

## CASE STUDY CONTEST ON

### ETHICAL PRACTICES AMONG CORPORATES IN A GLOBALIZED WORLD

**The rules and guidelines for the contest are as follows:**

1. Loyola Centre for Business Ethics and Corporate Governance (LCBE & CG) of Loyola Institute of Business Administration (LIBA), Chennai, is conducting this Case Study Contest with a view to promoting awareness among B-School students of the importance and significance of ethical practices in business and corporate governance. Two prizes will be awarded: First Prize, \$ 1000/-, Second Prize, \$ 500 /-. The case study should have original research inputs, objectivity and highlight both positive and negative aspects of corporate governance and ethical / unethical practices in any corporate listed in any of the stock exchanges in their respective countries. Contestants should register their names and choice of the corporate with the Centre by 25<sup>th</sup> February 2007. The Centre urges the contestants to study any corporate other than the ones on which several case studies have already been made.
2. Last date for receipt of the case study is 30<sup>th</sup> June 2007.
3. The case study competition is meant for students of B-Schools only. Participants, who can contest individually or collectively as a team, while sending the case study, should attach a letter from the Director/Dean of the Institute concerned in the official letterhead certifying that it is the work of a bona fide scholar(s) of his/her B-School.
4. A team can send only one case study. A team can comprise *not more than* four members.
5. Students of LIBA are not eligible to participate in this contest.
6. The case study should be an original work and should not be a part of the previously published work. Contestants should certify in the covering letter of the script of the material that it is not published, copyrighted, accepted or under review elsewhere.

7. The case study should pertain to corporate governance and / or ethical / unethical practices of any corporate listed in any of the stock exchanges in their respective countries. It should be supported by credible evidences of research inputs, published reports, interviews and the like.
8. Copyrights of all contributions will vest with LIBA. LCBE & CG reserves the right to publish these studies in any of their publications. The Centre also reserves the right to make required changes to ensure readability and clarity of thought, without any reference to the author, while publishing these.
9. The typescript should be of maximum of 20 typed pages including charts and tables, typed in single space, with one inch margins on all four sides, Times Roman Font, 12 point. A soft copy of the study should be sent to [libabeacon@gmail.com](mailto:libabeacon@gmail.com). The covering letter enclosing the hard copies should contain such details as the contestant's name, official address, contact address, phone number, fax number and e-mail address. The case study should contain references that should be placed at the end of the copy matter. The list of references should contain only those cited in the body of the case study. All tables, charts, graphs, quotations, equations etc., should be cited correctly and numbered serially.
10. Unaccepted case studies will not be returned to the sender under any circumstances.
11. The results will be declared on the 15<sup>th</sup> July, 2007. Participants can log on to [www.liba.edu](http://www.liba.edu) to check the results. Winners will be intimated by mail. The prize money will be awarded within a fortnight of the declaration of results.
12. The decision of the Jury will be final and no correspondence in this regard will be entertained.

**Judging Criteria:**

Criterion	Areas To Address
Innovation	Does the case demonstrate new or unique approaches to solve a problem or addressing an issue?
Holistic Approach	Does the case bring out issues related to all functional areas of Management (Marketing, Finance, H.R.)?  Does the case allow the decision maker to make use of theories learnt by him?
Relevant data & information	Does the case contain relevant data which will help in analyzing the case?  Do the qualitative & quantitative information relate well with each other?
Debatable	Does the case provide you with a platform to debate on the issue?  Does the case help the protagonist to analyze the case and form and assert his viewpoint?
Need	Does the case address a recognized problem?  Is there evidence of need for intervention?
Viability	Is the case viable in the long term?  Does it have an enduring impact?
Reach	Does the case reach a lot of beneficiaries and can they be easily identified?

For Further details or clarifications, please contact:

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