For Immediate Release

Press Release

CIMP Organised 5th Management Case Conference (MCC-2026)

Patna, November 6, 2026:

Chandragupt Institute of Management Patna (CIMP) successfully organised the **5th Management Case Conference (MCC-2026)** on November 6, 2026, in hybrid mode. The conference brought together academicians, researchers, industry professionals, and students to deliberate on contemporary management challenges through case-based learning and research.

The conference commenced with a welcome address by **Prof. Ranjit Tiwari**, Associate Professor, CIMP, followed by the inaugural address delivered by **Prof. (Dr.) Rana Singh**, Director, CIMP, who highlighted the importance of case-based learning in bridging the gap between management theory and practice.

The conference featured two distinguished keynote speakers: **Prof. (Dr.) Sanjay Kumar**, Group Vice-Chancellor, Rayat Bahra University, Punjab, and Air Commodore (Retd.), Indian Air Force, representing academia; and **Mr. Sambasivan G**, Chief Financial Officer, Tata Play, representing industry. Both speakers shared valuable insights on importance of Natural Experiments and the Art of Story Telling in managerial decision making.

The conference witnessed participation from **21 institutions**, including **Patna University; SOIL School of Business Design, Gurugram; XIM University, Bhubaneswar; Symbiosis International University; Birla Institute of Technology, Mesra; Indian Institute of Management, Udaipur; and NICMAR University, Pune**, among others.

The conference featured **29 case presentations across five parallel sessions under two tracks**, covering diverse areas such as corporate strategy, finance, artificial intelligence, sustainability, marketing, governance, entrepreneurship, and emerging management challenges. The presentations facilitated meaningful academic discussions and encouraged the application of management concepts to real-world situations.

The conference concluded with a valedictory session addressed by **Prof. (Dr.) Rana Singh**, Director, CIMP, followed by the announcement of **Best Paper Awards** by **Shri Kumod Kumar**, Chief Administrative Officer, CIMP. **Prof. Santosh Kumar**, Associate Professor, CIMP, proposed the vote of thanks.

The conference reaffirmed CIMP's commitment to promoting case-based pedagogy, strengthening industry–academia collaboration, and advancing practice-oriented management education.


MCC 2026
ANAGEMENT CASE
CIMP


PGP
Participants


CIMP


Our Vision
To become a nationally and internationally relevant management education and research


5TH MCC 2026
MANAGEMENT
CASE CONFERENCE


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