

# HEC MONTRÉAL



## HEC Montréal AEMBA Corporate Social Responsibility Case Writing Competition

The HEC Montréal MBA Students' Association (AEMBA, Association des Étudiants MBA des Hautes Études Commerciales inc.), in conjunction with the HEC Montréal MBA program and the International Journal of Case Studies in Management (IJCSM)<sup>1</sup>, are organizing a bilingual case writing competition. This case writing competition is open to any authors (including those external to HEC as well as non-academic authors) whose cases fit the criteria outlined below.

The winning case in this writing competition will be used in the 11<sup>th</sup> edition of the AEMBA Corporate Social Responsibility (CSR) Challenge to be held in March of 2020. During this case study competition, MBA students from all over the world are invited to reflect on and discuss complex issues related to corporate social and environmental responsibility.

**\$3,000** will be awarded for the winning case. The prize will be awarded at the closing ceremony of the CSR challenge.

The winning case can also be submitted to the IJCSM (if the case meets the criteria of the IJCSM submission process – e.g., includes a fully developed teaching note).<sup>2</sup>

### ELIGIBILITY CRITERIA

Cases which meet the following criteria are eligible for the case writing competition.

- Beyond simple description of a company, the case must present a specific managerial challenge.
- No matter the company, its size, industry, or geographic region, the managerial challenge in the case must be related to corporate social and environmental responsibility.

---

<sup>1</sup> Created in 2003, the International Journal of Case Studies in Management (IJCSM) is the only peer-reviewed electronic journal that publishes teaching cases in both French and English that are international in scope, covering all fields of management – all accompanied by detailed teaching notes. The cases written in English are distributed by Harvard Business Publishing, and the ones written in French by CCMP and Ivey Publishing. The RICG/IJCSM is a journal published by HEC Montréal.

<sup>2</sup> [https://www.hec.ca/en/case\\_centre/ijcsm/author/index.html](https://www.hec.ca/en/case_centre/ijcsm/author/index.html)

- Cases may be submitted by any author or group of authors (internal or external to HEC Montréal).
- Cases must be written in English or in French.
- Cases must present a real life situation (based on public data, non-public non-disguised data, or non-public disguised data). Fictive cases are not admissible. Cases must be submitted along with the authorization of the company presented in the case or an indication that only publicly-available information was used to develop the case.<sup>3</sup>
- Cases must have a maximum of 12 pages of text.
- Cases must not have been previously used in a case competition, published by a case center, published in a journal, or publicly available.
- By submitting a case, authors authorize that – if their case wins this case writing competition – it can be used in the 2020 CSR Competition (i.e., distributed to competition participants and judges).

Note: Cases should be submitted with a cover letter which explains how the case meets these eligibility criteria.

## EVALUATION

All submitted cases which meet the submission criteria will be evaluated by a panel of judges. The panel will include representatives from or individuals assigned by the IJCSM. The panel will evaluate the submissions according to the following criteria:

- Fit of the case with the CSR Case Competition theme of corporate social and environmental responsibility.
- Potential of the case to elicit interesting ideas, discussion, and analysis by students at an MBA level.
- Quality of the case writing (logic, consistency, structure, flow, etc.) such that it could be used as-is (or with minor modifications) in an international case competition.

## IMPORTANT DATES

- November 4, 2019 – Due date for submitting cases.
- November 2019 – Case selection by the jury.

---

<sup>3</sup> The IJCSM Company Authorization Form can be used as a template:  
[https://www.hec.ca/en/case\\_centre/Forms/Publication\\_release\\_ijcsm.pdf](https://www.hec.ca/en/case_centre/Forms/Publication_release_ijcsm.pdf)

## HEC MONTRÉAL

- December 2019 - March 2020 – Working with authors, the selected case will be edited and translated as needed to prepare it for the competition. While authors are not required to submit teaching notes for the case writing competition, authors of the winning case will be encouraged to prepare teaching notes to be used by the judges in the CSR Challenge.
- March 2020 – Selected case will be used in the CSR Challenge. The case writing prize will be announced at the closing ceremony of the CSR Challenge. *Note: The case writing prize cannot be announced before the competition as the cases which are being used in the competition cannot be known in advance by teams competing in the CSR Challenge.*

### **Submission deadline: November 4, 2019**

Any questions and the case submission should be emailed to:  
[ann-frances.cameron@hec.ca](mailto:ann-frances.cameron@hec.ca)