

April, 8th, 2019

Sub: Invitation to participate at the 9th International Conference on Management Cases, 2019

Dear Sir,

International Conference on Management Cases is a unique case focused conference organized by Birla Institute of Management Technology (BIMTECH), Greater Noida, which is running in its ninth year of existence (Visit: <https://www.bimtech.ac.in/icmc/ICMC-2019/>). This year the 9th ICMC, 2019 is being organized in collaboration with University of Eastern Finland, Finland and University of South Florida, Tampa, USA.

ICMC 2019 is inviting, research/teaching cases, in various facets of management, from scholars all over the world. Well written cases get a chance to win one of the 16 awards. After the conference, around 50 percent of the high quality cases are taken further for publication with renowned journals.

This year ICMC has scheduled three workshops. These include:

- 1) Research agenda associated with Construct of Smart, connected, healthy, and sharing communities/cities by Prof. Matthew T. Mullarkey, Ph.D., Director, Doctor of Business Administration, Muma College of Business, University of South Florida, USA
- 2) Writing theory linked cases by Prof. Trevor Williamson, Ex Faculty, Case Centre, UK,
- 3) Research Process by Prof. Sunil Mithas., Information Systems and Decision Sciences, Muma College of Business, University of South Florida, USA.

We request you to announce among your faculties and research scholars to submit a 250 words abstract by 30th April, 2019 at <https://www.conftool.org/icmc2019>. On selection of the same the full case will be required to be submitted by 30th June, 2019.

For any queries, one can write to icmc@bimtech.ac.in alternatively they can also reach out at ak.dey@bimtech.ac.in

We look forward for your support.

With warm regards,

Prof A.K. Dey
Chairperson
Centre for Management Case Development
BIMTECH