

IBS Hyderabad



COMMITTED TO CASE-BASED LEARNING...

IBS Center for Management Research



WHY IBS CASE STUDIES

Case studies form an integral part of any good B-school curriculum. Cases have found extensive use as teaching tools that provide students with an opportunity to focus on a particular problem faced by an organization, analyze it using various frameworks, and propose a solution.

IBS Hyderabad started developing its own cases in 2000. Tightly mapped to concepts in particular disciplines and written from an industry or company perspective rather than from the perspective of an individual decision maker, most of the cases provide the students/trainees with an opportunity to analyze the case after considering multiple perspectives.

The success of the initiative can be gauged from the fact that our cases have found extensive usage around the world. More than 200,000 individual copies of our case studies have been purchased by leading B-schools and universities around the world and over 10 million copies of our cases have been printed in international and Indian textbooks and casebooks. Our cases consistently win awards in several global case writing competitions.

Case studies are an important tool to highlight managerial dilemmas. The ICMR case studies are of highest quality and tackle important managerial issues, including social and environmental sustainability. The case studies have repeatedly won international case study contests and have been tested around the globe with much success.

- Dr. Michael Pirson,

Assistant Professor of Management, Fordham University;
Research Fellow in Psychology, Harvard University;
Co-founder and Academic Director, Humanet.

CENTER OF EXCELLENCE

IBS Hyderabad, which has consistently ranked among the leading B-Schools in India, has adopted the case study method wholeheartedly and offers a unique 100% case-based MBA. The IBS Center for Management Research is a center of excellence at the institute developing high-quality internationally-benchmarked case studies. A dedicated and dynamic team works towards fulfilling the institution's mission of developing high quality case studies. The case studies are usually written by a team comprising Faculty members and Research Associates.

The IBS Center for Management Research not only ensures that the institution has a regular supply of case studies, but also caters to the increasing demand for quality case studies from other B-schools in India and abroad. It distributes its case studies through its website – www.icmrindia.org – and also through the European Case Clearing House, the world's largest repository of case studies on business management. As of 2011, more than 4,000 cases are available for immediate download from this site.

I am impressed about the quality of ICMR cases, combining relevant issues, innovative organizations and excellent case writing handcraft. In recent years, ICMR cases have performed extraordinary well within the double-blind reviewed annual oikos Global Case Writing Competition.

- Dr. Jost Hamschmidt,
Managing Director, oikos Foundation, St. Gallen, Switzerland;
Head, oikos Global Case Writing Competition Programme.



AWARDS AND RECOGNITION FOR IBS CASE STUDIES

Our cases have won awards in some of the most prestigious global case writing competitions (CWCs) such as EFMD CWC, oikos Global CWC, John Molson CWC, and Dark Side CWC. Teams from leading B-Schools around the world participate in these competitions. A partial list of the awards won is provided here.

- 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
- 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)
- 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 (AOM), USA
- 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

- Trevor Field and the PlayPumps of Africa
First prize in the oikos Global Case Writing Competition 2009 (Social Entrepreneurship Track)
- Starbucks: Back to Basics?
First prize in the John Molson Case Writing Competition 2008
- Tata Motors' Acquisition of Jaguar and Land Rover
Third prize in the John Molson Case Writing Competition 2008
- Mark Constantine: The Willy Wonka of the Beauty Industry
First prize in the Entrepreneurship category in the EFMD Case Writing Competition, 2007, organized by European Foundation for Management Development
- Tata Steel's Acquisition of Corus
Second prize in the John Molson Case Writing Competition, 2007
- The Body Shop: Social Responsibility or Sustained Greenwashing?
Third prize in the oikos Sustainability Case Writing Competition, 2007
- Innovation at Whirlpool - Creating a New Competency
First prize in the Corporate Coaching category in the EFMD Case Writing Competition, 2006
- The betapharm Acquisition: DRL's Inorganic Growth Strategy in Europe
Second prize in the John Molson Case Writing Competition 2006
- Carrefour's Strategies in China
Third prize in the John Molson Case Writing Competition 2006

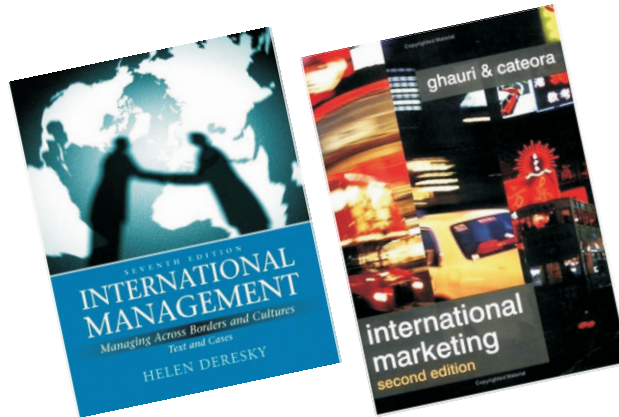
I would like to congratulate ICMR on the excellent selection of cases available for students, professors and authors. The selection encompasses cases with a range of geographic locations, business topics, and cultural issues. I have been particularly pleased with the willingness of the ICMR case authors to update and tailor cases to my needs.

- Dr. Helen Deresky,

Professor Emerita, State University of New York, Plattsburgh, NY;
 Author of *International Management: Managing Across Borders and Cultures*,
 7ed. (Upper Saddle River, NJ: Prentice Hall, 2011).

IBS CASES IN INTERNATIONAL TEXTBOOKS

While IBS regularly comes out with casebooks, case packs, and e-books comprising our cases, there is also a high demand for our cases for inclusion in external textbooks and casebooks published by leading publishers. We regularly receive requests from authors and publishers seeking non-exclusive reprint permissions for our cases. Many of our cases are published in some of the most well-known and well-referenced international and Indian textbooks. A partial list of international textbooks where our cases have appeared is provided here.



Pearce & Robinson, *Strategic Management Formulation, Implementation, & Control*, 12e, McGraw-Hill / Irwin

Helen Deresky, *International Management: Managing Across Borders and Cultures*, 7e, Upper Saddle River, NJ: Prentice Hall, 2011

Pervez Ghauri and Philip Cateora, *International Marketing*, 3e, McGraw- Hill Education, UK

Roger Kreitner and Angelo Kinicki, *Organizational Behavior 8e (Special Indian edition,)* McGraw-Hill Education (India) Pvt Ltd

Bob de Wit and Ron Meyer, *Strategy: Process, Content, Context*, 4e, Cengage Learning EMEA

Johnston and Marshall, *Sales Force Management*, 9/e (Special Indian edition), McGraw-Hill Education (India) Pvt Ltd

Paul Griseri, Nina Seppala, *Business Ethics and Corporate Social Responsibility*, Cengage Learning EMEA

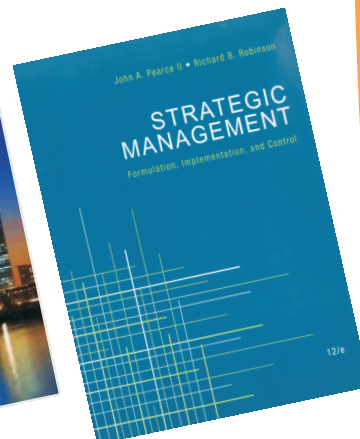
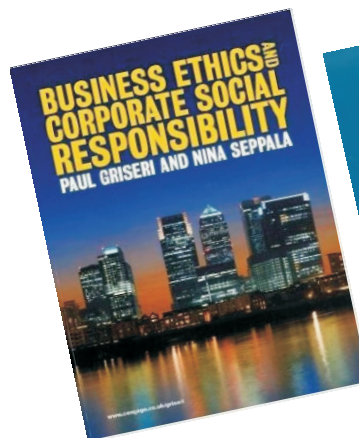
Cullen and Parboteeah, *Multinational Management*, 5e, Cengage Learning, Inc./Nelson Education Ltd.

Thomas S Bateman and Scott A Snell, *Management 8e (Special Indian edition)*, McGraw-Hill Education (India)

Kevin Grant, *Ray Hackney and David Edgar, Strategic Information Systems Management*, 1e, Cengage Learning EMEA

Charles W. L. Hill, Gareth R. Jones, *Cases in Strategic Management: An Integrated Approach*, 9e, Cengage Learning, Inc./Nelson Education Ltd.

Carpenter, Rice, *Strategic Management*, Pearson Australia



Barney-Hesterly, *Strategic Management and Competitive Advantage*, 3e, Prentice Hall

Susan Segal-Horn and David Faulkner, *International Strategy*, Cengage Learning EMEA

Dale Beckman, John Rigby, *Foundations of Marketing*, 8e, Thomson Nelson, Canada

Hitt, Ireland, Hoskisson, *Strategic Management*, 6e, Thomson South-Western, USA

Raymond Noe, *Employee Training and Development 4e (Special Indian edition)*, McGraw-Hill Education (India) Pvt Ltd

OUR CLIENTS

In addition to the top ranked B-schools in India, such as the IIMs, case studies developed by IBS Hyderabad are used by elite B-schools and premier consulting firms such as Harvard Business School (HBS), Wharton School of Business, London School of Economics, University of Oxford, INSEAD, McKinsey, PricewaterhouseCoopers, The Boston Consulting Group, etc. A partial list of organizations that have used our cases is provided here.

- ▶ University of Cambridge - UK
- ▶ University of Oxford - UK
- ▶ London Business School - UK
- ▶ Hitotsubashi University - Japan
- ▶ University of Warwick - UK
- ▶ University of Southampton - UK
- ▶ University of Strathclyde - UK
- ▶ University of Edinburgh - UK
- ▶ Nottingham University Business School - UK
- ▶ University of Cape Town - RSA
- ▶ TiasNimbas Business School
- ▶ Kingston University - UK
- ▶ Chartered Institute of Marketing - UK
- ▶ Maastricht School of Management - Netherlands
- ▶ Groupe ESC Rennes - France
- ▶ HEC - Montreal
- ▶ University of Birmingham - UK
- ▶ Glasgow Caledonian University - UK
- ▶ University of Liverpool - UK
- ▶ University College Dublin - Ireland
- ▶ Universitat Bern - Switzerland
- ▶ ESIC - Spain
- ▶ Cardiff Business School - UK
- ▶ Helsinki School of Economics - Finland
- ▶ Universite de Geneve - Switzerland
- ▶ RSM Erasmus Graduate School - Netherlands
- ▶ University of Wales - UK
- ▶ Stockholm University - Sweden
- ▶ European Business School - UK
- ▶ European University - Switzerland
- ▶ Napier University of Edinburgh - UK
- ▶ HEC - Paris
- ▶ Ritsumeikan Asia Pacific University - Japan
- ▶ Manchester Business School - UK
- ▶ Moscow State University - Russia
- ▶ University of Virginia - USA
- ▶ Boston University - USA
- ▶ York University - USA
- ▶ University of North Carolina - USA
- ▶ Arizona State University - USA
- ▶ University of Pittsburgh - USA
- ▶ University of Michigan - USA
- ▶ University of British Columbia - USA
- ▶ European University La Salle - USA
- ▶ Leeds Metropolitan University - UK
- ▶ University of Amsterdam - Netherlands
- ▶ University of Melbourne - Australia
- ▶ University of Navarra - Spain
- ▶ University of Notre Dame - USA
- ▶ University of Oulu - Finland
- ▶ University of Wollongong - Australia
- ▶ University of Surrey - UK
- ▶ Westminster - Kingsway College - UK
- ▶ Asia Pacific Management Institute - Hong Kong
- ▶ SDA Bocconi School of Management - Italy
- ▶ Sheffield Hallam University - UK
- ▶ Stockholm School of Economics - UK
- ▶ Universidade Nove De Lisboa - Portugal
- ▶ University of St.Gallen - Switzerland
- ▶ ESCP - EAP - European School of Business
- ▶ Universidad Pan Americana - Spain
- ▶ International Professional Managers - UK
- ▶ Cornell University - USA
- ▶ California State University - USA
- ▶ Groupe Essec - Cergy Pontoise - France
- ▶ Oxford Brookes University - UK
- ▶ Wirtschaftsuniversitat Wien - Germany
- ▶ EDHEC Graduate School of Management - France
- ▶ Copenhagen Business School
- ▶ Lund University - Sweden

MILES TO GO BEFORE WE SLEEP...

Professors and instructors from around the world have adopted our cases for use in their classes. With the increasing acceptance of IBS Hyderabad's case studies as teaching tools in B-schools and universities around the world, the initiative has become self-sustainable.

When IBS Hyderabad started offering the 100% case-based MBA, it found that there was a paucity of cases in certain areas in every course. In recent years, the case development team has been working closely with the Faculty members of various departments of IBS Hyderabad to plug those gaps. In doing this, the institution envisages that it will come out with cases that will be readily accepted by instructors and educators around the world.

Contact us:

IBS Center for Management Research (ICMR),

IBS Hyderabad,

IFHE Campus, Donthanapally,

Sankarapally Road, Hyderabad - 501 504,

Andhra Pradesh, INDIA.

Mob: +91- 9640901313, Ph: +91- 8417- 236667

E-mail: info@icmrindia.org

Website: www.icmrindia.org



IBS Hyderabad

A Constituent of IFHE,
(Deemed to be University U/S 3 of the UGC Act, 1956),
IFHE Campus, Donthanapally, Shankarpalli Road,
Hyderabad - 501 504, A.P., India.
Tel. No. 08417-236660/61/62, Fax: 08417-236653.
Email: ibshyd@ibshyderabad.org
Website: www.ibshyderabad.org