



CALL FOR CASES

Second International Case Conference (ICC 2027)

“Emerging Markets, Emerging Technologies: The Next Chapter in Case-Based Learning”

30 – 31 January 2027

Pre-Conference Workshops: 29 January 2027

Venue: Indian Institute of Management Raipur, Atal Nagar, Chhattisgarh, India

Dear Professors, Scholars, and Practitioners!

Greetings from IIM Raipur.

Following the resounding success of ICC 2026 — which brought together strong faculty participation, institutional partners including the Government of Chhattisgarh (CMDC), Punjab National Bank, Emerald Publishing, and Service Setu Academics, and a Special Issue proposal with Emerald Publishing — we are delighted to invite case submissions for the second edition of the International Case Conference (ICC 2027), to be held at the Indian Institute of Management Raipur on 30–31 January 2027.

The conference, themed “Emerging Markets, Emerging Technologies: The Next Chapter in Case-Based Learning,” aims to bring together academicians, research scholars, and practitioners to present original, unpublished cases with teaching notes that address real-world business challenges.

IIM Raipur was established in 2010 by the Government of India and is guided by its tagline “Building Business Owners.” Its Case House (the Case House of IIM Raipur) curates original teaching cases grounded in real business challenges, and ICC is a flagship platform for case-based scholarship.

Major Themes

1	Contemporary Business Practices Strategy and governance; marketing and customer-centric innovation; finance, accounting and fintech; business valuation and corporate finance; human resource management and organisational behaviour; operations, logistics and supply chain; sustainability, ESG and the circular economy; entrepreneurship, startups and family business; public policy.
2	Contemporary Policy Implemented by GOI and Its Impact PSU transformation and public enterprise reform; Digital India, Make in India and Atmanirbhar Bharat; priority-sector lending and financial inclusion; regulatory reform across sectors; impact assessment of government schemes on business and society.
3	Application of AI in contemporary business decision-making Application of AI in marketing, finance, HR and operations; business analytics, big data and machine learning; ethical AI, governance and data privacy; ML, IoT, AR/VR, metaverse, blockchain and cloud; AI-assisted case discussion and simulation-based pedagogy.
4	Globalising Indian Business Strategy Indian firms going global; cross-border acquisitions and strategic alliances; global supply chain integration; internationalisation of startups and SMEs; branding Indian businesses globally; globalising Indian value-based management practices.



Presentation Tracks

Every accepted case is presented within one of ten dedicated tracks, so that each functional discipline receives dedicated review and discussion. Authors should nominate a preferred track at the time of submission.

01	Strategy, Governance & General Management	02	Marketing & Customer-Centric Innovation
03	Finance, Accounting & Fintech	04	Human Resource Management & Organisational Behaviour
05	Operations, Logistics & Supply Chain Management	06	Sustainability, ESG & Circular Economy
07	Public Policy, Governance & PSU Transformation	08	Digital Transformation, AI & Emerging Technologies
09	Entrepreneurship, Startups & Family Business	10	Humanities, Liberal Arts & Communication in Management

Submission Guidelines

CATEGORY	ELIGIBILITY	LENGTH
Full Case	Faculty, researchers, PhD Scholars, practitioners, and policymakers	4,000–7,000 words
Industry / Policy Case	Practitioners and policymakers	2,500–4,000 words

Author(s) to ensure that the following documents are submitted: Cover page mentioning the name, address, contact details, and affiliation of the author(s), Case Document (without author(s) identification), Teaching Note, Author Declaration on usage of AI, Case and TN Exhibits in Excel/Word format (where applicable).

- **Format:** MS Word (doc/.docx), Times New Roman 12 pt, 1.5-line spacing. Word counts exclude exhibits and references.
- **Structure:** Case title; abstract of 200–300 words; three to five keywords; case body including a decision dilemma, exhibits with sources; references in APA style.
- **Category eligibility.** An Industry/Policy Case qualifies only if every author and co-author is a practitioner and/or policymaker, with no academician among them. Any submission that includes an academician as a co-author is classified as a Full Case, needing a Teaching note.
- **Teaching note:** The Teaching note must cover the abstract and learning objectives, target audience, teaching strategy and session plan, theoretical grounding, discussion questions with indicative answers, and suggested readings.
It is mandatory for all Full Cases. For Industry/Policy Cases, it is preferred but not mandatory.
- **Review:** All submissions undergo double-blind peer review, with structured reviewer feedback provided before acceptance.

Submission portal – <https://icc27.iimraipur.edu.in/call-for-cases.php>

Pre-Conference Workshops — 29 January 2027

- **Case Writing Workshop** - idea generation, research and interviews, structuring the narrative, developing exhibits, and preparing teaching notes.
- **Case Teaching Workshop (New)** - classroom facilitation techniques, discussion-leading, and the use of multimedia and AI tools in case-based teaching.



Case Competition & Awards

All accepted cases with teaching notes automatically compete for cash prizes.

AWARDS	PRIZE
Best Case Award — in each of the presentation tracks	₹5,000 each
Overall Best Case — 1st Prize	₹15,000
Overall Best Case — 2nd Prize	₹10,000
Overall Best Case — 3rd Prize	₹7,000

Certificates for presenting the case will be issued in the name of the author(s) who register for the conference.

Publication Opportunity

All accepted cases will feature in an ISBN-numbered Conference Proceedings volume - a valued academic credential recognised by most universities in India. Building on the Special Issue proposal secured with Emerald Publishing at ICC 2026, further publication opportunities for ICC 2027 are being explored and will be announced in due course.

Important Dates

ACTIVITY	DATE
Case Submission Deadline	November 30, 2026
Early Registration	Till November 30, 2026
Registration	Till December 31, 2026
Pre-Conference Workshops	January 29, 2027
Conference Dates	January 30–31, 2027

Registration fee details available at <https://icc27.iimraipur.edu.in/registration.php>

Note:

Domestic Participants: In exceptional circumstances, participants may be permitted to present online upon prior intimation and confirmation from the organising committee via email (icc2027@iimraipur.ac.in).

Foreign Participants: Foreign nationals are allowed to present online upon prior intimation and confirmation from the organising committee via email (icc2027@iimraipur.ac.in).

We warmly invite delegates, case writers, and case experts from across the globe to participate and kindly request that they circulate this call among their colleagues and networks. Together, let us make ICC 2027 a grand success.



Chief Patron



Prof. Sanjeev Prashar

Director In-Charge, Indian Institute of Management Raipur

Organizing Committee



Prof. Diptiman Banerji

Convenor

convenor_icc2027@iimraipur.ac.in



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INDIAN INSTITUTE OF MANAGEMENT RAI PUR

Atal Nagar (Naya Raipur), Chhattisgarh, India

Building Business Owners

We look forward to receiving your cases.

Warm regards,

Ms. Megha Raaj & Shri Gattumedhi Manoj Kumar

Conference Secretariat

International Case Conference (ICC 2027), IIM Raipur

FOR QUERIES, PLEASE CONTACT

Conference Secretariat — International Case Conference (ICC 2027)

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