

oikos Global Case Writing Competition

oikos

Call for Cases 2009

Submission Deadline: Friday, Nov. 30, 2008



With the Call for Cases 2009 oikos and Ashoka join forces to promote the creation of high quality teaching cases on **Corporate Sustainability** (sponsored by oikos) and **Social Entrepreneurship** (sponsored by Ashoka). The competition welcomes entries from all parts of the world. Submitted case studies should be suitable for use in management education and should be related to managerial issues faced by organisations and individuals. Written short feedbacks are given to each case contributor.

1. Applicants

- Applicants may be teachers, research assistants or students of business administration (or related areas)
- Case entries may have more than one author, and each applicant may submit one case only.

2. Prizes & Incentives

- The first prize in each track will be *5000 Swiss Francs* (2nd: CHF 2000 and 3rd: CHF 1000).
- Winners will be invited to present their case at high-level conferences in the field.
- Details of the winning cases will be published on the homepage of oikos foundation and the *European Case Clearing House (ECCH)*.
- A publication of the best cases is being considered. All SE related cases are considered for entry into the SE case repository at www.universitynetwork.org.
- Each case contributor will receive a written short feedback on the submitted case.

3. Evaluation criteria

All submissions are subject to a two step *double blind review* process. For both competition tracks the judging panel will pay particular attention to:

1. **Concept and content** - the *integration* of the different sustainability dimensions (economic, social, and environmental) the topic *relevance* and its ability to create a *learning experience*.
2. **Teaching note** – the analytical substance and usefulness of the Teaching note (max. 10 pages).
3. **Form** - the style of writing, quality of presentation and clarity of data.

Corporate Sustainability Track Sponsored by the oikos Foundation

Cases should illustrate sustainability-related strategies and change processes in established medium and large organisations.

- Prof. Pratima Bansal, Ivey, Canada
- Prof. Frank M. Belz, TU Munich, Germany
- Prof. Magali Delmas, UCLA, USA
- Prof. Thomas Dyllick, St. Gallen, Switzerland
- Prof. Minna Halme, Helsinki, Finland
- Prof. Andrew J. Hoffman, Michigan, USA
- Prof. P.D. Jose, IIM Bangalore, India
- Prof. Bala Krishnamoorthy, Mumbai, India
- Prof. Stephen Kobrin, Wharton, USA
- Prof. Michael Lenox, Duke University, USA
- Prof. E.R. Pedersen, CBS, Denmark
- Prof. Stefano Pogutz, Bocconi, Italy
- Prof. Forest Reinhardt, HBS, USA
- Prof. Joan Enric Ricart, IESE, Spain
- Prof. Carlos Romero, EGADE, Mexico
- Prof. Claude P. Siegenthaler, Tokyo, Japan
- Prof. David Vogel, Berkeley, USA
- Prof. Michael Yaziji, IMD, Switzerland
- Prof. Friedrich Zimmermann, Graz, Austria

Winner will be invited to present the case at the Int. EURAM Conference 2009, May 11-14, Liverpool, UK

Track Chair: Dr. Jost Hamschmidt, St. Gallen

Social Entrepreneurship Track Sponsored by Ashoka

Cases should illustrate start-ups and other entrepreneurial initiatives that use business principles to address pressing social and environmental challenges in global society.

- Prof. Leo Bartlett, AISE Brisbane, Australia
- Prof. Gabriel Berger, San Andres, Argentina
- Prof. Marie Lisa Dacanay, AIM, The Philippines
- Prof. Gregory Dees, Duke, USA
- Prof. Anil Gupta, IIM, India
- Prof. R. Gutiérrez, U. de los Andes, Colombia
- Prof. Kai Hockerts, CBS, Denmark
- Prof. Kate Kearins, Auckland, New Zealand
- Prof. Johanna Mair, IESE Barcelona, Spain
- Prof. Patricia Márquez, IESA Caracas, Venezuela
- Prof. Sharon Oster, Yale University, USA
- Prof. Francesco Perrini, Bocconi, Italy
- Prof. Jim Phills, Stanford University
- Prof. Madhukar Shukla, XLRI Jamshedpur, India
- Prof. Chris Steyaert, St. Gallen, Switzerland
- Prof. Mark Swilling, Stellenbosch, South Africa

Winner will be invited to present the case at the SE University Network Pre-Conference at the 2009 Skoll World Forum on Social Entrepreneurship, Oxford, UK

Track Chair: Dr. Michael Pirson, Cambridge MA

4. Submission of entries

The following materials must also be submitted for each case entered:

- A completed case submission form: Download at <http://www.oikos-international.org/projects/cwc/call-2009.html>
- A comprehensive teaching note (max. 10 pages)

The case submission form may be submitted via fax or email. The **case study** and **teaching note** should be submitted **via email only** to the following address (case@oikosinternational.org). Multimedia cases are welcome and encouraged. If the case is accompanied by a video we expect applicants to make the video electronically available (e.g. via internet). Entries must be received by **November 30, 2008**.

5. Requirements

The case studies and associated material should:

- concentrate on *Corporate Sustainability* Management (CS Track) or *Social Entrepreneurship* (SE Track)
- be based on real cases, be *unpublished* and be presented in English;
- be focussed on a *recent situation* or development (after January 2007);
- be released by management of the subject organization/company for use by other business schools
- and be *submitted electronically* (.doc File).

6. Copyright

Copyright ownership will remain with the author(s) and/or employer(s). Digests/excerpt/abstracts of the winning cases may be published in the European Case Clearing House Newsletter. Inspection copies (without teaching note) will be published on the oikos international homepage. A joint publication of the best cases is being considered. Statutory authors retain full copyright to all originally created works.

7. Recommended reading

Anonymous: "The Case Teaching Note" Download at: <http://www.ecch.com/uploads/teachingnote.pdf>

Michiel R. Leenders, Louise A. Mauffette-Leenders, James A. Erskine: *Writing Cases* (4th Edition), Ivey Publishing, Richard Ivey School of Business, The University of Western Ontario (2000).

Jost Hamschmidt (Ed.): *Case Studies in Sustainability, Management and Strategy: The oikos collection*, Greenleaf Publishing, Sheffield (2007)

8. Recommended websites

www.oikos-international.org/Projects/CWC/about.html: Download the winning cases of 2004 - 2008.

www.ecch.com The website of the European Case Clearing House, Cranfield University, UK.

www.caseplace.org Cases in Corporate Responsibility. An initiative of the Aspen Institute.

<http://www.fuqua.duke.edu/centers/case/knowledge/casestudies/index.html> Cases in Social Entrepreneurship, CASE, Duke University

9. Important Dates

November 30, 2008	Deadline for case submissions
February 15, 2009	First round decision
March 15, 2009	Final round decision
March 24, 2009	SE track: Ashoka-oikos award ceremony at Skoll World Forum , Oxford
May 11-14, 2009	CS track: oikos case writing colloquium and Prize Giving Ceremony at EURAM 2009, University of Liverpool, UK (tbc)

11. Case Writing Competition Website

The **Call for Cases** and the **Case Submission Entry Form** can be downloaded via the following homepage.

www.oikos-international.org/projects/cwc/about.html

12. Further Information

For additional Information please consult our website or contact:

Dr. Jost Hamschmidt
Project lead, Chair Corporate Sustainability Track
hamschmidt@oikosinternational.org
Managing Director, oikos Foundation
++41 71 224 2595
www.oikos-international.org

Dr. Michael Pirson
Chair, Social Entrepreneurship Track
mpirson@fas.harvard.edu
Co-founder and academic director, Humanet
+1 857 869 9604
<http://www.humanetwork.org>



We look forward receiving your case! Thank you!

oikos thanks Humanet and Ashoka for support and sponsoring.

www.oikosinternational.org

be informed, get involved, make a difference