



SVKM'S NMIMS CASE STUDY CONFERENCE 2024

THEME

**Navigating Through TUNA (Turbulent - Uncertain - Novel - Ambiguous):
Implications for Business and Society**

Date

1st & 2nd March 2024

Mode

Online

✉ csc2024@nmims.edu

📍 SVKM's NMIMS, Navi Mumbai

PATRONS

Shri Amrish Patel

Chancellor,
SVKM's NMIMS

Dr. Ramesh Bhat

Vice Chancellor,
SVKM's NMIMS

Dr. Shubhasheesh Bhattacharya

Director,
SVKM's NMIMS, Navi Mumbai

CONFERENCE ADVISORY BOARD

Dr. Alok Kumar Rai

Vice Chancellor,
University of Lucknow

Dr. Madhvi Sethi

Professor and Director,
SIBM Bangalore

Dr. Srinivasan R. Iyengar

Director,
JBIMS Mumbai University

Dr. Amitabh Kodwani

Professor,
IIM Indore

Dr. Vasant Sivaraman

Professor,
S P Jain Institute of Management & Research

Dr. Ashish Pandey

Professor,
SJMSOM IIT Bombay

Dr. K.B.L. Srivastava

Professor,
IIT Kharagpur

Dr. Mayank Joshipura

Professor,
SBM, SVKM's NMIMS Mumbai

Dr. Sonali Bhattacharya

Adjunct Professor,
SCMHRD Pune

Dr. Amarpreet Singh Ghura

Associate Professor,
Flame University

ORGANIZING TEAM

Dr. Manjari Srivastava

Convener

Dr. Bharath Supra

Member

Dr. Jinal Sameer Shah

Member

Dr. Mukund Madhav Tripathi

Member

Dr. Preeti Gupta

Member

Dr. Arun P A

Member

ABOUT SVKM'S NMIMS, NAVI MUMBAI

Always socially conscious, the Shri Vile Parle Kelavani Mandal (SVKM) made the decision to cater to the rising demand of management institutes in the country. This led to the birth of the Narsee Monjee Institute of Management Studies. What started with a humble beginning in 1981, Narsee Monjee Institute of Management Studies (NMIMS) has today emerged as a globally reputed multi-disciplinary University with 8 campuses at Mumbai, Shirpur, Bengaluru, Hyderabad, Indore, Dhule, Chandigarh and Navi Mumbai and 17 constituent schools.

NMIMS, a Deemed to be University, proudly spans nationwide campuses, providing diverse disciplines to over 17,000 students. Renowned for its consistent academic quality, research focus, top-tier faculty, and robust industry connections, NMIMS stands as a prime center of educational excellence and research. The university's commitment to international standards is evident through initiatives in program development, curriculum, global linkages, placements, and comprehensive student development. Emphasizing the cultivation of a scientific spirit and leadership qualities, NMIMS envisions its students as future change-makers and responsible citizens.

Situated in the tranquil environs of Kharghar, SVKM's NMIMS Navi Mumbai campus offers world-class learning infrastructure. Hosting programs in Management, Technology Management and Engineering, Hospitality, Economics, Commerce, Law, Science, and Psychology, the campus is dedicated to providing interdisciplinary and market-driven education. The strategic location in the Mumbai Metropolitan Region (MMR) further enhances the campus's outreach and impact.

ABOUT THE CONFERENCE

Theme:
Navigating Through
TUNA (Turbulent- Uncertain-Novel-Ambiguous):
Implications for Business and Society

In the complex and ever-evolving landscape of the modern world, businesses and societies grapple with TUNA conditions: Turbulent, Uncertain, Novel, and Ambiguous. This academic case conference serves as a critical exploration of the far-reaching consequences of TUNA for both business and society.

Turbulence characterizes the constant shifts in the global arena, driven by factors like economic fluctuations and technological advances. The conference investigates how organizations cannot only endure these turbulent times but harness opportunities within them. Uncertainty profoundly influences decision-making and strategic planning. Here, we delve into strategies for managing uncertainty, such as scenario analysis and probabilistic decision-making, to empower organizations to thrive amidst unpredictability. Novelty and innovation are pivotal drivers of progress, necessitating creativity and fresh perspectives. Ambiguity can lead to misinterpretation and confusion, making clarity and effective communication imperative.

Attendees will dissect the role of innovation in addressing novel challenges and seizing emerging prospects. By addressing TUNA conditions comprehensively, the event aims to guide businesses and societies towards resilience, adaptability, and informed decision-making, contributing to a more sustainable and innovative future.

CONFERENCE OBJECTIVES

- To create a conducive ecosystem that fosters research activities among diverse stakeholders.
- To facilitate learning and sharing opportunities for the industry and academia, by showcasing their novel/innovative ideas and actions for addressing their specific challenges.

IMPORTANT DATES

Description	Dates
Manuscript plus Teaching note submission (in Word file only)	15th January 2024
Acceptance Notification	30th January 2024
Registration	5th February 2024
Pre-Conference Workshop (Online)	1st March 2024
Conference (Case Presentation: Online)	2nd March 2024

REGISTRATION

Presenters/Participants*	Fees**
Academicians/Industry Practitioners	Rs. 1416/-
Research Scholars/Students	Rs. 708/-

Note: In case of co-authored case studies, all the authors need to pay the registration fee to get certificate of presentation.

*Attendees without case submission to the conference, will get certificate of participation.

**The price is inclusive of 18% GST.

The registration fees remitted shall be deemed non-refundable.

SUBMISSION LINK

Case Study and Teaching Note Submission through Microsoft's Conference Management Toolkit (CMT)
<https://cmt3.research.microsoft.com/NMIMSCSC2024>

ACCOUNT DETAILS

Name of account holder: SVKM'S NMIMS
NEFT IFSC code: ICIC0007277
Bank Name & Address: ICICI Bank, Sector 35 D, Kharghar

Type of Account: Current
MICR Code: 400229280
Account No.: 727705001160

CASE STUDY SUBMISSION GUIDELINES

1. Primary or secondary data based case submission.
2. Case submission with teaching note.
3. Manuscripts should range between 4,000-8,000 words and fit within 20 pages, including figures and graphs. The teaching note should be between 2,000-4,000 words.
4. Manuscripts should include Title, Abstract, Introduction, Main body, Closing section, References, Exhibits, etc.
5. References (APA Style) and Exhibits to be included in the main case within page limit.
6. Font Requirements: **Font size:** 12; **Font Type:** Times New Roman; **Line Spacing:** Single.
7. Authors must ensure that their submission do not violate any copyright issues, and the Turnitin similarity index should not exceed 10%. Submission should include: (a) Full Case Manuscript with teaching note (in Word file only, without authors name and affiliation for the blind review) (b) Turnitin Similarity index report (c) Word document including Case title, Author's name, Affiliation and Author's email id.

TEACHING NOTE

- A context synopsis that provides a suitable description of the case's background, the challenge or dilemma faced, and the academic discipline to which the case is relevant.
- A set of teaching objectives tailored to the intended target audience.
- A research methods section outlining the data sources and methodologies used in developing the case.
- A teaching plan with assignment and class room discussion questions.
- Utilization of up-to-date literature, theory, or research findings to analyze the case study, along with model answers for the assignment questions.
- Optionally, an epilogue that reveals the actual outcomes or developments of the case, if available.

DOMAINS



OPPORTUNITIES

- Abstracts of all accepted and presented cases will be published as 'Book of Abstracts' with ISBN.
- Selected case manuscripts may have opportunity to get published in Scopus, WoS indexed journals.
- Selected case manuscripts will have opportunity to get published in 'NMIMS Compendium of Case Studies' with ISBN.
- Best cases will be suitably awarded.

ORGANIZERS



NAVI MUMBAI

Plot No. 2, near Pethpada Metro Station, Pethapada, Sector 33, Kharghar,
Navi Mumbai, Maharashtra 410210
<https://www.nmimsnavimumbai.org/>