

IEM-UEM International Case Conference

March 19 & 20, 2026

Organized by
Department of Management
Institute of Engineering & Management
 (School of University of Engineering & Management), Kolkata

Keynote Speakers



Prof. Jaydeep Mukherjee
 MDI Gurgaon, India



Siddhartha Ghosh
 Contours & Pathways



Dr. Ritu Mehta
 IIM-Calcutta



Dr. Sangeeta Sahney
 IIT Kharagpur



Dr. Saikat Banerjee
 IIFT, Kolkata

IUICC 2026

Department of Management of Institute of Engineering & Management and University of Engineering & Management take pleasure in inviting Academicians, Research Scholars, Students, and Industry experts contribute cases at the IEM-UEM Case Conference 2026(IUICC 2026). IUICC 2026 is organized to offer academicians and industry experts on common global platform to present & discuss the challenges of management in emerging markets in light of best business practices. This conference will serve as a platform for researchers, scholars, and industry experts to share their cases in various fields. The theme of this year's conference is "Redefining Business Practices," and IUICC 2026 encourages submissions that creatively address this theme. The conference will be held in hybrid mode with presentations and distinguished keynote address from diverse speakers and participants.

University of Engineering & Management-Kolkata

IEM-UEM Group is committed to advancing Education, Research, Training, and Consultancy. The Institute of Engineering & Management and University are the acclaimed educational institute among today's industry- centered academic organizations. IEM has set sublime standards in addressing the managerial resource shortage in the new era of dynamic globalization. The IEM has risen to fame for its strong foundation in teaching and R&D in multifaceted areas. It aims to serve the future generation as well as the Nation through its commitment to self-sufficiency and unmatched excellence. The Department of Management, accredited to NBA, provides contextual learning, and helps develop students as thinking professionals to address tomorrow's challenges. The programs develop multiple skills, including managerial decision-making, problem-solving, analytical reasoning, communications, creativity, and innovation.

Pre-conference Workshop

All registered participants will get an opportunity to attend the **Case Mentoring Workshop** on March 19, 2026.

Resource Person:

- Prof. Jaydeep Mukherjee, MDI Gurgaon

The Case Conference Theme

Theme: Redefining Business Practices

Academicians, practitioners, Doctoral scholars and Post-graduate students are encouraged to send their original, unpublished work in the form of Extended Abstracts (800-1500 words) to the conference. The submissions to be included in any one of the following tracks in line with but not limited to the conference theme:

This case conference will meticulously foster concepts and techniques that employ to ensure creativity in the case development process.

Sub-themes of the conference

- Marketing
- Finance & Accounting
- Human Resource Management & Organizational Behavior
- Strategic Management & Entrepreneurship
- Artificial Intelligence, Augmented Reality & Virtual Reality
- Data Science & Business Analytics
- Operations and Supply Chain Management
- Other Related Areas of Management such as Tourism, Hospitality, Health Care Management

Uniqueness of this Conference

- Case Mentoring Workshop by Prof. Jaydeep Mukherjee, MDI Gurgaon
- Best Case Award ₹ 20,000/-
- Internationally Reputed Keynote speaker

Conference Committee

Conference Chair:

- Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management, Kolkata & Pro- Vice-Chancellor, University of Engineering & Management,

Organizing Secretary

- Prof. Anupam Bhattacharya, Principal, Institute of Engineering & Management-Kolkata (Management House), Kolkata, India.

Conference Conveners

- Prof. (Dr.) Dipak Saha, Professor, Institute of Engineering & Management, Kolkata, India
- Prof. (Dr.) Subrata Chattopadhyay, Professor, University of Engineering & Management, Kolkata, India.
- Prof. Chirabrata Majumder, Professor, Department of Management, Institute of Engineering & Management, Kolkata, India

Conference Co-conveners

- Prof. Kaushik Kumar Ganguly, Assistant Professor, Department of Management, Institute of Engineering & Management, Kolkata, India
- Dr. Bikash Chandra Mondal, Assistant Professor, Department of Management, Institute of Engineering & Management, Kolkata, India

Advisory Committee:

- Prof. (Dr.) Rabin Majumder, Principal, Institute of Engineering & Management (Ashram Campus), Kolkata, India
- Prof. (Dr.) Sujit Dutta, Professor & Mentor, Department of Management Institute of Engineering & Management, Kolkata, India
- Prof. (Dr.) Preeti Sharma, Professor & Associate Dean, School of Management, University of Engineering & Management, Jaipur
- Prof. Arundhati Ray, Emeritus Professor, Institute of Engineering & Management, Kolkata, India
- Prof.(Dr.) Sangeeta Sahney, Professor, Vinod Gupta School of Management, IIT-Khargapur, Kolkata, India
- Prof. (Dr.) Isita Lahiri, Professor & Head, Department of Business Administration, University of Kalyani, India

- CMA(Dr.) D. P. Nandy, Senior Director(Studies), Institute of Cost Accountants of India, India
- Dr. Soumya Guha Deb, Associate Professor, Indian Institute of Management, Sambalpur, India
- Prof.(Dr.) Madhusudan Karmakar, Professor, Indian Institute of Management, Lucknow, India
- Prof.(Dr.) Mahalaya Chatterjee, Professor, Department of Economics, University of Calcutta, India
- Dr. Sajal Das. Associate Professor, University of Calcutta, India
- Prof.(Dr.) Sandip Anand, Professor-Marketing, University of Allahabad , India
- Prof. Nandan Sengupta, Cambridge Marketing College, UK
- Prof.(Dr.) Rishi Raj Sharma, Professor, Department of Business Management, & Associate Dean, Guru Nanak Dev University RC, Gurdaspur, India
- Prof.(Dr.) S. N. Dhar, Department of Commerce, University of North Bengal, India
- Prof.(Dr.) Gurjeet Kaur, Professor-Marketing, Department of Commerce, University of Jammu, India
- Prof.(Dr.) Ashutosh Muduli, Professor-Human Resource Management, Pandit Deendayal Petroleum University, India
- Prof. Dibyendu Chattaraj, Associate Professor & Head, Institute of Engineering & Management, Kolkata, India
- Dr. Rahul Sharma, Associate Professor & Head, School of Management, University of Engineering & Management, Jaipur

Organizing Committee Members:

- Dr. Swati Mukherjee, Associate Professor, Institute of Engineering & Management, Kolkata
- Dr. Prasenjit Kundu, Associate Professor, Institute of Engineering & Management-Kolkata, Kolkata, India
- Prof. Writaparna Mukherjee, Assistant Professor, Institute of Engineering & Management-Kolkata, Kolkata, India

- Dr. Pritha Chanda, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Anik Kumar Hazra, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Debasree Saha, Assistant Professor, Institute of Engineering & Management-Kolkata, Kolkata, India
- Prof. Saptaparna Ghosh, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Dr. Nivedita Mondal, Associate Professor Institute of Engineering & Management, Kolkata, India
- Prof. Shouvik Chattopadhyay, Assistant Professor, University of Engineering & Management, Kolkata, India
- Prof. Sohini Datta, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Saugata Ghosh, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Prathana Banerjee, Assistant Professor, Institute of Engineering & Management, Kolkata, India
- Prof. Sanhita Ghosh, Assistant Professor, Institute of Engineering & Management, Kolkata, India

2-DAY IEM-UEM INTERNATIONAL CASE CONFERENCE 2026
19TH & 20TH MARCH 2026
THEME: REDEFINING BUSINESS PRACTICES
JOIN US

IMPORTANT DEADLINES:

- Last date of Submission of Extended Abstract: 9th March, 2026
- Notification of Acceptance: 10th March, 2026
- Registration Deadline: 15th March, 2026

BEST CASE AWARD
₹ 20,000/-

MODE: HYBRID

In case of a query, please write to us on: caseconference@iem.edu.in
Whatsapp or Call us at: +91-9434210759 | +91-9836107275

Case Submission

Please mail the soft Copy of your case one PDF & one Word copy at the email:

caseconference@iem.edu.in

Best Case Award
₹ 20,000/-

Publication

Publishing Partner:

1. Edited Book with Routledge (Taylor & Francis)
2. Edited Book with Bentham Science Publishing



Registration Fees:

Code	Description	Fee (₹)	
A	Basic Registration Fee		
Category of Registration		Indian Participants	International Participants
A1	Student (P.G/ U.G))	999 /-	100 USD
A2	Research Scholar	1499/-	100 USD
A3	Academicians	1999 /-	100 USD
A4	Corporate delegates	2999 /-	100 USD
B	Registration fee for co-author	No Separate Registration Fee is Applicable for Coauthor(s)	
D	In Absentia Fee	1999 /-	100 USD

Note:

1. No Separate Registration required for co-authors (for individual certification)
2. Payment to be made on the basis of code(s) selected (students & research scholars need to submit a copy of institute ID card/ University registration card as proof)

Mode of Payment

For Indian National

Bank Name	IDBI Bank Ltd
Account Name	"Institute of Engineering & Management Trust"
Account Number	184104000054214
MICR Code	700259009
IFSC Code	IBKL0000184

OR

For Foreign National

Bank Name	Indian Overseas Bank
Branch Name	GN- 34/2, Salt Lake Electronics Complex, Sector -V, Kolkata - 700091
Account Name	Institute of Engineering & Management Trust
Account Number	164201000000488
MICR Code	700200049
IFSC Code	IOBA0001642
Swift Code	IOBAINBB893
Branch Code	1642

*******No Spot Registration through cash submission facility will be available.**

Important Dates:

Submission & Registration	Date
Conference Case Writing Workshop	March 19, 2026
Last Date of Submission of Extended Abstract	March 5, 2026
Last Date of Submission of Full Case for Final Publication	March 31, 2026
Notification of Acceptance	March 10, 2026
Final Registration Deadline	March 15, 2026
Conference Date and Time Zone (IST)	March 19 & 20, 2026

Call for Cases

Academicians, practitioners, Doctoral scholars and Post-graduate students are encouraged to send their original, unpublished work in the form of Extended Abstracts (800-1500 words) to the conference.

The submissions to be included in any one of the following tracks in line with but not limited to the conference theme.

Case Submission Guidelines

The conference solicits only original, unpublished cases, particularly relating to actual events and situations in management areas. All cases will undergo a process of blind peer review. The case should clearly focus on management concerns. It should be constructed according to the Author's Guidelines. Case Abstracts are limited to 200 words maximum. The extended abstract should be between 1,500 and 2,000 words in length. It should be typed on A4-sized paper using Times New Roman 14-point headings and 12-point body text. At least one of the writers must be registered in order for the case to be presented at the conference. Cases submitted in absentia or not presented will not be considered for publishing. Both the Case Abstract and the entire Case should be emailed to caseconference@iem.edu.in as a word attachment.

Format for Extended Abstract

The first page should include the Case Title, the Case Study Domain, and Author Details with contact numbers and email addresses. Case Abstract within 150 words. The length of the extended abstract should be 4 (maximum) pages. This limit includes the abstract, body of the text, notes, and exhibits. The extended abstract should include the following headings:

Abstract; Objective; Functional Area of the Case and Keywords (3-4); Introduction; Main Issues; Main Body (support information such as tables, figures, and graphs.); Conflicts (if any), Decision Alternatives etc.; Closing Section; Citations and sources of information.

Evaluation & Acceptance Criterion

- Problem Statement
- Relevance
- Originality
- Clarity,
- Alignment with the Conference theme

Best Paper Award

Best paper shall be awarded best on the following criterion.

- Problem Statement
- Learning Objectives
- Relevance
- Alignment with the Conference theme
- Handling of queries
- Originality
- Presentation Style

Contact

Conference Convener(s)

- Prof. (Dr.) Dipak Saha, Professor, Institute of Engineering & Management, Kolkata, India, M: +91-9831655192
- Prof. (Dr.) Subrata Chattopadhyay, Professor, Institute of Engineering & Management, Kolkata, India, M: +91-9836107275

Email: caseconference@iem.edu.in

Conference Venue

Day 1: CII Auditorium, 1st Floor, Management Building, Institute of Engineering & Management (School of University of Engineering & Management), D1, Saltlake, Sector V, Kolkata-700091, India



Case Submission Format

All cases should incorporate the following components (the sections should not be subtitled with these generic headings):

- An opening paragraph/hook that generates interest and foreshadows the key problem
- Company/ organization story or history
- Industry background as relevant
- Key characters should be fully developed.
- Complete description of the situation or problem
- Exhibits or appendices and references as relevant.
- Include a Teaching Note



Important Deadlines

Registration opens: March 1, 2026

Registration closes: March 15, 2026

Conference Date: March 19 & 20, 2026