



CASE STUDY



INTERNATIONAL CASE CONFERENCE 2026

Date:

February
20th & 21st, 2026.

Bridging Corporate Practice and Academic Purpose

Theme:

Contemporary Contexts in Innovation, Inclusion, And Impact

About The Conference

With over three decades of experience in case-based pedagogy, SDMIMD's International Case Conference serves as a unique platform to bring together corporate leaders and academic professionals to bridge the gap between classroom learning and contemporary business practice. The conference aims to identify emerging themes and contexts in commerce, business, and management education that prepare students to be industry-ready and future-focused. It provides participants with valuable insights into the evolving expectations of corporate professionals from the modern workforce, followed by practical guidance on how to develop and present business contexts effectively as case studies.

By aligning academic inquiry with real-world relevance, the conference nurtures high-quality case writing that meets the standards of leading global publishers such as Harvard Business Review, Ivey Publishing, and The Case Centre. In recent years, global case publishers have increasingly sought case studies from emerging markets like India, especially those addressing themes related to the United Nations Sustainable Development Goals (UN SDGs), which also form the central theme of this year's conference. In this context, the case conference emphasizes bridging business innovation and inclusive practices to shape impactful management education, encouraging participants to contribute case studies that reflect contemporary challenges and opportunities in the business world.

Types Of Case Studies

Full-Length Case Studies

(Format aligned with Ivey Publishing standards)
[Case Submission Guidelines](#)

**For Academicians, Corporate Practitioners,
Trainers, and Ph.D. Scholars**

Main Case: Minimum 3 pages and up to 8 pages in length, with an additional 2 pages for exhibits.

Teaching Note: Up to 3 pages focusing on case analysis and discussion.

Compact Case Studies

For Students Only

Main Case: Limited to 1 page, supported by up to 2 pages of exhibits.

Teaching Note: Up to 2 pages presenting discussion points and learning insights.

* All case studies must be based on authentic primary or secondary data sources. Fictional or imaginary contexts will not be accepted.

Important Dates

- Submission of Case Abstract: **On or before December 20, 2025** (in the prescribed format only)
- Notification of Abstract Status: Within one week of submission
- Submission of Full Case and Teaching Note: **On or before January 20, 2026** (in the prescribed format only)
- Notification of Full Case Status: Within ten days of submission
- Last Date for Registration: **February 10, 2026**

Case Themes



Case studies that explore contemporary contexts and emerging scenarios aligned with the conference theme are especially encouraged. Submissions may also include conventional subject areas related to management, business, and commerce.

Thematic Topics

Innovation

Product and Service Innovation

- Fintech
- Agri tech
- Health Tech
- Ed Tech
- Frugal Innovation

Process and business model innovation

- Platform based business models
- Process automation (AI) and analytics in Finance, HR, Marketing, Production.
- Sustainable manufacturing
- Startup ecosystem and Incubation led innovation.

Social and public sector innovation

- Innovation in public service delivery
- Social enterprises
- Impact investing models

Impact

Social Impact

- CSR intervention
- ESG

Environmental Impact

- Sustainable supply chain management and green logistics.
- Carbon neutrality practices
- Waste management

Policy and Institutional Impact

- Innovation in public service delivery
- Social enterprises
- Impact investing models

Inclusion

Financial and economic inclusion

- Digital financial inclusion
- Micro finance and SHGs
- MSME
- Inclusive banking models

Financial and economic inclusion

- Diversity, Equity, and Inclusion (DEI)
- Gender and leadership
- Algorithm bias in people analytics

Conventional Topics

Finance

- Corporate finance
- Financial markets
- Investment analysis
- Derivatives
- Personal finance
- Taxation
- Accounting and auditing

Marketing

- Marketing management
- Consumer behavior.
- Advertisement
- Selling and distribution.
- Pricing
- Digital Marketing

Production and Operations

- Quality control
- Supply chain
- Inventory management

Systems and IT

- Information Systems management
- ERP
- Cyber security
- Digital transformation

Humar Resource

- Performance appraisal
- Leadership
- Employee retention
- Employee engagement
- Workplace culture

Registration Fees

Categories	Fee
Corporate Executive	INR 2500
Teaching Faculty	INR 2000
Ph.D. Scholar	INR 1000
Case workshop and Conference participation (Day-02)	INR 1000



Scan for Registration

Organising Committee



Dr. S.N. Prasad

Conference Chief Patron & Director
SDMIMD, Mysuru



Dr. B. Venkatraja

Member Organising Committee & Associate Professor – Economics
SDMIMD, Mysuru



Dr. K. Riyazahmed

Conference Chair & Associate Professor – Finance
SDMIMD, Mysuru



Dr. Mamta Hegde

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SDMIMD, Mysuru



Dr. M. Sriram

Member Organising Committee & Associate Professor – Finance
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Mr. C.V. Sridhar

Conference Facilitator & Manager-Administration
SDMIMD, Mysuru