



**CIMP** | Chandragupt Institute  
of Management Patna  
[www.cimp.ac.in](http://www.cimp.ac.in)



# 3<sup>rd</sup> MCC 2024 MANAGEMENT CASE CONFERENCE

NOVEMBER 8, 2024

CONFERENCE THEME: SUSTAINABILITY



## IMPORTANT DATES



Submission of Extended  
Abstract: 15<sup>th</sup> Oct, 2024



Decision on Acceptance of  
the Abstract: 15<sup>th</sup> Oct, 2024



Registration of Author/  
Delegates: 16<sup>th</sup> Sep, 2024



Submission of Full Case:  
15<sup>th</sup> Oct, 2024

**REGISTER  
NOW!**

SCAN QR CODE



Registration link:  
<https://www.cimp.ac.in/mcc>

## INTRODUCTION

The case teaching method has become the way of teaching in B-Schools across the globe, which provides students with real-time experience. The Management Case Conference (MCC) is an endeavour to motivate academicians, practitioners, consultants, and research scholars to come up with the best solution to a business situation. The case competition aims to encourage and promote the development of high-quality cases of both national and international relevance. Participants from all over the world are invited to participate and share their experiences.

This year will be the 3rd edition of MCC. It will be held on the 8th of November 2024. Considering the importance of sustainability in all facets of life. This year's theme of management case conference will be "Sustainability". The event will be held in hybrid mode.

## SUBMISSION CALENDAR

The organizing committee welcomes submission of cases, both teaching and non-teaching, from all areas of business and management. The authors can submit extended abstract [500 words] for the MCC-2024. However, authors who are targeting best case award need to submit a full case.

- ▶ Submission of Extended Abstract: **15<sup>th</sup> October, 2024**
- ▶ Decision on Acceptance of the Abstract: **15<sup>th</sup> October, 2024**
- ▶ Registration of Author/Delegates: **16<sup>th</sup> September, 2024**
- ▶ Submission of Full Case: **15<sup>th</sup> October, 2024**

## SUBMISSION GUIDELINES

- i. All cases submitted for oral presentation at MCC must contain original work that has not been previously presented or scheduled for presentation. If accepted for publication, or if under review, it must not appear in print before the case competition.
- ii. Font: Times New Roman, Size – 12, Double spaced, 1 – inch (2.5 cm) margin all around.
- iii. Figures, graphs, tables, references, and appendices should follow APA style.
- iv. To facilitate the blind review process, all author identity, including acknowledgments, should be removed. The title page containing the name (s) of the author (s) and affiliation (s) should be submitted separately.
- v. The extended abstract of the case should not be more than 500 words.
- vi. The extended abstract should cover the following aspects;

### Format for teaching case:

- (a.) Background
- (b.) Dilemma
- (c.) The case
- (d.) Data source
- (e.) Case questions

### Format for research case:

- (a.) Purpose
- (b.) Research question
- (c.) The case
- (d.) Data source
- (e.) Methodology adopted
- (f.) Findings and contributions

**Please note that incomplete submission will not be sent out for the review process.**

## REGISTRATION FEES

### MANAGEMENT CASE CONFERENCE:

- ▶ Foreign Delegates : USD 150 + GST 18%
- ▶ From SAARC Countries : USD 100 + GST 18%
- ▶ Indian Delegates : INR 1500 + GST 18%

## AWARDS

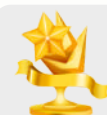
There will be three best case awards; "MCC 2024 Best Paper Accolade". Best paper selection will be done by a five-member review committee. Authors are required to submit a full case to be eligible for the Best-Case Award.



**1<sup>st</sup> Prize**  
**₹ 30,000/-**



**2<sup>nd</sup> Prize**  
**₹ 20,000/-**



**3<sup>rd</sup> Prize**  
**₹ 10,000/-**

## KEYNOTE SPEAKER (ACADEMIA): MCC-2024



**Dr. Ashutosh Dash**, Professor, Management Development Institute, Gurgaon

Dr. Ashutosh Dash, a member of finance faculty at Management Development Institute, Gurgaon, has been graduated in both Commerce and Business Administration with finance specialization and holds a doctorate degree in Mergers & Acquisitions from Utkal University, Bhubaneswar. He has qualified NET conducted by UGC and has pursued his Faculty Development Programme from Indian Institute of Management (IIM), Ahmedabad.

Dr Dash, a successful teacher and coach for more than a decade, has taught Management Accounting, Mergers & Acquisitions, Strategic Financial Management, Strategic Cost Management and Business Valuation at the following institutes: Indian Institute of Management (IIM) Shillong; IIM Kozhikode (as Adjunct Faculty); National Institute of Financial Management (NIFM); School of Management, KIIT University; North-Eastern Hill (Central) University, Shillong and Department of Higher Education, Govt. of Orissa.

He has been associated with the Ministry of Corporate Affairs in restructuring of Official Liquidator's Office of the ministry and framing the guidelines for establishment of the Indian Institute of Corporate Affairs. He has conducted a number of MDPs and training programmes in the area of accounting and finance.

## KEYNOTE SPEAKER (INDUSTRY): MCC-2024



**Mr. Kumar Ayashkanta**, Group Chief Investment Officer, Wipro Enterprises

Mr. Kumar Ayashkanta is currently associated as Group Chief Investment Officer at Wipro Enterprises. In his current role he is responsible managing the Global Corporate Treasury, Investments, hedging/trading in multiple currencies/commodities, Financial Planning, M&A, Venture Fund, Risk Management, Insurance Management for the group. Before joining Wipro, Kumar was heading the Treasury at L&T Financial Services.

He has more than a decade long experience in fund raising (both onshore and offshore), trading in Forex and Derivatives, Risk Management, M&A, Investor Relationship, System Implementations, Hedge Accounting and Market Related activities. In his previous assignments he was associated with ICICI Bank as a Trader in exchange rate and interest rate derivatives, with PwC as a Consultant in Market Risks field. Kumar is a regular speaker at various National / International Conferences.

## ORGANISING COMMITTEE



**Prof. (Dr.) Rana Singh**  
Patron: MCC-2024  
Director, CIMP



**Prof. (Dr.) Ranjit Tiwari**  
Coordinator: MCC-2024  
Assistant Professor, CIMP



**Prof. Sibananda Senapati**  
Associate professor



**Prof. (Dr.) Santosh Kumar**  
Assistant Professor, CIMP



**Prof. (Dr.) Rajeev Ranjan**  
Assistant Professor, CIMP

## ABOUT THE INSTITUTE

CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA (CIMP) has been established as an autonomous institution, with active support from the Government of Bihar, in the year 2008. The Honourable CM Shri. Nitish Kumar happens to be the Chairman of the Institute. It is approved by AICTE, Ministry of HRD, Government of India. The flagship programme of the Institute is accredited by NBA and approved by AIU. CIMP is currently ranked among the top 125 B-Schools as per NIRF-2023.

**The Institute conducts the following academic and executive programmes:**

- »» Fellow Programme in Management (FPM)
- »» Post Graduate Diploma in Management (PGDM)
- »» Post Graduate Diploma in Management (PGDM-IEV)
- »» Executive Programme in Management for Government officials (EXPM)
- »» Management Development Programme (MDP)

### FOR ANY QUERIES CONTACT



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### REGISTRATION AND PAYMENT



For MCC-2024 follow the link below.

<https://www.cimp.ac.in/mcc>

For any clarifications, please contact FDP Office

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