

## Dr Suresh Srinivasan's case wins 2<sup>nd</sup> place in ISB-Ivey Global Case Competition

Chennai, 22<sup>nd</sup> October 2018:

We are pleased to share that case study 'Thyrocare: Disrupting the Indian Diagnostic Industry', authored by **Dr. Suresh Srinivasan, Director – PGDM, Professor- Strategy, Great Lakes Institute of Management, Chennai** along along with **Swathi Agarwal** and **Sameera Sepuri** from **PGPM Class of 2018**, has bagged 'Overall Winner - Second place' globally at ISB – Ivey Global Case Competition 2018. The winners have been awarded with US \$ 2000 cash prize.

The Centre for Learning and Management Practice, at the Indian School of Business, and Ivey Business School, Western University, Ontario, Canada, announced the ISB-Ivey Global Case Competition for the year 2018 today. The annual competition identifies and publishes the best India-centric business cases from around the world. This year's competition received 105 well written case entries that documented interesting business challenges from renowned institutions across India, Malaysia, Netherlands and the United States.



### ISB-Ivey Global Case Competition 2018

*The Centre for Learning and Management Practice, at the Indian School of Business, and Ivey Business School, Western University, Ontario, Canada, announce the ISB-Ivey Global Case Competition 2018. The annual competition identifies and publishes the best India-centric business cases from around the world.*

The Centre for Learning and Management Practice at the Indian School of Business hosts this event in partnership with Ivey Business School, Western University. The event is supported by Ivey Publishing, the publishing arm of Ivey Business School, and the European Association for Management Development (EFMD). [READ MORE...](#)

#### Results:

##### OVERALL WINNER – 1<sup>st</sup> PLACE

(Award of \$ 3000.00, Sponsored by ISB)

INDIAHIKES: Treading the Untrodden Trail

- Swapnil Garg, IIM Indore
- Sanjeev Tripathi, IIM Indore

##### OVERALL WINNER – 2<sup>nd</sup> PLACE

(Award of \$ 2000.00, Sponsored by ISB)

Thyrocare: Disrupting the Indian Diagnostic Industry

- Suresh Srinivasan, Great Lakes Institute of Management, Chennai
- Swati Agarwal, Great Lakes Institute of Management, Chennai
- Sameera Sepuri, Great Lakes Institute of Management, Chennai

WINNER – MARKETING CATEGORY

A panel of internationally acclaimed subject experts judge shortlist the cases in a double-blind review process and provide written feedback on each case. The top cases from this competition are marketed and distributed to a global audience of business schools through Ivey and distributed through Ivey Publishing and Harvard Publishing, the two largest sources of business cases in the world.

For more details, visit –

<https://www.isb.edu/isb-ivey-global-case-competition-2018>