

# KLH UNIVERSITY – GLOBAL BUSINESS SCHOOL, HYDERABAD, INDIA.

## CASE CENTRE OF EXCELLENCE

International Case competition & Conference 1.0

Theme:

*“The Innovation Imperative: Leveraging  
AI to address Contemporary Challenges in Business and Technology”*

 05 –06, September 2025



### **About – KLU Education Foundation (Deemed-to-be University), Hyderabad**

KL Deemed to be University was established in 1980-81, as KL College of Engineering, which was upgraded to KL College of Engineering Autonomous in 2006 by UGC, and was declared as a Deemed-to-be University in 2009 by UGC, MHRD Govt. of India. MHRD declared this institution as Category I Institution. The university ranked 22nd in NIRF ranking 2024 among all universities in India. It has its off-campus centre at Hyderabad, with the approval of UGC & AICTE. The university is offering Engineering, MBA and BBA programmes.

### **KLH University– Global Business School, Hyderabad**

KLH- GBS is one of the premier management schools in India that blends management with technology and offers flexible learning opportunities with attractive features like credit transfer and multiple entries and exit options. We revise the curriculum as per corporate requirements adding advanced Industry accepted courses, application for Business Viz Cloud Computing, AI/ML, Blockchain Technology, R programming, and SAP. Our global academic and industry partners enable students to grab opportunities globally. GBS offers courses in BBA, BBA IT, BBA ACCA, BBA Fintech, MBA– Multispecialisation & BSc Animation.

### **About the Case Conference**

KLHGBS–Case centre of excellence is pleased to announce the 1st edition of Case Writing Competition. We are delighted to announce the launch of the Case Conference 2025, an exciting initiative designed to encourage students, researchers, and professionals to explore critical thinking and problem-solving through the art of case writing. This Conference offers a unique opportunity to create impactful case studies based on real-world business, management, and technology challenges.





## Theme:

The Innovation Imperative: Leveraging AI to address Contemporary Challenges in Business and Technology

Participants are invited to submit original case studies in areas such as:

- Business Strategy and Leadership
- Marketing Innovations & AI
- Digital Transformation and IT Management
- Finance and Corporate Governance
- Human Resource Practices and Competency Management
- Entrepreneurship and Startups
- Sustainability and Corporate Social Responsibility (CSR)
- BFSI /Fintech & Financial Services/Banking.
- Business Analytics
- Operations and supply chain management

## AWARDS AND RECOGNITIONS

PRIZES	CERTIFICATES
1 <sup>ST</sup> Prize Rs10000	The top 3 cases will receive a Certificate of Excellence
2 <sup>nd</sup> Prize Rs.5000	The top 5 cases will receive a Certificate of Merit
All authors of the cases will receive a Certificate of Participation	

## IMPORTANT DATES

Submission of abstract	July 14th, 2025
Communication of acceptance of abstract	July 19th 2025
Case submission opening date	Aug 15th ,2025
Case submission closing date	Aug 30th ,2025
Final intimation of selected Casestudies for presentation	Sep 1st ,2025
Case Conference	5th - 6th Sep,2025

# KEY TAKEAWAYS OF THE COMPETITION

- Chance to win Award of Cash Prizes and get recognised.
- Opportunity to attend free Workshop on Case Development and interact with renowned International Speakers and Prominent Journal editors
- Publication of selected Case Study with Scopus Indexed case journals.
- Publication of all the presented cases in KLHGBS Case Compendium 2025



## REGISTRATION FEE FOR COMPETITION

Category	To avail Early bird discount register on or before Sep 1st,2025		Fees applicable after Sep 1st,2025
	Offline	Online	
Students	500 INR	750 INR	1000 INR
Corporate	2000 INR	2500 INR	3000 INR
Academician	1500INR	2000 INR	2500 INR
Research Scholars	1000INR	1500 INR	2000 INR
Foreign delegates	60USD	100 USD	150USD

- Registration fee includes the cost of conference kit, tea/coffee, snacks, lunch and other organizational expenses.
- Accommodation and Travel cost has to be incurred separately by participants.
- Nomination fees is not refundable; however, participation by a substitute is allowed.



# Submission Guidelines:

The author/s should adhere to the following guidelines:

- All submitted cases should include a teaching note
- The final case study/teaching note should be submitted online in MS Word Format, Times New Roman, Font Size 12, Line Space 1.5, Centred
- While there is no upper limit for the word count, the authors are advised to be judicious and write in a concise, succinct form
- Rather than footnotes, the authors are encouraged to use endnotes
- All the annexures should be numbered and suitably referred to in the main text or body of the case
- The references should be in APA Citation Format
- The secondary information should be from a reputed and verifiable source

## Broad Judging Criteria for the Case and the Teaching Notes:

### Topic/Content

The protagonist and/or the case dilemma focus on alignment with the theme of innovation and the use of AI in addressing current challenges.

### Teaching/Learning Value

Potential to engage students in active learning and offer opportunities to analyze, solve, or reflect on business challenges related to the demonstration of AI's role in creating business or technological value. The case discussion requires higher-order complex thinking, going beyond mere comprehension of the case content.

### Introduction/Overview/Protagonist/Organisation

Outline of the problem to be examined and its ability to raise curiosity and interest among the readers.

Quality of introduction for the protagonist, key decision-makers with their role in the organisation, presentation of contextual information providing parameters or limitations for decision makers.

Relevant background information about the organisation (e.g. mission, revenue statement, culture, geographic location etc.)



## Dilemma

- Early and clear identification of dilemma or the decision point along with specifics and time frame (e.g. having a clear cut-off date or year)
- Potential to discuss the applicability beyond the immediate situation mentioned in the case
- The quality of specific discussion questions to address the issue or solve the case.
- The degree of challenge provided to analyse the situation and the potential to develop multiple or integrative solutions.
- Format/Writing/Teaching Note
- An appropriate length of the case, exhibits and teaching notes which justify the complexity of situational context described in the case.
- Quality and comprehensiveness of teaching note with focus on clear teaching objectives, discussion of specific questions, pedagogy, and case analysis.
- Quality of writing which is free from structural, grammatical, spelling and other typographical errors.

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*Case abstract submission link:* <https://forms.gle/aeWUP4mYo8JPKYrN7>

### Bank Details:

Name of the Bank: **ICICI Bank**

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If you have any questions, please Email: [crc.gbs@klh.edu.in](mailto:crc.gbs@klh.edu.in)

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