



# Cases on Contemporary Practices in Management

Department of Management,  
Bhilai Institute of Technology, Durg

**CASES ON CONTEMPORARY  
PRACTICES IN MANAGEMENT**

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## **PREFACE**

In the dynamic and fast paced world of business, effective management is the cornerstone of any successful organization. The complexities of managing teams, navigating organizational change and ensuring growth require not only a solid understanding of principles but also the ability to apply these principles in real world situations. This book aims to bridge that gap by presenting a series of case studies that explore key challenges faced by managers across various industries.

These cases offer readers a unique opportunity to develop in to practical, real life scenarios that illustrate the complexities of management decision making. They cover a broad spectrum of topics, from leadership and strategy to organizational behavior and operations management. By examining both successes and failures, these case studies will provide valuable insights into what works, what does not and why.

Designed both for the students and seasoned professionals, this book encourages critical thinking, problem solving and reflection. It invites readers to not only learn from the experiences of others but also to apply these lessons to their own management practices. In the end the goal is to equip current and future leaders with the tools and knowledge they need to navigate the evolving business landscape.

Through this collection, we hope to inspire thoughtful discourse, encourage innovative thinking and contribute to the development of more effective management practices for years to come.

## ***Dedication***

*A Special Thanks to*  
***Dr. Arun Arora,***  
*Principal,*  
*Bhilai Institute of Technology, Durg*  
*for Guidance and Support.*

## **Abbreviations**

Business-To-Business(B2B)  
Days Inventory Outstanding (DIO)  
Days Payables Outstanding (DPO)  
Days Sales Outstanding (DSO)  
Efficient Market Hypothesis (EMH)  
Electronic Health Records (EHR)  
Fast-Moving Consumer Goods (FMCG)  
Global Tech Solutions (GTS)  
Gross Merchandise Value (GMV)  
Hotels, Restaurants, and Caterers (Ho Re Ca)  
Human Resource Development (HRD)  
India Cement Limited (ICL)  
Integrated Marketing Communications (IMC)  
Life Insurance Corporation (LIC)  
Management by Exception (MBE)  
Micro, Small, and Medium Enterprises (MSMEs)  
National Stock Exchange (NSE)  
Pension, Provident Fund (PPF)  
Point-of-Sale (POS)  
Price-to-Earnings (P/E)  
Primary Health Centre (PHC)  
Reliance Industries Limited (RIL)  
Securities and Exchange Board of India (SEBI)  
Unpublished Price-Sensitive Information (UPSI)  
User-Generated Content (UGC)

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