

# Global honour: IIM-I prof's case study wins accolades in ISB-Ivey

TIMES NEWS NETWORK

**Indore:** Big business houses may take lessons of good HR practices and business strategy from Indian Institute of Management, Indore (IIM-I) professor Meenakshi Aggarwal Gupta's case study. Gupta's case study on Mumbai-based IndiaFirst Life Insurance Company growth chart in less than five years had prompted the industry experts to rank it among the top 10 cases in the prestigious ISB-Ivey Global Competition 2014.

The results of the contest were announced recently. The case, which has received honourable mention, will be published by Ivey Publishing soon. After IIM-Ahmedabad and



**ON TOP OF THE WORLD:** Meenakshi Aggarwal Gupta

IIM-Bangalore, IIM-Indore is the only prestigious institute, which made it to the top cases selected by the jury. "Creating an organization takes lot of efforts and measures that accelerate its growth chart. India-First Life Insurance Company

TOI

was established in 2009. It is a joint venture of Bank of Baroda and Andhra Bank. In last three years, the company was ranked 10th from 23rd position. We did a case study on the practices incorporated by the company that made it achieve such high growth in insurance industry," said professor Gupta while talking to TOI over phone.

Dr Gupta further said that it was combination of best HR practices coupled with business strategies that helped the company in achieving goals of the organization.

The competition had received an unprecedented 109 entries from more than 50 B-schools in India, the United States, Canada, Australia and Switzerland. The cases

spanned a wide spectrum of management areas, from more traditional subjects such as strategy, marketing, and leadership, to growing areas of interest such as social enterprise and business ethics.

"The competition plays a critical role in promoting the development of new case material and the use of the case method in management education. A panel of experts judges each case in a double-blind review process and provides written feedback on each case," said Dr Gupta. The top cases from this competition are marketed to a global audience of business schools through Ivey and distributed through Ivey Publishing and Harvard Publishing.

## Case study by IIM-I faculty figures in top-10 list

● **OUR STAFF REPORTER**  
Indore

A case study by Prof Meenakshi Aggarwal Gupta, faculty at Indian Institute of Management, Indore, has been ranked among the top 10 cases in the ISB-Ivey Global Case Competition-2014.

Subject of her case study was 'Creating an Organisation- IndiaFirst Life Insurance A, B and C'.

"The top two winners in the general category, the winners in the special category and the honourable mentions in the competition were selected from the shortlisted 10 cases. The cases will be published by Ivey Publishing as ISB-Ivey co-branded cases," Gupta said.

Media in-charge of IIM Indore Akhtar Parvez said that it's a proud moment for the institute as its faculty member's work has been recognised in such a prestigious competition.

Launched in 2010, the ISB-Ivey Global Case

Competition has rapidly gained prominence in India and abroad and is widely considered an important source for India-centric cases by B-Schools around the globe.

The top cases from this competition are marketed to a global audience of business schools through Ivey and distributed through Ivey Publishing and Harvard Publishing the two largest sources of business cases in the world.

Ivey Business School, Canada in association with the Indian School of Business hosts the ISB-Ivey Global Case Competition 2014.

This year, the competition received an unprecedented 109 entries from more than 50 B-schools in India, the United States, Canada, Australia and Switzerland, the largest number of submissions to date. The cases spanned a wide spectrum of management areas, from more traditional subjects such as Strategy, marketing, and

# आईआईएम फैकल्टी की केस स्टडी टॉप 10 केसेस में शामिल

## PRIDE MOMENT

सिटी रिपोर्टर ► इंदौर

आईएसबी - इवे ग्लोबल केस कॉम्पीटिशन में इंडियन इंस्टिट्यूट ऑफ मैनेजमेंट, इंदौर की फैकल्टी मीनाक्षी अग्रवाल गुप्ता की केस स्टडी टॉप 10 में चुनी गई है। केस का सब्जेक्ट क्रिएटिंग एन ऑर्गनाइजेशन - इंडिया फर्स्ट लाइफ इंश्योरेंस है। वे आईआईएम इंदौर के मुंबई कैम्पस में ऑर्गनाइजेशनल बिहेवियर और ह्यूमन रिसोर्स मैनेजमेंट की फैकल्टी हैं। मीनाक्षी ने बताया कि इस केस में उन्होंने ऑर्गनाइजेशन की स्ट्रेटजी और उसके इम्प्लीमेंटेशन को हाईलाइट किया है। इसके साथ कम्पनी में चैलेंजेस और उन्हें फेस करने पर भी फोकस किया है। यह केस आईवे पब्लिशिंग के आईएसबी इवे में पब्लिश होगा। यह कॉम्पीटिशन आईवे बिजनेस स्कूल, वेस्टर्न यूनिवर्सिटी, केनेडा की पार्टनरशिप में कराई जाती है।



► मीनाक्षी अग्रवाल

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