

# PROGRAMME SCHEDULE

International Summit on Management Case Studies (ISMCS) 2021

June 12 – 13, 2021

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## June 12, 2021

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Session 1: Strategic Management I

11: 30 am to 1:00 pm

**Chair: Prof. Subhasree Mukherjee**

Ashok Sar (Kalinga Institute of Industrial Technology)

The dynamics of micro entrepreneurial success during COVID-19 Pandemic: The tale of Madhabh

Rohit Kumar and Deep Sarkar (Indian Institute of Management Ranchi)

Responsible management education: Can a five-tiered framework and an internal stakeholder perspective help battle COVID-19?

Ankita Chopra, Sanjive Saxena, Navneet Joshi and Ankita Sharma (Jagan Institute of Management Studies)

Managing the new normal in an educational industry through 3M: A case study

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Session 2: Strategic Management II

2:00 pm to 3:30 pm

**Chair: Prof. Faisal Mohammad Ahsan**

Sumit Banerjee and Parijat Lanke (Indian Institute of Management Tiruchirappalli)

Trekking through the COVID-19 challenge: A case of Junoon adventure

Vinay Gudi (Mulund College of Commerce)

Growth path of easy online education pvt. ltd.

Rohit Kumar and Kavya Barnadhya Hazarika (Indian Institute of Management Ranchi)

Battling COVID-19: A case study of an institute of national importance

**Chair: Prof. Shilpee A Dasgupta**

Samuel S Mitra, Peter Arockiam. A., Joseph K., Milton Costa and Ruby Mary Notts (St. Xavier's College)  
Redefining the gastronomic blueprint of biryani: Behrouz's brace to muster Indian prospects to become the 'blue blood' of biryani brands amidst Covid-19 pandemic

Amrita More (Prestige Institute of Management and Research)  
KIMIRICA: Turning the tide; negotiating through rhetoric!

Mansi Kapoor (Girdhar Shiksha Evam Samaj Kalyan Samiti Group of Institutions)  
Quadrature capital private limited: Covid-19 pandemic, moratorium and borrower behavior

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**June 13, 2021**

**Chair: Prof. Pritee Ray**

Prateek Khanna (Indian Institute of Management Ranchi)  
National distribution network for Covid-19 vaccine

Shishir Dutta and A P Singh (Coal India Ltd.)  
Staying afloat in pandemic scenario in coal production with in-house engineers' adaptations in the Mining Industry

Prateek Kumar Lal (Ranchi University)  
Proper management required to uplift the economy and business houses after the pandemic

Sanjive Saxena (Jagan Institute of Management Studies)  
Phygital: Managing the new normal in an apparel industry

**Chair: Prof. Rojers Puthur Joseph**

C Sundaramoorthy (ICAR-Central Institute for Research on Cotton Technology)

Management of agri-business incubation centre in new normal

Shikta Singh and Brajaballav Kar (KIIT University)

Navigating the pandemic crisis by a banking industry-A case study of ICICI bank

Krishnaveni Raparla, Satish Modh and Nisha Pandey (Vivekananda Institute of Management Studies)

Indigenous technologies - A case study on AI in healthcare to combat the pandemic