

International Conference on Management Cases, ICMC 2020
 December 4th, 5th & 6th, 2020
 Birla Institute of Management Technology, Greater Noida (India)
 Conference Schedule

December 4, 2020 – Inaugural Session, 18:30 -20:30 (IST), ZOOM platform

December 5, 2020 – FORUM for Collective Wisdom (FCW), 18:30 to 20:30 (IST), ZOOM platform

December 6, 2020 – Technical Sessions, 15:00 to 16:30 (IST) and 18:30 to 20:00 (IST) ZOOM platform

December 6, 2020 -Day 3

**15:00 to 16:30: Technical Sessions
 December 6th , 2020 (Sunday)**

15:00 to 16:30: Technical Sessions December 6th , 2020 (Sunday)				
	Session I	Session II	Session III	Session IV
	Zoom link: https://zoom.us/meeting/register/tJUud-GqqzssEtFZIVWa8DX0vV5v2ZBjCGQS Passcode: ZbZS5S Session Coordinator: Rupali Singh <i>Student Coordinator – Paridhi Malik</i>	Zoom link: https://us02web.zoom.us/meeting/register/tZclcumrqtTwoGN0tvydLMDFPDimNiFjBYEIZ Passcode: RMP@1234 Session Coordinator: Shradha Kabra <i>Student Coordinator – Manvi Bolla</i>	Zoom link: https://zoom.us/meeting/register/tJApf-urrjgqGdbBu_HAbSLHK1W8GBPXhGAr Passcode: CYQ2nv Session Coordinator: Reeti Kulshreshtha <i>Student Coordinator – Mukul Kumar Gupta</i>	Zoom link: https://zoom.us/meeting/register/tJctdOCvpzIpGNFS8nvFOWOF1cBAonV79ftG Passcode: 0Art5F Session Coordinator: Surbhi Cheema <i>Student Coordinator – Nancy Gupta</i>
The	<u><i>Finance & Innovation</i></u>	<u><i>Marketing & Stakeholders</i></u>	<u><i>Business Strategies</i></u>	<u><i>Leadership, MSME & Credit Risk</i></u>
me	Co-chairs: Anna Heikkinen & Anuj Sharma	Co-chairs: Hari Mohan Jha Bidiyarthi & Saroj Koul	Co-chairs: Md Sayeed Alam & Archana Shrivastava	Co-chairs: A V Shukla & Nimisha Singh

15:00 to 16:30	<i>Case Study on The Use of Reverse Mortgage as a Financial Planning Tool for the Indian Elderly</i> Shruti Ashok, Deepika Dhingra, Kirti Sadana	<i>Creating Blue Ocean in Ophthalmology Through Ayurveda</i> Raveesh Agarwal, Tanya Sachdeva	<i>EPIC TV- Onset, Growth and Challenges</i> Nidhi Mathur, Sanandi Sachdeva	<i>Case study on Impact of Covid -19 on Small Businesses</i> Amanjot Kaushal, Shalini Srivastav
	<i>Doing Good, Being Bad? – Making Sense of Private Healthcare Firm's Profitability</i> Riikka Holopainen, Esa Hiltunen and Kang Li	<i>The Future of A2 Milk in Bhubaneswar a Journey to Success</i> Sujit Kumar Patra, Saswat Panda, Amit Kumar Pandey, Rajarshi Singh, Aman Matalia, Pushkar Midhra	<i>Jet Airways: Flying High Flying Low- The Case of Family-Owned Firm</i> Sonal Thukral, Apoorva Jain,	<i>Credit Risk Modelling</i> Aaditya Srivastava, Niraj Chimote
	<i>Thinking Steadily and Growing Fast; How Young Social Entrepreneurs Learn To Mature.</i> Kohei Nishikawa	<i>To Be Or Not To Be: Consequences Of Breach Of Trust</i> Sumedha Agarwal, Rohan Bhalla	<i>Enduring Business Challenges– Chronicle of a Foodpreneur</i> Rekha Attri, Rahul Bairagi	<i>Vodafone and Idea Merger: Is the Merger a Right Decision?</i> Sanketi Arvind Kale, Rajivkumar Kaiwalya Gulhane, Musarrat Shaheen
	<i>Asymmetry of information in Market Research</i> Sambit Das, Musarrat Shaheen	<i>Spotify: In a Spot of Bother</i> Achyut Kiran Telang, Amruta Deshpande	<i>Tan Long Group: Expanding Vietnam's Lead in Cashew Nuts</i> John Walsh	<i>YVU Dairy: Challenges and Strategies for Business Expansion</i> Sunildro L.S. Akoijam, Ch Ibohal Meitei
	<i>PCET and Civil Engineering Programs: Dilemma on Innovative Product and Promotion or both.</i>	<i>OYO's Dilemma: Customer Based Brand Equity and Marketing Strategies during COVID 19</i>	<i>A Study on the Niche Kachhi Biryani Brands in Dhaka and Ways of Making then Sustainable</i>	<i>The Study Of Effect Of Leadership, Job Satisfaction, And Intent To Stay</i>

	Ganesan Palanisamy, Annamalai Iyyappan	<i>Ajay Kumar, Radhika Malhotra, Arpita Srivastava</i>	M Sayeed Alam , Shamsul Huq Bin Shahriar, Kohinoor Biswas	/or Leave On Employee Retention In NCR I T Sector Monika Nagar, Taruna Saxena
			Beeja: Sprout into Bloom or Wither into Doom Subhalaxmi Mohapatra, Subhadip Roy	
December 6, 2020 - Day 3				
18:30 to 20:00 Technical Session				
	Session V	Session VI	Session VII	Session VIII
	Zoom link: https://zoom.us/join/9123456789 Passcode: q720F9 Session Coordinator: Rupali Singh Student Coordinator – Paridhi Malik	Zoom link: https://us02web.zoom.us/join/1234567890 Passcode: RMP@1234 Session Coordinator: Surbhi Cheema Student Coordinator – Nancy Gupta	Zoom link: https://zoom.us/join/0987654321 Passcode: 4vc3Sf Session Coordinator: Reeti Kulshreshtha Student Coordinator – Mukul Kumar Gupta	Zoom link: https://zoom.us/join/1357924680 Passcode: FZPc3f Session Coordinator: Shradha Kabra Student Coordinator – Manvi Bolla
The me	HR Practices, Child Consumer & COVID-19 Co-chairs: John Walsh & Ganesan Palanisamy	Business Growth and Competition Co-chairs: Ken Nishikawa & Manosi Chaudhuri	Pandemic, PMS and Entrepreneurship Co-chairs: Rahul Singh & Vinod Kumar	Business Transformation & COVID-19 Co-chairs: Smita Shukla & Meena Bhatia
18:30 to 20:00	<i>SMV School: Rethinking HR Practices</i> Samudra Sen, Pinal P Mehta,	<i>Onion to Union :A Case of Entrepreneurial Transformation from Business to Society</i> Hari Mohan Jha "Bidyarthi", Satya Mohan Mishra, Pawan Mahadeo Kuchar,	<i>Being Distinctive And Successful Is A Balancing Act – Evidence From An Indian MSME</i>	<i>A Tough Decision: Auditwerx, LLC. vs. COVID-19</i> Catrina Hopkins

	Mayur Anilrao Dande, Ashish Kumar Shrivastava	Saroj Koul, Uma Kumar, Vinod Kumar; Pankaj K. Rajput	
<i>Child Consumer Behavior :Are Indian Companies Serious About It?</i> Anubhuti Gupta	Rochak Enterprises: Driving Growth While Striving For Quality Soumyajyoti Datta, Rohit Kapoor	<i>COVID-19, Forcing A Tough Decision For The Office Of Decision Support At The University Of South Florida</i> James Farley	<i>Sanro To Sanro - Refurbishing An Old Brand.</i> Sujit Kumar Patra, Subhalaxmi Mohapatra
<i>Breakfast Solutions: Crafting Healthy Lifestyles Amidst COVID-19</i> Saswati Tripathy, Pratibha Singh	<i>Meals On Wheels Confronts Covid-19</i> Federico Giovannetti	<i>Deliver Medicines To Patients, No Matter What</i> Mingyuan Li	<i>Delicious Communication Story of Licious: Powering through the Covid-19 Crisis</i> Shradha Kabra, Sumanjit Dass
<i>Selection Of Collegewide Course Materials</i> Debra Frank	<i>Managing Channel Partner Conflict in the Mobile Telephony Business, India</i> Manoj Gour, Bala Subramanian R	<i>PVUNL Model of Community Development Amid COVID19</i> Sanjay Kayasth, Arunaditya Sahay	<i>Steering the Cycle: How to Revive MO Cycle?</i> Archana Choudhary, Sandeep Kumar Mohanty, Bala Subramanian R

	<i>COVID-19 - Hillsborough Fire Rescue Department</i>	<i>Becton Dickinson - should it enter Nigeria?</i>	<i>Poor Performance Management or Deliberate Ploy</i>	<i>RSBY: End of the Road or Need of an Overhaul</i> Shahana Qutab
	Angie Payne	Gary Stockport	Geeta Rana, Alok Goel	
	<i>Business Model Transformation: Netflix's Way</i> Sven Seidenstricker, Sebastian Allegretti, Sefkan Arslan	<i>Competition: Kill It Or Retain It</i> Anubhuti Gupta, Shiv Ranjan		

20:30-21:30: Valedictory Session

Zoom link: [https://zoom.us/meeting/register/tJAtfuqtqz0jHnKzfhFr0h3YDyandO659Em7](https://zoom.us/join/https://zoom.us/meeting/register/tJAtfuqtqz0jHnKzfhFr0h3YDyandO659Em7)

Passcode: A57z0w