



चन्द्रगुप्त प्रबंध संस्थान पटना
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA



VIRTUAL 1st MCC 2022 MANAGEMENT CASE COMPETITION

NOVEMBER 5th & 6th 2022

KEYNOTE ADDRESS:

DR. CHANDAN SHARMA
PROFESSOR, IIM LUCKNOW

CASE DEVELOPMENT WORKSHOP
NOVEMBER 4th 2022

RESOURCE PERSON:

DR. VISHWANATHA SARAGUR RAMANNA
PROFESSOR, SHIV NADAR UNIVERSITY, DELHI NCR

1st Prize 25,000
2nd Prize 15,000
3rd Prize 10,000

Last date:

Abstract: 31st May, 2022

Full case: 31st July, 2022

[Selected cases will be published in edited book.]

📍 Mithapur Institutional Area, Patna-800001, India. ☎ : 0612-2366015/034/004/062/021,7677227923

🌐 : www.cimp.ac.in/mcc ✉ : mcc@cimp.ac.in



चन्द्रगुप्त प्रबंध संस्थान पटना
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

[The flagship programme of the Institute is accredited by NBA and approved by AIU. CIMP is among the top 100 B-Schools as per NIRF-2021]



VIRTUAL 1st MCC 2022
MANAGEMENT CASE COMPETITION
NOVEMBER 5th & 6th, 2022

CASE DEVELOPMENT WORKSHOP
NOVEMBER 4th, 2022

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 Competition (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 1st edition of MCC. It will be held on the 5th and 6th of November 2022. Due to Covid-19 uncertainties, the event will be held in virtual mode. A Case Development Workshop is also planned for 4th November 2022, 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-2022. However, authors who are targeting best case award and publication opportunity need to submit a full case.

- Submission of Extended Abstract: 31st May, 2022
- Decision on Acceptance of the Abstract: 15th June, 2022
- Submission of Full Case: 31st July, 2022
- Decision on Acceptance of Full Case: 17th August, 2022
- Registration of Author/Delegates: August 31st, 2022
- Registration of Non Author Delegates: 15th October, 2022

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 2000 plus GST 18%

AWARDS

There will be three best case awards; “MCC 2022 Best Paper Accolade”. Best paper selection will be done by an expert panel. Authors are required need to submit a full case to be eligible for Best case award.

- 1st prize INR 25,000/-
- 2nd prize INR 15,000/-
- 3rd prize INR 10,000/-

KEYNOTE SPEAKER

Dr. Chandan Sharma
Professor, IIM-Lucknow

RESOURCE PERSON

Dr. Vishwanatha S Ramanna
Professor, Shiv Nadar University, Delhi NCR

ORGANISING COMMITTEE

-  Prof. Rana Singh (Patron)
-  Prof. Ranjit Tiwari (Coordinator)
-  Prof. Sibananda Senapati
-  Prof. Santosh Kumar
-  Prof. Rajeev Ranjan

CASE SUBMISSION

Submit your cases at mcc@cimp.ac.in

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 100 B-Schools as per NIRF-2021.

The Institute conducts the following academic and executive programmes:

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

FOR ANY QUERIES CONTACT

Email: mcc@cimp.ac.in

Nitish Nigam: +91-8709134137

Avi Karan: +91-9525189928

ADDRESS

Chandragupt Institute of Management Patna

Mithapur Institutional Area, Patna – 800001, India

Website: www.cimp.ac.in, Tel: 0612-2366015/034/004/062/021

Registration and payment options to be updated soon.