

School of Management, G D Goenka University, Gurgaon organized its 4th International Case Conclave- ELIXIR, in association with ZYUFL, China on September 8, 2017 at the University premises. ELIXIR 2017 offered a platform to case writers, academicians and industry experts to highlight and dwell upon nuances of complex decision making situations. The concurrent sessions at the multidimensional event had 92 cases being presented by delegates from 63 universities and corporates both national and international including cases from Pakistan, Nigeria and South Africa. 76 selected cases were published in the book of proceedings which was released by Hon'ble VC, Dr. Shrihari, Dr. Arun Sacher, Dean and Conference Chair, School of Management, Chief Guest, Mr. Gregory Harvey, Australian Trade Commissioner, Mr. Sameer Mathur, President, Yepme, Mr. Nalin Raj Khanna, MD & CEO Vertebrand Group and Dr. Tanuja Kaushik, Conclave Convener. Dr. Anthony Kilili, Head, Dunhumby India & Global Head of Customer Engagement Science and Mr. Abhishek Mishra, Co-founder, NABET were the guests at the valedictory ceremony.

The sessions, during the course of conference included interesting inputs. The Vice Chancellor, Dr. Shrihari extolled the importance of case study in decision making and exploring new processes that are otherwise little difficult or at times impossible to understand. He mentioned that this method allows the graduates to attain a realistic view point of real-life events alongside empirically investigating them.

The Conference Chair and Dean, School of Management, Dr. Arun Sacher highlighted the pertinence of case study in up gradation and attainment of practical knowledge and developing an affinity towards experimental learning. The chief guest, Mr. Gregory Harvey, Australian Trade Commissioner used his personal experiences to emphasized cases as a tool to learn not only about success, but also failing in business. Taking examples from Indian and Australian businesses, he dwelt on importance of increased Australian- Indian collaborations for documenting cases for such businesses.

The highlights of the conference were plenary session on "Can brands marry profit with purpose?" by Team Vertebrand Management Consulting Pvt Ltd and talk on "Bridging the Industry- Academia Skill Gap" by Ardom Telecom Pvt Ltd. This was followed by concurrent sessions chaired by renowned case experts from both the industry and academia. All the dignitaries and participants were awarded with mementoes and certificates as a token of appreciation and encouragement.