



**IBS**  
INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —



## **Managerial Challenge: Digital Transformation Business Study Case Competition**

### **REGULATION**

The International Business School Americas, in association with public and private universities and foundations from Europe and the United States, makes public the activities regarding the Managerial Challenge: Digital Transformation Case Study Competition guided through the present regulation.

Enrollment of groups: <https://international.ibs-americas.com/group-inscription>

Download the business case preparation guidelines:

<https://cdn1.ibs-americas.com/digital-transformation/article.pdf>

**Main characteristics of the event:** international case study competition organized for university students and young professionals with the objective of promoting debate on companies' quest towards digital transformation accelerated by the COVID-19 impact on economy. The best groups will be awarded with international academic scholarships.

**Objective:** Stimulate young students and adults to reflect on opportunities of innovation and digital trends, particularly related to the economic downturn caused by the ongoing COVID-19 pandemic.

#### **1. GENERAL DISCLOSURES**

1.1 Managerial Challenge: Digital Transformation, Business Case Study Competition is organized by IBS Americas counting on the support of California State University Northridge, State University of New York at New Paltz, State University of New York at Albany, University of La Verne – California, Fondazione CUOA in Italy and Pearson College London;

1.2 The Managerial Challenge is a competition directed towards students and young professionals interested in the event's proposed theme and those who desire to attend international programs and discussions to increase their critical and creative capacities related to digitalization strategies.

1.3 The participation in all activities is 100% free.

#### **2. PROFILE OF PARTICIPANTS**

2.1 The event is mainly aimed at:

A) Undergraduate degree students from all academic areas in the last 4 semesters of studies and those who have recently completed their university studies.

B) Young Professionals from different economic sectors interested in business management subjects.

C) Experienced Professionals from different economic sectors interested in business management subjects.

2.2 After participating in the International Online Symposium: Digital Transformation and the Future of Work, the participants are invited to form the groups, debate about the theme and complete required activities described in this regulation, within deadlines.

### 3. GROUP WORK DESCRIPTION

3.1 Theme:

- The impact of new technologies on business world, demanding changes, and adaptations in companies as well as in career development.
- Digital-led changes amid the COVID-19 crisis as an effort of companies to reduce the negative consequences of social distancing measures on business.

3.2 Participants: groups formed by a minimum of 3 members and maximum of 6 members. No exceptions.

3.3 Language: English, Spanish and Portuguese are the languages accepted for this competition.

3.4 Format of delivery: groups are invited to develop a case study using the ideas presented in the document "Guidelines for Case Study Preparation" summarized as follows:

- The case study should focus a company in one of the three contexts below:
  - a. A company in traditional (offline) industries that implemented some digital initiatives during the COVID-19 outbreak in 2020.
  - b. A company that managed to incorporate digital processes before the crisis and reinforced their integration in the mid of the pandemic.
  - c. A company that was "born digital" before the crisis and managed to enjoy its competitive advantage during the COVID-19 crisis.
- The case study prepared by your group will be evaluated based on the ability to identify key elements of the digitalization processes and challenges faced by the company, as well as the ability to identify and suggest creative and innovative management suggestions.

- Paper components:

- Opening page: name of the company (may be disguised as “company X”), name of the group members, name of the academic advisor (not mandatory).

- Brief presentation of the company chosen for the case study: 1 to 2 pages containing information about the case in question.

- Analysis of the chosen enterprise: how does your group evaluate the company according to elements presented in this document? Justify your point of view: 3 to 5 pages with the description of how the chosen company is (or should be) adapting to the new reality of the digital economy.

- Analysis of the chosen enterprise: how has the company undergone recent changes in its integration into the digital economy? Outline in 3-5 pages the main steps the company took in order to adapt to the current economic scenario and suggest other ideas of additional digital transformations the company could implement in order to boost its profits and remain competitive in the long-term.

- Conclusion: 1 to 2 pages of suggestions and recommendations for managers and future professionals based on the company analyzed. Your ideas should address the following questions: What are the competencies and skills current managers need to acquire in the new digital era? What are the abilities and knowledge future professionals should develop to succeed in the new labor market driven by automation and digitalization? How can a young professional excel among others and deliver a superior contribution to a company in the current context?

#### 4. GENERAL SCHEDULE AND DEADLINES

**June 25<sup>th</sup> and 26<sup>th</sup>:** online International Symposium

**July 6<sup>th</sup>:** deadline for group registration

**July 7<sup>th</sup>:** online preparatory meeting (optional)

**August 3<sup>rd</sup>:** deadline for papers’ submission

**August 15<sup>th</sup>:** announcement of the best papers

#### 5. REGISTRATION AND CERTIFICATION

5.1 Registration for participants is free of charge and must be done online through registration links that will be shared by the coordination, within deadlines.

5.2 All participants will receive a certificate of participation.

5.3 Participants are invited to form groups of 3-6 members and enroll in the Managerial Challenge. All group members will receive certificates for their participation.

5.4 Groups can ask support from an academic advisor for the development of their work. Academic advisors named in the papers will also receive a specific certificate for their participation.

5.5 Participants are invited to participate in the online preparatory meeting to clarify any doubts about the work submissions. The orientation session is to be held on July 7th at 1PM (New York time zone).

## **6. AWARDS AND SCHOLARSHIPS**

6.1 Winning groups will receive up to U\$ 200,000 in academic scholarships to institutions sponsoring this event in California, New York, London, Italy, and Brazil according to the following criteria:

Groups in the Undergraduate level (valid for all Management Programs):

6.1.1 Each group member of the first three best papers will earn a U\$ 4,000 scholarship (all Management Programs) or a U\$ 4,500 scholarship for the programs at the CSUN/ULV or a U\$ 5,000 scholarship for the programs at the SUNY.

6.1.2 Each group member of the fourth to the tenth best papers will earn a U\$ 3,000 scholarship (all Management Programs) or a U\$ 4,000 scholarship for the programs at the CSUN/ULV or a U\$ 4,500 scholarship for the programs at the SUNY.

6.1.3 Each group member of the tenth to the thirtieth best papers will earn a U\$ 2,800 scholarship (all Management Programs) or a U\$ 3,800 scholarship for the programs at the CSUN/ULV or a U\$ 4,200 scholarship for the programs at the SUNY.

Groups in the Post-Graduate level (valid for Advanced Programs in London and California):

6.1.4 Each group member of the first three best papers will earn a U\$ 4,000 scholarship for the Advanced program at the Pearson College London or a U\$ 4,500 scholarship for the Advanced programs at the ULV.

6.1.5 Each group member of the fourth to the tenth best papers will earn a U\$ 3,500 scholarship for the Advanced program at the Pearson College London or a U\$ 4,000 scholarship for the Advanced programs at the ULV.

6.2 Validity of the scholarships: the prizes can be used at any of the Business Management programs offered by the sponsoring institutions in cooperation with the IBS Americas until the year of 2022. The full list of programs is available at IBS Americas website. The enrollment in the international program should be completed until August 31<sup>st</sup> of 2020.

6.3 Evaluation Criteria: projects will be evaluated by the IBS Americas committee based on the ability to identify key elements of the digitalization processes and challenges

faced by the company, as well as the ability to identify and suggest creative and innovative management suggestions.

6.4 The evaluation committee will choose the best 10 (ten) works and will publish them on the IBS Americas website as well at IBS Americas social media.

6.5 The present scholarships are individual and cannot be combined with other scholarships earned by the participants or any other person.

6.6 The scholarships can be transferred to other individuals, subject to the analysis of program coordination and cannot be sold or retrieved in monetary format.

6.7 Participants are responsible for travel and logistic expenses.

## **7. WAITING LIST**

7.1 In case one of the participants of the winning groups cannot attend the international programs, the scholarships will be cancelled and transferred to the eleventh best group and so on.

7.2 The waiting list of groups will be announced individually for each of the participant groups.

## **8. RESOLUTION OF DISPUTES**

8.1 All decisions regarding to this Case Study Competition will be taken by the event coordination.

8.2 Participants are invited to send questions and suggestions to the coordination, which decisions can be revised at coordination discretion.

8.3 Such revised decisions are final.