

Press Release

## IMT Ghaziabad Professor Receives the Prestigious Case Centre Entrepreneurship Award

Ghaziabad/New Delhi, June 23, 2016

India's premier management school IMT Ghaziabad witnessed a proud event at its campus today. Institute's senior Operations Management faculty Dr. Vijay Kumar Gupta was awarded the 2016 *Entrepreneurship Award* by *The Case Centre* for his case *Uber: A Next Generation Transportation Company for Everyone*. This is one of the 14 awards *The Case Centre* is conferring upon the academicians across the globe under *The Case Centre Awards and Competitions 2016*. Winner of this award last year was Thomas R Eisenmann, Professor of Business Administration at the Harvard Business School.

The Case Centre Awards and Competitions have been presented annually since 1991 and are now known as the case method community's annual 'Oscars'. These coveted accolades recognise worldwide excellence in case writing and teaching and also help to further raise the profile of the case method.

Richard McCracken, Director, *The Case Centre UK* was present at the event to present the award to Dr. Gupta. In his address before presenting the award, Richard said, "*This success is a real feather in IMT's cap we couldn't be more delighted for you. Vijay's case explores the huge impact of disruptive technologies in the modern world, and studies the revolution in public transport brought about by Uber. Vijay carried out detailed in-depth secondary and primary research to create this fascinating case, including taking over 200 trips with app-based taxi services across India and abroad and engaging in detailed conversations with all the drivers he travelled with.*" "*It is extremely gratifying to see this level of commitment and dedication resulting in a case that is widely used and appreciated at a global level.*" he added.

Speaking after receiving the award, Dr. Gupta said, "*I am happy that my case has been accepted for this prestigious award and I am honoured to receive it. This will encourage a number of academicians and practitioners to put in their best while writing a case that can be used for teaching MBA students internationally.*" Speaking briefly about the case, he added, "*This is a case about one of the biggest disruptive technologies in the modern world. Uber has provided a choice to customers across the globe that's safe, customer friendly, clean and affordable. The biggest advantage is that customers can choose the type of car they wish to travel in, at the time and place that suits them best – all within minutes of making a decision to travel. Uber also offers the transportation of anything, at any time, to any*

*location, with full safety and tracking available at one's fingertips through smartphones. The logistics solutions illustrated in the case are widely applicable, be it to people, ice cream on demand, flowers, ready-to-eat food and even the delivery of a product from an ecommerce platform. Uber's app-based innovation is disrupting all businesses, and any attempt to block this service would probably meet stiff resistance from customers who now have a newfound freedom to choose."*

Gautam Sinha, the CEO of the Times Internet was the keynote speaker at the event. While congratulating the IMT fraternity and Dr. Gupta on the impressive achievement, he also spoke about the strategic partnership Times Internet has entered into with Uber in India. Apparently, Times Internet is Uber's very first strategic partner in the country.

Speaking on the occasion, Dr. Atish Chattopadhyay, Director, IMT Ghaziabad said, *"Research is at the core of IMT's philosophy as well as delivery. Today's business demands are as many as they are complicated. They need constant monitoring and a huge amount of prolific research. I am delighted and proud to see the cutting-edge research our faculty is producing. During the year 2015-16, our faculty members published five books, 14 book chapters, 42 case studies, and 40 papers in national and international journals. Many congratulations to Dr. Gupta on bringing yet another laurel to IMT Ghaziabad."*

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### **About The Case Centre**

The Case Centre was set up in 1973 as the Case Clearing House of Great Britain and Ireland. It was the result of a joint initiative by 22 higher education institutions who wanted a reliable facility for sharing case materials among business teachers. The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe. It is a not-for-profit organisation and registered charity. It holds the world's largest and most diverse collection of management cases, articles, book chapters and teaching materials, including the collections of leading business schools across the globe.

### **About IMT Ghaziabad**

IMT Ghaziabad is a top ranked business school with more than 35 years of legacy. It has been consistently ranked top 10 by various credible ranking agencies like Business Today, Business World, CRISIL, GHRDN, Careers360, CNBC TV 18 etc. It has the most extensive and exclusive industry partnerships in the B school arena today. In the words of IMT's President Shri Kamal Nath "The world is shrinking. The corporate world even more so. Economies across the globe are rapidly integrating into a mega world economy. In this era of strategic alliances, joint ventures and unpredictable market conditions cross-cultural capabilities combined with visionary leadership are requisites for worldwide Corporates. Clearly the need of the hour is LEADERS with a global perspective on economic, technological, cultural and political interfaces with business."

IMT offers its students the best-in-class management education and industry knowledge. The Institute transforms its students into global business leaders who are capable of handling big roles within business, social, economic, political, and cultural contexts.

The academic and research environment at IMT Ghaziabad attracts the most competent, qualified and experienced faculty from both academia and industry. The institute today has a strong team of 60 highly qualified, research-oriented, full-time faculty members with a strong desire for learning. To enhance the cross-cultural learning of the students, we also have 9 adjunct faculty members from the USA, UK and India. These international faculty members spend significant time at IMT Ghaziabad teaching and working with our resident faculty. The faculty at IMT Ghaziabad keep themselves abreast of the latest developments in content and pedagogy of management education and Executive Learning and Development (ELD).



Dr. Atish Chattopdhyay, Director IMT Ghaziabad, delivering welcome address



Mr Richard McCracken, Director, The Case Center UK delivering his address and reading the citation for the award



The Case Center UK's 2016 Entrepreneurship Award presented to Dr V K Gupta  
(From Left to Right; Mr Richard McCracken, Director, The Case Center UK, Dr Reema Khurana,  
Program Chairperson, Mr Gautam Sinha, CEO Times Internet Co, Dr Atish Chattopadhyay,  
Director,IMT Ghaziabad, Dr V K Gupta)



Mr Richard McCracken, Director, The Case Center UK presenting the award to Dr V K Gupta



Mr Richard McCracken, Director, The Case Center UK, , Mr Gautam Sinha, CEO Times Internet Co, and Dr V K Gupta during the Award Function



Mr Gautam Sinha, CEO Times Internet Co, speaking on Times Internet Co's Strategic Partnership with Uber



Dr. V. K. Gupta speaking on Case Method of Learning for the participants



Dr V K Gupta presenting a memento to Mr Richard McCracken, Director, The Case Center UK

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