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# INTERNATIONAL CASE CONFERENCE (ICC 2026)

30<sup>TH</sup> – 31<sup>ST</sup> JAN, 2026

## PRE-CONFERENCE WORKSHOP ON CASE WRITING

29<sup>TH</sup> JANUARY, 26

Venue

Indian Institute of Management Raipur



Being prime of publication opportunity.

Selected cases will be considered for publications  
in the special Issue of Emerging Markets Case Studies



ServiceSetu  
Academics

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| 238   | Dr. Varsha Mamidi<br>Dr. Vijaya Bhaskar Marisetty                   | Central Bank Digital Currency (Cbdc) And Financial Inclusion: Can Digital Rupee Empower Rural India? |
| Track 3 - Strategy /Sustainability, SDG, and ESG / Entrepreneurship Development |   |  |
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| Dr. Mohit Goswami , Dr. Vinod Thakur  |   |  |
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| NCMT308                                  | Shri Vivswan Padmeshya<br>Ms. Ameya Joshi<br>Shri Rohil Hazra (Onsite Mini C  | Sabka Bima, Sabki Strategy?   |
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| Dr. Sandeep S , Dr. Vidya CM             |   |   |
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| Dr. Rabin K Jana , Dr.Namita Rajput                               |   |   |

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| <b>Dr. Mohd Shadab Danish , Dr Bhagyashree Narayan</b>                        |  |  |
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| Dr. Dhananjay Bapat , Dr. Smita Shyamsunder Khatri                                       |   |  |
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| Dr. Navneet Bhatnagar , Dr. Ajit Sadasivan   |  |   |
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| Track 22 - OBHR / Humanities & Liberal Arts   |   |  |
| Time: 2:30 PM – 4:00 PM, Room No: MDC 104   |   |  |
| Dr. Prakriti Soral , Dr. Gandhi L   |   |  |
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| 224   | Dr. Sahana Madan  | Hostage In The Skies : Indigo'S Pilot Fatigue Meltdown And India'S Monopoly Aviation Dilemma   |
| 57  | Shri Sanjyot Katti<br>Dr. Vijaya Venkateswaran  | Generative AI Shift at Tech Chip: A Leadership Challenge   |
| 176   | Mr. Anjani Kumar Jha<br>Ms. Arzoo Madiha<br>Dr. Abhijeet Singh                            | Beyond The Bottom Line: The Vertical Sustainability Dilemma At Pratibha Syntex   |
| 214   | Shri Divyam Aggarwal  | Iquanta: A Growth Problem That Success Created   |
| 98  | Dr. Neelu   | How The Airline Landed In The Traveller’S Zone Of Intolerance  |
| 32  | Dr. Divya Lakshmi J   | Wellness At Work - Employee Well-Being On Remote Work  |
| Track 23 - Information Systems / Strategy / Entrepreneurship Development / Operations Management and Quality Management |   |  |
| Time: 2:30 PM – 4:00 PM, Room No: MDC 105   |   |  |
| Dr. Jithesh A , Dr.M Manickaraj   |   |  |
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| 112   | Shri Anurag Nagar (Onsite Mini Case)  | Ensuring employee availability through intensive counselling measures.counselling  |
| 133   | Ms. Anuradha Sahu (Onsite Mini Case)  | From Craft Legacy To Market-Ready Startup. Redoing Brand Positioning & Institutionalising Botanical Craft . Auroarts- Transformative Journey Through Stem–Swavalamban. |
| 54  | Shri Uppily Ramabadran  | Unmasking Deception: A Case Study On Health Insurance Fraud  |
| 180   | Dr.Rizwana.M<br>Dr. Padmalini Singh<br>Dr. Pallavi B                                      | CAARE HealthTech: Scaling the Hybrid Strategy across India's Rural-Urban Divide  |
| 25  | Dr. Sharadindu Pandey   | The Betul Anomaly: Weaving Nutrition Security Through Agro-Forestry In Madhya Pradesh  |

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| 213   | Shri Prakrit Prakash<br>Dr. Arti Chandani<br>Dr. Prashant Ubarhande<br>Dr. Manisha Sanghvi<br>Dr. Sonali Bagade<br>Dr. Mohit Pathak, | Taj Group's Entry into Cairo, Egypt: Luxury Meets Heritage  |
| <b>Track 24 - OBHR</b>  |  |   |
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| Dr. Anubha Dadhich , Dr. Vijaya Venkateswaran                         |  |   |
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| 53  | Dr. Jestin Johny<br>Dr. Tanvi Thakkar<br>Ms. Pranjal Gupta   | The Unlikely Leader: Navigating Influence, Perception, And Career Advocacy                                  |
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| 81  | Shri Aditya Yadav  | Adi'S Scoops & Bites: A Founder On The Mba Bench  |
| 122   | Ms. Arpitha Elsa Alex<br>Dr. Manish Gupta  | Adapting To Gen-Z Expectation On Quarterly Promotion: Case Of A Fintech Company                             |
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| <b>Track 25 - Marketing / Entrepreneurship Development / Strategy</b> |  |   |
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| Dr. J Daniel Inbaraj , Dr.R.Sundari                                   |  |   |
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| Dr. P Ketan Kumar Reddy , Dr. Somya Arora                             |  |   |
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| NCMT304   | Ms. Shivani Prasanna Deore<br>Dr. Rahul Kumar                            | Egyptair In Turbulent Skies   |
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| <b>Dr. Ashapura Baruah , Dr. K S Sujit</b>                                      |  |   |
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| 139   | Ms.Ojaswi Sharad More<br>Ms. Khushi Rakesh Shah                          | Pli Or Peril? Tata Electronics' Bet On India'S Semiconductor Dream  |
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Web: <https://icc26.iimraipur.edu.in>

Email: [icc2026@iimraipur.ac.in](mailto:icc2026@iimraipur.ac.in)

Convenor: [convenor\\_icc2026@iimraipur.ac.in](mailto:convenor_icc2026@iimraipur.ac.in)

