

# Guidelines

## for the participants



1. The selection of the case study will be based on originality, conceptual clarity and relevance. The case study should contribute towards inspiring and developing the attitudinal shift to research. It should be instrumental in advancing the knowledge, understanding and application of the subject.
2. The cover page of the case study should only bear the title of the case study, author(s) name(s), their designation, official address, contact numbers and e-mail IDs. The author(s) name should not appear on any other page. Also submit an abstract of the case study of about 200 words. The authors should also clearly state and certify that the case has not been published or under consideration for publication elsewhere.
3. The case study should not exceed more than 7500 words (including charts, tables and diagrams) typed with 1.5 line spacing with adequate margins on all sides giving page numbers, should be in MS word, font size 12, Times New Roman (Normal).
4. References should be furnished at the end of the case using APA style.
5. The soft copy of the case should be sent through email to: [psgimbenchmark2011@gmail.com](mailto:psgimbenchmark2011@gmail.com)
6. The participants will be acknowledged immediately by email. The cases received will be referred to a panel of experts who will review and will make sure that it is in compliance with the 'Guidelines for the participants' and if found suitable, will be accordingly informed.
7. The selected case studies will be processed for publication and permitted for presentation in the contest. The cases not accepted for presentation and publication will not be sent back.
8. Use as much factual information as possible. In the case, exhibits, quotes and pictures can be included to add life to case. The problem scenario in the case should be relevant to the real world.

9. The case idea should be relevant to the learning objective and must pose complex and controversial issues which often come up in real life situation.
10. The case study should compulsorily include teaching notes.
11. The postal address for sending case studies (hard copies)

PSG Institute of Management  
PB No 1668, Avanashi Road  
Peelamedu, Coimbatore 641004  
Tamilnadu  
Phone: 0422- 4304400, Fax: 0422 4304444.

### Kindly note

1. The panels' decision will be final in the selection of the case.
2. The final draft may be subjected to editorial amendment to suit the 'Book's' requirements. However the contents, observations and conclusions as perceived by the authors will not be changed. Also the authors are responsible for the authenticity of the data, events, sources and other ethics involved.
3. The authors will receive a single complementary copy of the 'Book' published.
4. The copyright of the case study published in the 'Book' shall lie with PSGIM
5. For more information contact:  
[psgimbenchmark2011@gmail.com](mailto:psgimbenchmark2011@gmail.com)  
Contact Persons:  
**Dr. D. Sudharani Ravindran**, Professor, PSGIM - 9443506047  
**K. Sri Gayathridevi**, Asst. Professor, PSGIM - 9894704363  
**Dr. Manju P George**, Asst. Professor, PSGIM - 9791909781

### Contest Venue

Convention Hall,  
PSG Institute of Management  
Coimbatore - 641 004.



For further information please visit : [www.psgim.ac.in](http://www.psgim.ac.in)



# Benchmark 2011

A National 'Case Study Competition'

25 February 2011



Convention Hall  
PSG Institute of Management

# The Institute



## PSG Institute of Management

PSG IM is the first institute in India to be accredited by ACBSP (Association of Collegiate Business Schools and Programs) The genesis of the Institute can be traced to the establishment of the Department of Management Sciences in the year 1966 at the PSG College of Technology. A full-time two-year MBA programme with approval of the Government of India was introduced in 1971, with affiliation to the University of Madras, the first of such a programme in South India.

The department was upgraded and was named PSG Institute of management, as part of the PSG College of Technology, in the year 1995, with a view to enabling the Institute to grow into a full-fledged management institute to offer academic and research programmes and Management Development Programmes and consultancy services. Pioneering has, thus, characterized the birth, growth and development of the PSG Institute of Management.

As a part of pedagogy B-Schools encourage the use of case-based teaching. This gives students hands-on experience to understand, analyze and apply concepts to resolve real time situations. In order to enrich the teaching-learning experience, faculty members should be encouraged to develop case studies relevant to their domain. Our Institute takes the privilege of hosting a **Case-Study Competition**.

We invite original case studies duly developed, based on field research or data being collected from authentic sources with proper citations and references. The case could relate to one or multiple themes of Marketing, Human Resources, Operations, Finance and Strategic Management. This competition provides a platform to the participants to present their self developed cases.



Benchmark 2011 focuses on pooling in intellectual contributions from academicians, research scholars and senior managers from the elite universities, institutions and industries. This contest provides a stimulating environment for exchange of ideas and learning. It also provides an excellent forum to all the participants and could be a milestone in their endeavour.

## Participants

- ◆ Industry delegates from all functions
- ◆ Faculty members of B-Schools
- ◆ Research scholars and Students of B-Schools

## Important Information

Last date for receiving the full case study along with abstract :  
Jan 24, 2011.

## Fee Details

S. No.	Participants	Registration Fee
1.	Industry Delegates	Rs. 2500/-
2.	Academicians	Rs. 1500/-
3.	Research Scholars and Students	Rs. 750/-

Registration fee includes Breakfast, Lunch and refreshment on the programme day.



## Accommodation

The PSG family is pleased to accommodate its guests at its guest house located inside the campus and ensures an enthralling and comfortable stay.

PSG Guest House	: Double Room/AC	- ₹ 500/-
PSG Guest House Annex	: Double Room/AC	- ₹ 350/-
	Double Room/Non AC	- ₹ 225/-

Accommodation could be arranged for outstation candidates on request.

## Award

The case studies presented will be evaluated by the panel and their decision will be final. Selected cases will be published and the best cases will be awarded.

First prize :  
Rs. 10,000/-  
(Rs. Ten thousand only)

Second prize:  
Rs: 5000/-  
(Rs. Five thousand only)



# Benchmark 2011



PSG Institute of Management  
(PSG College of Technology)

**A National 'Case Study Competition'**

**Registration Form**

**25 February 2011**

Name of the Participant(s) : .....  
(in block letters) .....

Department : .....

Institute : .....

Address for Communication : .....

Mobile No: .....

E Mail : .....

Registration Fee : Cash / DD/ Cheque for Rs. ....  
(for ..... no. of participants)  
DD number .....  
Bank .....  
Dated .....  
(DD should be drawn in favour of  
**"PSG Institute of Management"** payable  
at Coimbatore)

Accommodation Required : Yes  No

For more information contact:  
psgimbenchmark2011@gmail.com

Contact Persons:

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