

# ISB-Ivey Case Competition 2011

## Top Ten Cases

Rank	Case Title	Author
1st Position	<a href="#">INDCOSERVE-Stirring Up</a>	Seema Gupta , Asst. Professor, IIM Bangaore & B Mahadevan, Professor, IIM Banagalore
2nd Position	<a href="#">Turnaround of ICRISAT: Transformational Leadership of Dr William D Dar</a>	Sunita Mehta, Sr. Asst. Professor, Vishwa Vishwani Institute of Systems and management & Wg Cdr. S K Sharma, Research Scholar, XLRI, Jamshedpur
2nd Position	<a href="#">Challenges of Growth and Sustenance for Social Venture: Transformation of Annapurna Mahila into Annapurna Pariwar</a>	Prema Basargekar, Asst. Professor, K J Somaiya Institute of Management
4	<a href="#">Social Media Content Strategy at Ayojak</a>	Arvind Sahay, Professor, IIM Ahmedabad & Anandan Pillai, Research scholar, MDI
5	<a href="#">Mountain Dew: Managing Integrated Communication in East India</a>	Dr. Surajit Ghosh Dastidar, Asst. Professor, IBS Hyderabad & Dr. Srividya Raghavan, Assistant Professor, IBS, Hyderabad.
6	<a href="#">SANATKADA – Giving Wings To Dreams</a>	Smita Singh, Lecturer, Institute of Management Sciences, Lucknow; Nikita Kriplani, Student, Institute of Management Sciences, Lucknow and Abhinav Anand, student, Institute of Management Sciences, Lucknow
7	<a href="#">RLEK: Survival with the Real Bottom Line</a>	Jiban Mukhopadhyay, Professor, S P Jain Institute of Management & Research, Mayank Garg, Saumya Oli, and Amit Kumar, Students of S P Jain Institute of Management & Research
8	<a href="#">The Story of ETHICUS – India's First Ethical Fashion Brand</a>	Ajith Sankar R N, Asst. Professor, PSG Institute of Management & Karthick G, Student, PSG Institute of Management
9	<a href="#">ECOSS: Sustaining Community based Village Tourism in Sikkim</a>	S K Palekar, Professor, S P Jain Institute of Management & Research & Jasmeet Singh, Student, S P Jain Institute of Management & Research, Krishna Chaitanya, Student, S P Jain Institute of Management & Research
10	<a href="#">JSW SHOPPE - A Unique Distribution Model For Branded Steel</a>	Dr. V V Gopal, Asst. Professor, IBS Hyderabad

There were very few case entries under the 'Family Business' category. Since our judges did not find any of them up to the standard, no prize will be distributed for this category this year.