

Professor from Great Lakes Institute of Management, Gurgaon Wins at ISB- IVEY Global Case Competition 2016

The total number of case abstracts received for the competition was more than 200 out of which Great Lakes Professor's case stood out in the marketing category.



Dr. Jones Mathew, Professor, Marketing at [Great Lakes Institute of Management](#) recently won the first prize at the ISB – IVEY Global Case Competition in the Marketing category. The case titled “The Vanca: Reworking Digital Marketing Strategy” was authored by Dr. Jones Mathew, Professor, Marketing, Great Lakes Institute of Management, Gurgaon and co- authored by Dr. Banasree Dey, Assistant Professor, Jaipuria Institute of Management, Noida.

The total number of case abstracts received for the competition was more than 200 out of which Dr. Mathew’s case stood out in the marketing category.

"The ISB Ivey Global Case Competition has successfully built itself into a prestigious and sought-after branded case repository. The benchmarks are very high and the demands on the authors are taxing. However, case authors are supported very ably by preparatory webinars by some of the best global case-writing experts. The judges offer very exhaustive feedback for improving and making the cases ready for international publication once the competition is over. The competition has been instrumental in igniting Indian case writers to write about Indian

business and management challenges more than ever. This competition will go a long way in encouraging and empowering case authors especially as the cases that win and get published are used by a global audience", expressed Dr. Mathew.

Case Abstract: The Vanca is a 5-year old entrepreneurial start-up in the field of apparel e-retail that has made a successful mark in sales figures but is facing brand recall issues. The Vanca's CEO Rajeev Sinha decided to rework the ad-hoc digital marketing efforts of the company. He decided based on poor historical marketing performance that a Digital Marketing Manager needed to be hired and tasked with reworking the marketing strategy. There were a few specific dilemmas to be resolved and streamlined: traffic and conversions to be increased, deciding on an appropriate mix of digital marketing tools to be used, creating strong, favourable and unique brand associations, improving brand recall, and making the customer journey experience enjoyable. These issues form the subject matter of this case. The author wrote the first part of the case called "The Vanca: Dilemmas of an E-Commerce Entrepreneurial Start-up" which was published by Ivey Publishing, Canada in 2015.

The ISB-Ivey Global Case Competition is an annual event hosted by the ISB Centre for Learning and Management Practice in partnership with the Richard Ivey School of Business (Ivey), University of Western Ontario, Canada. The ISB-Ivey Case Competition aims at promoting the development of high-quality, internationally benchmarked, India-specific business cases.

Dr. Mathew is a Ph.D. from Indian Institute of Foreign Trade (IIFT), New Delhi; MBA – Marketing from BIT-Mesra, Ranchi; and a BA Economics from Lucknow University. He brings with him 18 years of industry experience with companies such as HCL, Reebok, Yonex, and Hero Group followed by 7 years of B-School teaching experience. His teaching areas are Marketing Management, Product & Brand Management, Services Marketing, Consumer Behaviour and Digital Marketing. His research areas include Adolescent Consumer Behaviour, Tourism Marketing, Services Marketing, and Need for Uniqueness.

About Great Lakes Gurgaon: Great Lakes Institute of Management, Gurgaon is a unique Centre of Excellence in India focused on nurturing managerial and leadership talent for our Country. The Institute's activities include full and part time post graduate management programs in General Management, Corporate Training Programs, Consulting Services and Independent Research to enhance the intellectual capital and knowledge base in its areas of focus. The Post Graduate Programs seek to develop motivated management professionals equipped with comprehensive domain knowledge and capable of being productive from their first day of engagement with the corporate world. The 7.2-acre Great Lakes Gurgaon campus is located just off NH8 close to Manesar and is easily accessible from the corporate hubs of Gurgaon and the Delhi IGI Airport. The Campus is located near many educational and research centres including the National Brain Research Centre, BML Munjal University, Amity University, planned Indian National Defence University, etc. The Campus is fully residential with Wi-Fi enabled, air-conditioned hostels to ensure students coming from all over the country have a comfortable stay and a great peer learning experience.

About Great Lakes Institute of Management: Padma Shri Dr. Bala V. Balachandran founded Great Lakes in 2004 with a vision of becoming the leading Management Institution in India

providing Quality Education at an affordable cost and Human Capital for Emerging Economies. In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B-school in India to receive this prestigious international accreditation. In 2015, Great Lakes received international SAQS accreditation from AMDISSA making it one of the few B-Schools in India to receive two prestigious international accreditations. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of 10 years emerged as a top-ranked business school.

For the year 2015, Great Lakes has been ranked No.1 for its Analytics program by Analytics India, 5th among private B-Schools in India by Careers 360, 7th among India's top one-year executive MBA/PGP programmes by Business Today, 9th under the category top one-year programs in the country by Business World, 9th among one-year MBA program by Outlook India, and 10th among top ten B-Schools in India by Business India. Great Lakes has 50+ full-time faculty and 130+ visiting faculty including over 20 international faculty from top global schools like Yale, Kellogg, Stanford, etc. Further collaborations with world's leading institutions like Georgia State University, Nanyang Technological University, University of Houston, University of Bordeaux, Hong Kong University of Science & Technology (HKUST) etc.; have helped Great Lakes in globally benchmarking its programs. Great Lakes has 27.5 acres LEED Platinum rated green campus in Chennai and a 7.5-acre campus in Delhi-NCR. Great Lakes offer One Year full-time MBA for experienced professionals, Two year MBA with a focus on Emerging Markets, Part Time Executive MBA Program, and Weekend Executive MBA Program. Great Lakes alumni currently work at world-renowned organizations both in India and overseas across 30 countries.

To read the story online [click here](#)