



चन्द्रगुप्त प्रबंध संस्थान पटना  
CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA



# 1<sup>st</sup> MCC 2022 MANAGEMENT CASE COMPETITION

NOVEMBER 5<sup>th</sup> & 6<sup>th</sup> 2022

KEYNOTE ADDRESS:

DR. CHANDAN SHARMA  
PROFESSOR, IIM LUCKNOW

CASE DEVELOPMENT WORKSHOP  
NOVEMBER 4<sup>th</sup> 2022

RESOURCE PERSON:

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

1<sup>st</sup> Prize 25,000  
2<sup>nd</sup> Prize 15,000  
3<sup>rd</sup> Prize 10,000

Last date:

Abstract: 10<sup>th</sup> August, 2022

Full case: 20<sup>th</sup> September, 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](http://www.cimp.ac.in/mcc) ✉ : [mcc@cimp.ac.in](mailto:mcc@cimp.ac.in)



**चन्द्रगुप्त प्रबंध संस्थान पटना**  
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[The flagship programme of the Institute is accredited by NBA and approved by AIU. CIMP is among the top 125 B-Schools as per NIRF-2022]



**1<sup>st</sup> MCC 2022**  
**MANAGEMENT CASE COMPETITION**  
**NOVEMBER 5<sup>th</sup> & 6<sup>th</sup>, 2022**

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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 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 1<sup>st</sup> edition of MCC. It will be held on the 5<sup>th</sup> and 6<sup>th</sup> of November 2022. Due to Covid-19 uncertainties, the event will be held in hybrid mode. A Case Development Workshop is also planned for 4<sup>th</sup> 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: 10<sup>th</sup> August, 2022
- Decision on Acceptance of the Abstract: 16<sup>th</sup> August, 2022
- Submission of Full Case: 20<sup>th</sup> September, 2022
- Decision on Acceptance of Full Case: 30<sup>th</sup> September, 2022
- Registration of Author/Delegates: 10<sup>th</sup> October, 2022
- Registration of Non Author Delegates: 15<sup>th</sup> 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 1000 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.

- 1<sup>st</sup> prize INR 25,000/-
- 2<sup>nd</sup> prize INR 15,000/-
- 3<sup>rd</sup> 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](mailto: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**

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**Registration and payment options to be updated soon.**