoided.
- Case in third person, past tense and active voice.
- Simple language to be used and use of jargon (if at all required) to be kept to a minimum.
- The full case, including all appendices should NOT exceed 25 pages of text and exhibits. The submission should adhere to the formatting style given below.
- Formatting Style - Font - Times New Roman; font size – 12; line spacing – 1.5 with one-inch margin all around. Font for title of the case 14 Times New Roman Bold, headings and sub-heading 12 Times New Roman Bold
- Citations for any information extracted from an external source (the references into the body copy of the case, i.e. numbered in the text, with a footnote on the same page to be provided)

Teaching Note

The Teaching Note must include the following:

- Case Synopsis (keep it brief)
- Target Audience (Programmes where the case can be taught – e.g. MBA, Exec. MBA)
- Learning Objectives of the case (list the concepts sought to be taught using the case and courses wherein the case can be used).
- Teaching Approach/ Session Plan (to help faculty guide the case discussion).
- Possible questions for class discussion/assignment.
- Suggested answers to those questions.
- Suggest additional readings (if any).

Please note that any analyses/answers/solutions presented in the teaching note must only be based on the information provided in the case and NOT on any information that is new/unknown to the case.
EdgeFarm - CII WR HR Case Study Writing Competition

Submission Deadlines

(Intent to Participate) Form
Intimation to Participate in the ‘Case Methodology and Case Writing Workshop’
Final submission of the Case and the Teaching Note

General Guidelines

Regional Case Study Workshops:
Workshops to be conducted by WeSchool Faculty.
All details regarding the workshops to be shared via mail.

Process at a Glance
Step 1
Submission of Participation Intent Form 10th December 2014

Step 2
Regional workshops at Delhi, Mumbai & Bengaluru To be intimated via mail

Step 3
Submission of Case Studies and Teaching Note 30th January 2015

Step 4
Announcement of the top 8 Case Studies 20th February 2015

Step 5
Jury Meeting and Recognition Finalization 27th February 2015

Rewards
Cash Prizes + Recognition for the Top 3 Case Studies
1st Prize - Rs 1, 00,000/-
2nd prize - Rs 50,000/-
3rd prize - Rs 25,000/-

Organizing Committee
Mr T. K. Srirang, Chairman, CII WR HR Sub-Committee & Senior General Manager and Head HR, ICICI Bank
Mr Sanjay Jorapur, Chief Human Resources Officer, Hero MotoCorp
Mr Marcel Parker, Director and Chief Mentor, IKYA Human Capital Solutions
Prof. Vijayan Pankajakshen, Dean–HR & Industry Academia Interface, WeSchool
Ms Rani Desai, Chief People Officer, Deloitte
Ms Shalini Kamath, CEO Coach and Founder and CEO, SK & Associates
Mr Ajay Soni, Chief Learning and Leadership Development Officer, Aditya Birla Group
Mr V K Verma, Advisor, Group HR, Tata Sons
Mr R Nanda, Vice President and CHRO, Tata Chemicals Ltd.
Dr Sonia Mehrotra, Associate Professor Centre of Excellence for Case Development, WeSchool
Mr Subramanya Desai, Head of Talent Acquisition, Crompton Greaves Ltd.

The Jury will be constituted who will evaluate the final 8 case studies and arrive at the final top 3 winners of the case study.

For registration, please write to: edgefarm@cii.in
For further information, please contact:
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The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India’s development process. Founded in 1895, India’s premier business association has over 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme of ‘Accelerating Growth, Creating Employment’ for 2014-15 aims to strengthen a growth process that meets the aspirations of today’s India. During the year, CII will specially focus on economic growth, education, skill development, manufacturing, investments, ease of doing business, export competitiveness, legal and regulatory architecture, labour law reforms and entrepreneurship as growth enablers.

With 64 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.