

### CRC - Awards Won in Global Case Writing Competitions

1. **Conflicting Business Approaches of Two Generations: The Otsuka Family Showdown**, won the 'Family Business 2016 EFMD Case Writing Competition, organized by EFMD, a global membership organization and accreditation body for quality & impact assessment in management, based in Brussels, Belgium, with offices in Asia and the Americas. Authored by Debapratim Purkayastha and Ranjana Tiwari.
2. **A Sexual Harassment Complaint and the Fallout**, won the 'Dark Side Case Award' at the Academy of Management (AOM) Annual Conference held in Atlanta, Georgia, USA. The Dark Side Case Competition is organized by Critical Management Studies division of AOM. Authored by Syeda Maseeha Qumer, Debapratim Purkayastha and Vijaya Narapareddy (Univ. of Denver).
3. **The Fall of SunEdison – A Solar Eclipse?** won the **Second Prize** in the **Sustainable Finance track** of the oikos Case Writing Competition The oikos Case Writing Competition 2017. Authored by Alok Kavthankar and Indu Perepu.
4. **Bridge International Academies** won the **Third Prize** in the **Social Entrepreneurship track** of the oikos Case Writing Competition The oikos Case Writing Competition 2017. Authored by Manish Agarwal, D. Satish
5. **'Enrich Not Exploit': Can New CSR Strategy Help Body Shop Regain Glory?** was the Runner up in the Corporate Sustainability track in the oikos Case Writing Competition The oikos Case Writing Competition 2017. Authored by Syeda Maseeha Qumer and Debapratim Purkayastha.
6. **Can Huawei Overcome Roadblocks in its Quest for Global Markets?** Won the Nominated Case Award in the 2016 Global Contest for the "Best China-Focused Cases co-organized by CEIBS, the Shanghai MBA Case Development and Sharing Platform and the Global Platform of China Cases. Authored by Hadiya Faheem, G V Muralidhara
7. **Can Starbucks Sustain its High Prices in China?** Won the Nominated Case Award in the 2016 Global Contest for the "Best China-Focused Cases co-organized by CEIBS, the Shanghai MBA Case Development and Sharing Platform and the Global Platform of China Cases. Authored by Debapratim Purkayastha, Benudhar Sahu, S Venkata Sessaiah and Trilochan Tripathy
8. **'Bradley Tilden's Dilemma Following the Alaska Airlines - Virgin America Deal'** came in 3rd place at the 2017 John Molson MBA International Case Competition," held by John Molson School of Business, Concordia University, Canada. Authored by Syeda Maseeha Qumer and Debapratim Purkayastha.
9. **Odisha's Disaster Risk Reduction: Coping with the Challenges of Cyclone Phailin** "Winner in the Project Management Institute (PMI) PMI 2016 Teaching Case Competition" Philadelphia, Pennsylvania, USA. Authored by Hadiya Faheem and G. V Muralidhara.
10. **JBS S.A.: A Latin American Success Story** "Winner in the EFMD Case Writing Competition 2015" in the Latin American Business. Authored by Syeda Maseeha Qumer and Debapratim Purkayastha.
11. **'One Plus: A Chinese Tech Start-up Aiming to Disrupt the Global Smartphone Market'** one of the two final winning cases in the 2015 Global Contest for "Best China Focused Cases," co-organized by the China Europe International Business School (CEIBS), Shanghai MBA Case Development and Sharing Platform and The Global Platform of China Cases. Authored by Syeda Maseeha Qumer and Debapratim Purkayastha.
12. **'World's Largest Retailer in the World's Most Populous Country: Wal-Mart in China'** one of the seven Nominated Cases in the 2015 Global Contest for "Best China Focused Cases" co-organized by the China Europe International Business School (CEIBS), Shanghai MBA Case Development and Sharing Platform and The Global Platform of China Cases. Authored by Geeta Singh.
13. **Dr. Devi Shetty of Narayana Hrudayalaya: Delivering Quality Cardiac Care to the Masses** - Runner-up in the Social Entrepreneurship track 'oikos Case Writing Competition,' organized by Oikos International, Switzerland. Authored by G.V. Muralidhara.
14. **Catalyzing a Shared Sustainable Future: Responsible Banking at Yes Bank** - Runner-up in the Sustainable Finance Track 'oikos Case Writing Competition,' Authored by Debapratim Purkayastha, Benudhar Sahu and Trilochan Tripathy.

15. **Sanergy: Sustainable Sanitation** - Third Prize in the Social Entrepreneurship Track, 'oikos Case Writing Competition,' organized by Oikos International, Switzerland. Authored by Indu Perepu and Geeta Singh.
16. IFC Funding of Dinant Project: Call for Overhaul of Risk Assessment for Sustainable Finance – Second Prize in the Sustainable Finance Track 'oikos Case Writing Competition,' organized by Oikos International, Switzerland. Authored by D. Satish and Manish Agarwal.
17. **KTDAL – Building Sustainability through Inclusion** - Third Prize in the Corporate Sustainability Track, 'oikos Case Writing Competition,' Authored by D. Satish and Nagendra Kumar M.V.
18. **Rahul Yadav: Housing.Com's Maverick Entrepreneur**, Winner of the "USASBE- Baylor Case Writing Award", 2016. Authored by Hadiya Faheem and G. V Muralidhara.
19. **The Turnaround Plan of McDonald's: A Long Way to Go**, Second Prize in the "35th John Molson MBA International Case Competition," held by John Molson School of Business, Concordia University, Canada. Authored by Indu Perepu.
20. **Maggi Noodles in India: The Revival Challenge**, Winner in the Short Case Competition the "35th John Molson MBA International Case Competition," held by John Molson School of Business, Concordia University, Canada. Authored by Alok Kavthankar and Indu Perepu.
21. **IKEA in Russia: Ethical Dilemmas**, Category Winner in the "Ethics and Social Responsibility, The Case Centre Awards and Competitions 2016". Authored by G. V. Muralidhara and Namratha V. Prasad.
22. **Netflix: Leveraging Big Data to Predict Entertainment Hits** – Category Winner in the "Information and Communication Systems Management, The Case Centre Awards and Competitions 2016". Authored by Debapratim Purkayastha and Tangirala Vijay Kumar.
23. **Airbnb: A Disruptive Innovator** – Finalist in the "AESE Case Writing Competition 2016," Authored by Indu Perepu, and Geeta Singh.
24. **Perdue Farm –Differing Values in Different Generations**: First Runner up IBS-PFBI Awards for Best case in Managing Family Business in the International Case Study Conference 2015 organized by IBS Hyderabad in collaboration Parampara Family Business Institute, IBSAF and Universiti Utara Malaysia. Authored by Geeta Singh, Munmum Samantarai, S K Kar.
25. **The Rothschilds: Maintaining 200-year-old legacy of Family Business**: Second Runner up: IBS-PFBI Awards for Best case in Managing Family Business in the International Case Study Conference 2015 organized by IBS Hyderabad in collaboration Parampara Family Business Institute, IBSAF and Universiti Utara Malaysia. Authored by Surojit Mahato.
26. **Chile's Concha y Toro: A Silver Bullet for the Global Market**, "Winner in the EFMD Case Writing Competition 2014" in the Latin American Business. Authored by G V Muralidhara and Namratha Prasad.
27. **A Lapse of Judgment** won the 'Best Conference Case (Silver)' at the North American Case Research Association Annual Meeting, Orlando, Florida, USA. Authored by Syeda Maseeha Qumer, Debapratim Purkayastha and Vijaya Narapareddy (Univ. of Denver).
28. **What's Good for the Goose is Good for the Gander?** won the 'Dark Side Case Award' at the Academy of Management (AOM) Annual Conference held in Vancouver, Canada. The Dark Side Case Competition is organized by Critical Management Studies division of AOM. Authored by Lesley Symons (The Case for Women, UK) and Debapratim Purkayastha.
29. **Dr.Jim Yong Kim's Dilemma: International Finance Corporation and the Tata Mundra Power Plant**, "First prize in the Sustainable Finance Track in the oikos Case Writing Competition 2015". Authored by Manish Agarwal and Debapratim Purkayastha.
30. **Apple and Conflict Minerals: Ethical Sourcing for Sustainability**, "Second prize in the Corporate Sustainability track in the oikos Case Writing Competition 2015". Authored by Adapa Srinivasa Rao and Debapratim Purkayastha.
31. **From Sweatshops to Sustainability: Wal-Mart's Journey in Bangladesh**, "Runners up in the Corporate Sustainability Track of the oikos Case Writing Competition 2015". Authored by Surojit Mahato and Indu Perepu.

32. **Employee Training & Development at Ritz-Carlton: Fostering an Exceptional Customer Service Culture**, “First Prize in the 2014 AESE Case Writing Competition” organized by AESE Business School, Portugal. Authored by *Dr. Rik Paul and Debapratim Purkayastha*.
33. **Corporate Entrepreneurship and Innovation at Google, Inc.**, The Case Centre’s HR/OB category award 2015 organized by The Case Centre, United Kingdom. Authored by *Adapa Srinivasa Rao and Debapratim Purkayastha*.
34. **Xtra Power Energy Systems**, Winner in the 2015 John Molson MBA Case Writing Competition. Authored by *Debapratim Purkayastha, Dr. Jigyasu Gaur and Dr. Rik Paul*.
35. **Building a Business from Nature: Kari W. Block’s Entrepreneurial Journey**, Winner of the award for Best Case in Entrepreneurship tracks in The Case Centre Anniversary Conference 2014. Authored by *G V Muralidhara*.
36. **Copenhagen on Road to a Zero Carbon City**, One of the Three Best Paper Awards, ICSC 2014 Malaysia. Authored by *G V Muralidhara*.
37. **Digital Marketing at Nike: From Communication to Dialogue**, First Prize in the 2014 The Case Award (‘Knowledge, Information and Communication System’ Category), organized by The Case Centre, United Kingdom. Authored by *Debapratim Purkayastha and Adapa Srinivasa Rao*
38. **Lenovo: From Challenger to Leader’**, First Prize in the 2013 EFMD Case Writing Competition (‘Emerging Chinese Competitors’ Category), organized by European Foundation for Management Development, Brussels. Authored by *GV Muralidhara and Ms. Hadiya Faheem*.
39. **Corporate Entrepreneurship and Innovation at Google, Inc**, First Prize in the 2013 AESE Case Writing Competition organized by AESE Business School, Portugal. Authored by *Debapratim Purkayastha and Adapa Srinivasa Rao*.
40. **Customer Retention at Hyundai Motors India Ltd**: CEEMAN/ Emerald Case Writing Competition, organized by The Central and East European Management Development Association (CEEMAN) in cooperation with Emerald Publishing (United Kingdom) 2013. Authored by *Dr. Rik Paul and Debapratim Purkayastha*.
41. **Labor Unrest at Maruti Suzuki India Limited**: “Finalist in the Dark Side Case Writing Competition”organized by the Critical Management Studies Interest Group of the Academy of Management (AOM), USA, 2013. Authored by *Vijay Kumar Tangirala and Debapratim Purkayastha*.
42. **Husk Power Systems: Lighting up the Indian Rural Lives**: “Second Prize in oikos Global Case Writing Competition, (Social Entrepreneurship Track)” organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Manish Agarwal and D Satish*. 2013.
43. **Embedding Sustainability at Novo Nordisk: The Compassion Vs Competitiveness Dilemma**: “Runner-Up in oikos Global Case Writing Competition, 2013 (Corporate Sustainability Track)” organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Debapratim Purkayastha and Adapa Srinivasa Rao*.
44. **Tesco: Losing Ground in the UK?**: “Finalist John Molson MBA Case Writing Competition 2012”, organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Indu Perepu*.
45. **WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers**: “Winner in the 2012 EFMD Case Writing Competition: ‘Best of the Best’ (Overall Winner) category” organized by the European Foundation for Management Development, Brussels, Belgium. Authored by *Hadiya Faheem and Debapratim Purkayastha*.
46. **WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers**: “Winner in the 2012 EFMD Case Writing Competition: ‘Inclusive Business Models’ category” organized by the European Foundation for Management Development, Brussels, Belgium. Authored by *Hadiya Faheem and Debapratim Purkayastha*.

47. **Sony Corporation – Future Tense?** “Winner in the ‘Human Resource Management / Organizational Behavior’ category in the ecch Case Awards 2012” organized by ecch, UK. Authored by *Indu Perepu and Vivek Gupta*.
48. **Meltdown in Iceland: Biggest Casualty of the 2008 Global Financial Crisis:** “Winner in the ‘Finance, Accounting and Control’ category in the ecch Case Awards 2012”, organized by ecch, UK. Authored by *Vandana Guttal and Seshagiri Rao Chaganty*.
49. **Sustainable Development at PepsiCo:** “Runner-Up in oikos Global Case Writing Competition 2012 (Corporate Sustainability Track)” organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Debapratim Purkayastha and Adapa Srinivasa Rao*.
50. **Dr Reddy’s Laboratories: Growing Pains:** “Finalist in the John Molson Case Writing Competition 2012, organized by the John Molson School of Business, Concordia University”, Authored by *Syeda Maseeha Qumer and Debapratim Purkayastha*.
51. **Ethical Breaches at News of the World:** “Finalist in the Dark Side Case Writing Competition” organized by the Critical Management Studies Interest Group of the Academy of Management (AOM), USA”, Authored by *A J Swapna and Debapratim Purkayastha*.
52. **Ethical Leadership: Ratan Tata and India’s Tata Group:** “Third prize in the BLR Case Study Competition” organized by Business Leadership Review, Association of MBAs (AMBA), UK. Authored by *Debapratim Purkayastha*.
53. **Feeding The Hungry Surfers: www.Justeat.in:** “Winner in the ‘Marketing & Strategy’ category in the ICSC2012 organized by IBS Hyderabad in collaboration with ecch and Universiti Utara Malaysia”, Authored by *Debapratim Purkayastha and Rik Paul*.
54. **Feeding The Hungry Surfers: www.Justeat.in:** “Winner of Emerald – IBS Best Emerging Case Study award”, Authored by *Debapratim Purkayastha and Rik Paul*.
55. **The Social Business Journey at IBM:** “Winner in the Social Media and Business Category in the ICSC2012” organized by IBS Hyderabad in collaboration with ecch and Universiti Utara Malaysia. Authored by *Hadiya Faheem and G V Muralidhara*.
56. **Apple Board’s ‘Steve Jobs Dilemma’:** “Outstanding Case”, USA/ North America, Certified Management Accountants at Alberta and North American Case Research Association’s (NACRA) October 2011 Conference in San Antonio, Texas.” Authored by *Debapratim Purkayastha*.
57. **Knowledge Management Initiatives at IBM:** “winner in the 'Knowledge, Information and Communication Systems Management' category in the ecch Case Awards 2011” organized by ecch, UK. Authored by *Indu Perepu, Sachin Govind and Vivek Gupta*.
58. **SKS Microfinance: Managing Growth and Continuity of a Social Enterprise:** “Second Prize in Baylor-USASBE Student Case Research Competition” organized by The Baylor University Entrepreneurship Program and United States Association for Small Business and Entrepreneurship (USASBE). Authored by *Somaditya Das, Wasim Harunbhai Kalwa and Debapratim Purkayastha*.
59. **Fabio Rosa - Bridging the Electricity Divide in Brazil:** “Winner in the 'Inclusive Business Models' category in the 2010 EFMD Case Writing Competition” organized by the European Foundation for Management Development, Brussels, Belgium. Authored by *A Harish and Vivek Gupta*.
60. **Bhopal Gas Tragedy: Revisited after Twenty-five Years:** “Finalist in the 2010 Dark Side Case Writing Competition” organized by Critical Management Studies Interest Group of the Academy of Management. Authored by *Hadiya Faheem and Debapratim Purkayastha*.
61. **WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers:** “Third prize in the oikos Global Case Writing Competition 2010 (Social Entrepreneurship Track)” organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Hadiya Faheem and Debapratim Purkayastha*.
62. **Business Model Innovation by Better Place: A Green Ecosystem for the Mass Adoption of Electric Cars:** “Third prize in oikos Global Case Writing Competition 2010 (Corporate Sustainability Track)” organized by

the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Besta Shankar and Ramalingam Meenakshisundaram*.

63. **International Development Enterprise India's (IDEI) Affordable Irrigation Technology: Making a Big Social Impact?** "Third Prize in the 2010 NextBillion Case Writing Competition", Authored by *Syed Abdul Samad, P Girija and Nagendra V Chowdary*.
64. **Sony Corporation - Future Tense?:** "First prize in the John Molson Case Writing Competition 2009" organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Indu Perepu and Vivek Gupta*.
65. **Trevor Field and the PlayPumps of Africa:** "First prize in the oikos Global Case Writing Competition 2009 (Social Entrepreneurship Track)" organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Debapratim Purkayastha*.
66. **Toyota: The Once-in-a-Century Challenge:** "Finalist in the John Molson Case Writing Competition 2009" organized by the John Molson School of Business, Concordia University, Canada. Authored by *Syeda Maseeha Qumer and Debapratim Purkayastha*.
67. **Coca-Cola India's Corporate Social Responsibility Strategy:** "Finalist in the oikos Global Case Writing Competition 2009 (Corporate Sustainability Track)" organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Hadiya Faheem and Debapratim Purkayastha*.
68. **Azaad Bazaar, India's First LGBT Online Store: When Will Its Bazaar Have 'Azaad'?:** "Finalist in the Reaching Out MBA Case Writing Competition." Authored by *Syed Abdul Samad, Prashanth Vidya Sagar Thalluri and Nagendra V Chowdary*.
69. **Contemporary Capitalism: Darkness at High Noon?:** "'Dark Side VIII' Case Writing Competition, organized by Critical Management Studies Interest Group of the Academy of Management. Authored by *Akshaya Kumar Jena*.
70. **Bank Bailouts and Bonuses: From Financial Bankruptcy to Moral Bankruptcy?:** "Finalist in the 'Dark Side VIII' Case Writing Competition", organized by Critical Management Studies Interest Group of the Academy of Management. Authored by *Muthukumar R and Saradhi Kumar Gonela*.
71. **Starbucks: Back to Basics?:** "First prize in the John Molson Case Writing Competition 2008" organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Sachin Govind and S S George*.
72. **Tata Motors' Acquisition of Jaguar and Land Rover:** "Second runner up in the John Molson Case Writing Competition 2008" organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Indu Perepu and Vivek Gupta*.
73. **Israel's Teva Pharmaceuticals Ltd. : Success With A Hybrid Business Model:** "Special prize in the John Molson Case Writing Competition 2008" organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Vandana Jayakumar and Vara Vasanthi*.
74. **Mark Constantine: The Willy Wonka of the Beauty Industry:** "Winner in the 'Entrepreneurship' category in the 2007 EFMD Case Writing Competition, 2007" organized by the European Foundation for Management Development, Brussels, Belgium. Authored by *Debapratim Purkayastha and Rajiv Fernando*.
75. **Tata Steel's Acquisition of Corus:** "First runner up prize in the John Molson Case Writing Competition 2007", organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Vivek Gupta*.
76. **The Body Shop: Social Responsibility or Sustained Greenwashing?:** "Third prize in the Oikos sustainability case writing competition 2007" organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland. Authored by *Debapratim Purkayastha and Rajiv Fernando*.
77. **Innovation at Whirlpool: Creating a New Competency:** "Winner in the Corporate Coaching category in the 2006 EFMD Case Writing Competition" organized by the European Foundation for Management Development, Brussels, Belgium. Authored by *Debapratim Purkayastha, Rajiv Fernando and Ramalingam Meenakshisundaram*.
78. **Carrefour's Strategies in China:** "Second runner up in the John Molson MBA Case Writing Competition 2006" organized by the John Molson School of Business, Concordia University, Montreal, Canada." Authored by *Indu Perepu and Vivek Gupta*.

79. **The Betapharm Acquisition: DRL's Inorganic Growth Strategy in Europe:** "First runner up in the John Molson MBA Case Writing Competition 2006" organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Debapratim Purkayastha and Rajiv Fernando*.
80. **Allied Irish Banks - The Currency Derivatives Fiasco:** "Winner in the 'Managing Risk' category, in the 2005 EFMD Case Writing Competition" organized by the European Foundation for Management Development, Brussels, Belgium. Authored by *Gautam and Vivek Gupta*.
81. **Ikea's Innovative Human Resource Management Practices and Work Culture:** "Second prize in the Central and East European Management Development Association (CEEMAN's) 11th Case Writing Competition in 2005," Authored by *Shirisha Regani and Sanjib Dutta*.
82. **Li & Fung: The Global Value Chain Configurator:** "Second runner up in the John Molson MBA Case Writing Competition 2005, organized by the John Molson School of Business, Concordia University, Montreal, Canada," Authored by *Neela Radhika A and Vivek Gupta*.
83. **Wal-Mart's Strategies in China:** "Second runner up prize in the John Molson MBA Case Writing Competition 2005" organized by the John Molson School of Business, Concordia University, Montreal, Canada. Authored by *Ruchi Chaturvedi N and Sanjib Dutta*.
84. **The Bhopal Gas Tragedy:** "Finalist in the 'Dark Side' Case Competition 2004" organized by Critical Management Studies Interest Group of the Academy of Management. *Sanjib Dutta*.
85. **DoCoMo: The Japanese Wireless Telecom Leader:** "First Prize at the Eighth Regional Asia-Pacific Case Competition" organized by the Vocational Training Council's Management Development Centre, Hong Kong", Authored by *Neela Radhika A and A Mukund*.
86. **FedEx vs. UPS in China - Competing with Contrasting Strategies:** "Second Prize in the Eighth Regional Asia-Pacific Case Competition" organized by the Vocational Training Council's Management Development Centre, Hong Kong. Authored by *Vivek Gupta*.
87. **Nestlé's Brand Management Strategies:** "Highly Commended Case in the Seventh Regional Asia-Pacific Case Competition in Hong Kong" organized by the Vocational Training Council's Management Development Centre, Hong Kong. Authored by *Vivek Gupta*.