

PSG INSTITUTE OF MANAGEMENT
PSG COLLEGE OF TECHNOLOGY
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Management Case Conference 2021

Management Case Conference 2021, was initiated with the aim of encouraging faculty members to write indigenous case studies. It is a well-known fact that learning is immense when case studies are used as a pedagogic tool in classroom. This has in a way - helped increased student participation in the online learning scenario. The biggest challenge however is the availability of short, concise case studies to suit the different course content. This conference tried to address the same, and was held on Oct 30, 2021 on a virtual mode. The conference was organised by Dr.Kirupa Priyadarsini and Dr.Sakthirama, PSGIM. A pre-conference workshop was organised for the participants of the conference. Prof.Doris John, Sr.Faculty- Research, Amity Research Centre, Chennai, delivered the workshop on writing and publishing business cases. There were 61 cases received for the conference, PAN India, of which 28 cases were from outside Tamilnadu and 3 were from outside India. Cases were presented across 5 tracks – namely Finance, Marketing and strategy, HR and OB, General Management and Entrepreneurship and IT. There were two best case awards instituted at the conference. Ms.Parvathy & Mr.Sriram Maniyadeth from Grant Thornton and University of South London, Won the Best Case Study Award for their case study titled “Is growth in the time of pandemic impossible for start-ups? A case study on tentgram”. Dr.Maran Marimuthu & Mr.Soumya Ranjan Mishra, from University of Teknologi Petronaus, Malaysia Won the Runner up for their case study titled Innovative Soil Management and Value Creation for the Farmers: A Case Study on “MAGRICA” was presented in the valedictory session at the end of the day.