

IBS wins two awards

ICFAI Business School won two awards in the 30th Case Centre's Award along with Harvard Business School while INSEAD won three awards at the Case Centre competition organised by the UK-based 'The Case Centre' (TCC).

The two winning cases from ICFAI Business School include 'Big Data Strategy of Procter & Gamble: Turning Big Data into Big Value', written by Debapratim Purkayastha and Vinod Babu Koti, in the Knowledge, Information and Communication Systems

Management Category, and 'Apple and Conflict Minerals: Ethical Sourcing for Sustainability', written by Debapratim Purkayastha and Adapa Srinivasa Rao, in the Production and Operations Management category.

Dean of IBS Case Research Centre Purkayastha said that IBS has 15 worldwide best-selling cases this year, next only to Harvard. "Our students are taught the same cases taught at the world's best B-schools, and help them transform into future-ready professionals," he said.