

A gold medalist from India, Vi has received several awards and nominations for her case research, teaching, reviewing and service. In 2019, she was nominated for the “SMS Teaching Impact” award, and in 2018 she received the coveted “Outstanding Case Writer” award from the Case Center, UK, and other awards. In 2017, she was nominated for USASBE's 2017 “MWE Professor of the Year” award and received two first prizes for her cases and one service award from the Strategic Management Society. Vi has been a keynote speaker at conferences in Asia, Europe and Latin America and an invited speaker at business schools around the world.

Vi has a PhD from the University of Illinois, Urbana-Champaign. Currently, she is an associate professor at the Daniels College of Business, University of Denver, where she teaches traditional and online courses in Business Policy and Strategy, Global Management, Leading High-Performance Organizations, and Global Social Entrepreneurship. She has published articles and numerous case studies in corporate governance, global strategy, and global social entrepreneurship in premier journals. She enjoys developing innovative teaching practices and has offered professional development workshops on “Developing theory from case research,” “Teaching with cases,” “Teaching online with cases,” “Writing publishable cases,” and “Case Immersion Workshops: From Practice to Theory” at the Strategic Management Society, Academy of Management, Academy of International Business, and business schools in Asia, Europe and Latin America. A past president of the North American Case Research Association (NACRA), and a former chair of the Strategic Management Society's (SMS) Teaching Community, Vi currently serves on the editorial boards of four leading refereed case journals and is the Chair of the Ethics and Corporate Governance Track of the North American Case Research Association. She served as a member of the Teaching Committee of the prestigious Academy of Management's Strategy Division during 2020–21.

## ORGANISING COMMITTEE



**Patron**  
**Prof. (Dr.) Rana Singh**  
Director, CIMP



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## ABOUT CIMP



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-2022.

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)

## CASE SUBMISSION

Submit your cases at: [mcc@cimp.ac.in](mailto:mcc@cimp.ac.in)

## REGISTRATION AND PAYMENT

For registration and payments for MCC-2023 and Case Development Workshop-2023 follow the link below. Note: The Case Development Workshop is free for case presenters and CIMPians.

<https://www.cimp.ac.in/index.php?/mcc>

## CONTACT US

**CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA**

(Approved by AICTE, Ministry of HRD,

Government of India, Programme accredited

by NBA and recognised by AIU)

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# 2<sup>nd</sup> MCC 2023

## MANAGEMENT CASE CONFERENCE

NOVEMBER 3 & 4, 2023

## CASE DEVELOPMENT WORKSHOP

NOVEMBER 3 & 4, 2023



**Organised by**

**Chandragupt Institute of Management Patna (CIMP)**

**Chandragupt Institute of Management Patna (CIMP)**

Mithapur Institutional Area, Patna-800001

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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 2nd edition of MCC. It will be held on 3rd and 4th of November 2023. The event will be held in hybrid mode. A Case Development Workshop is also planned for 3rd and 4th November 2023, which intends to provide a unique platform for beginners to learn case writing skills.



## 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 for the MCC-2023. However, authors who are targeting best case award need to submit a full case.

- Submission of Extended Abstract: 07<sup>th</sup> October, 2023
- Decision on Acceptance of the Abstract: 10<sup>th</sup> October, 2023
- Submission of Full Case: 07<sup>th</sup> October, 2023
- Decision on Acceptance of Full Case: 10<sup>th</sup> October, 2023
- Registration of Author/Delegates: 15<sup>th</sup> October, 2023



## SUBMISSION GUIDELINES

1. 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 conference.
2. Font: Times New Roman, Size – 12, Double spaced, 1 – inch (2.5 cm) margin all around.
3. Figures, graphs, tables, references, and appendices should follow APA style.
4. 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.

### 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.*



## ABOUT WORKSHOP

The Case Development Workshop intends to aid participants in writing cases effectively and efficiently.

### Learning Objectives:-

- Understand a systematic approach to case writing
- Discussion on qualitative and quantitative data to strengthen the case study
- Designing a teaching note, preparing case questions and solutions
- Designing a framework for an effective business case



## REGISTRATION FEES

### MCC:

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

### Case Development Workshop:

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

*[Note: The Case Development Workshop is free for case presenters and CIMPIans.]*



## AWARDS

There will be two best case awards; “MCC 2023 Best Paper Accolade”. Best paper selection will be done by an expert panel. Authors are required to submit a full case to be eligible for the Best Case Award.

- 1st prize INR 20,000/-
- 2nd prize INR 10,000/-



## KEYNOTE SPEAKER

### MCC CONFERENCE- 2023



**Dr Prashant Gupta,**  
Professor at IIM-Nagpur, India

Dr Prashant Gupta is a Professor at Indian Institute of Management (IIM) Nagpur, has earlier served with Indian Institute of Management (IIM) Trichy. He has shouldered many administrative responsibilities such as Dean, School of Management, Dean Student Affairs, Chairman Admissions, Program Director/Chair of PG Programs etc at different institutions served earlier. His more than 25 years of

experience is a blend of industry and academics. Prof. Prashant has conducted various training programs for more than 40 companies, including board level programs, for more than 5000 middle, senior and top-level executives of almost all big PSUs like ONGC, IOC, Oil India, HPCL, NTPC, GAIL, NLC, Coal India L&T, TVS Credit, etc. Dr Gupta has also organized international training programs and trained more than 1000 Foreign Government /Private Sector Executives of around 55 countries, sponsored by Ministry of External Affairs, Government of India. Many International and National research publications of repute are to his credit. He has presented many papers in refereed International and National conferences in India at various IIMs, IITs, ISB and abroad at more than 10 countries. Prof. Gupta is on the Advisory Board of three companies and Economic Council of India (ECI). He is also a trained faculty member by Ivy Business School, Canada and International Finance Corporation (World Bank Group Company), USA on Corporate Governance. He sits on various academic bodies of Universities and Institutes and has also served a board member at Accounting Standard Board (ASB) of India. Currently he is a member of Accounting Standard Board, ICAI for year 2018-19. He is a member of committee on 'Sustainable Finance' at Bureau of Indian Standards (BIS) and also part of the 'World Working Group' of ISO for developing new standard on Sustainable Finance - ISO-TC322.



## RESOURCE PERSON

### CASE DEVELOPMENT WORKSHOP-2023



**Dr. Vijaya "Vi" Zinnoury,**  
Associate Professor, Danials College of Business, University of Denver

Vijaya Zinnoury, PhD, is the recipient of the prestigious “Outstanding Contribution to the Case Method” award conferred by The Case Center, UK., in February 2019. (“Who is Writing, and Who is Teaching, the Best MBA Cases?”)