

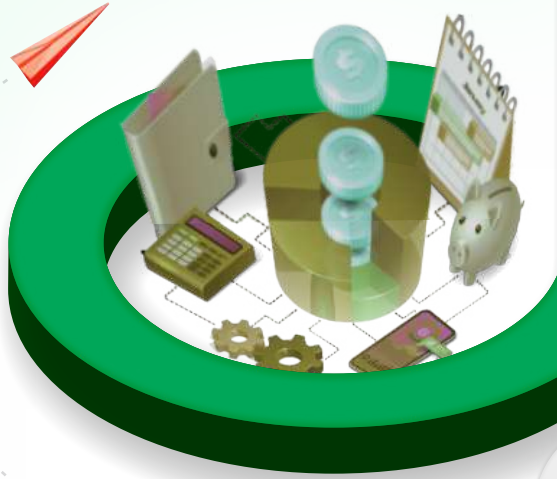


CIMP | Chandragupt Institute of Management Patna
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4TH MCC 2025 MANAGEMENT CASE CONFERENCE FRIDAY 7TH NOVEMBER, 2025

CONFERENCE
 THEME:
 SUSTAINABILITY



REGISTER NOW!



IMPORTANT DATES

-  Submission of Extended Abstract:
25th October, 2025
-  Decision on Acceptance of the Abstract:
30th October, 2025
-  Registration of Author/Delegates:
15th October, 2025
-  Submission of Full Case:
30th October, 2025

Submit your cases
mcc@cimp.ac.in

Contact us
 +91 74881 07779

A W A R D S

-  1st Prize
₹ 30,000/-
-  2nd Prize
₹ 20,000/-
-  3rd Prize
₹ 10,000/-



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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 conference 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 **4th edition of MCC**. It will be held on the **7th of November 2025**. Considering the importance of sustainability in all facets of life. This year's theme of management case conference will be "Sustainability". The sub-themes are: Sustainable Investment; Sustainable Business Strategies; Sustainable Environment. 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-2025. However, authors who are targeting best case award need to submit a full case.

Submission of Extended Abstract: **25th October, 2025**

Decision on Acceptance of the Abstract: **30th October, 2025**

Registration of Author/Delegates: **15th October, 2025**

Submission of Full Case [If competing for MCC Awards]: **30th October, 2025**

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

Foreign Delegates USD 150 plus GST 18%

From SAARC Countries USD 100 plus GST 18%

Indian Delegates INR 1500 plus GST 18%

AWARDS

There will be three best case awards; "MCC 2025 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.



1st Prize

₹ 30,000/-



2nd Prize

₹ 20,000/-



3rd Prize

₹ 10,000/-

KEYNOTE SPEAKER (ACADEMIA)

Coming soon!

KEYNOTE SPEAKER (INDUSTRY)

Coming soon!

ORGANISING COMMITTEE

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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.

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 CLARIFICATIONS, PLEASE CONTACT MCC OFFICE

CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

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