



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

**Centre for Case Research and Development (CCRD)
School of Business and Management (MBA)**

presents

COGNOSCO

December 2025

Sixteenth Annual Case Study Conference

BEST CASE AWARD

1st prize- Rs. 10,000/-

2nd prize- Rs. 7,000/-

Call for Case Studies and Papers on Innovative Androgogy

DATE:

11th & 12th
December 2025

VENUE:

CHRIST (DEEMED TO BE UNIVERSITY)
Kengeri Campus,
Bangalore

MAIL YOUR ABSTRACT TO: cognosco@mba.christuniversity.in

REGISTRATION LINK: <https://forms.gle/WTTcxmmThCfVDFd36>

COGNOSCO

The Centre for Case Research and Development (CCRD), School of Business and Management, CHRIST (Deemed to be University) initiated COGNOSCO in 2012 to provide a platform for case writers to present their case studies and also inspire many others to develop good case studies.

The conference promotes the development of quality teaching cases among the teaching fraternity and also business practitioners. Case studies developed could be library case studies, primary data-based case studies, challenges encountered in the industry, and also real-life problems encountered in consultancy projects. However, with the wide range of avenues to develop case studies, it is expected that the case developer maps the case study to key conceptual learnings for the students of business as well as other allied disciplines.

ARTICLES ON INNOVATIVE PEDAGOGY

Research papers and conceptual articles on innovative pedagogy exploring novel teaching methods that enhance engagement, inclusivity, and learning outcomes are also invited. Topics may include digital tools, experiential learning, interdisciplinary approaches, and more. Share your insights to inspire transformative practices in higher education.

HIGHLIGHTS OF THE CONFERENCE

- Plenary session on case writing and publishing
- Separate track on papers on innovative pedagogical practices on case teaching
- Interactive discussions on effective case handling
- Detailed peer review from case study experts
- Opportunity to publish with Emerald Market Case Studies, The Case Centre (UK)
- Cash prize for the best two cases
- Certificates for presentation and participation.

For papers on **innovative pedagogy**, certificates will be provided

FOR WHOM

The conference encourages participation from all enthusiastic case writers or researchers related with industry and academia. The following is an indicative list of participants:

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|---------------------------------------|--------------------------|
| • Academicians | • Trainers / Consultants |
| • Corporate executives | • Entrepreneurs |
| • Independent / Freelance researchers | • Students |

PUBLISHING PARTNER

EMERGING MARKETS CASE STUDIES (EMCS)



EMCS, a SCOPUS indexed journal, enables authors now publish globally. EMCS cases achieve real and substantial impact. In 2018, EMCS cases were downloaded over 75,000 times by students and faculty around the world and has published content from 71 countries. All EMCS cases are double blind peer reviewed by experts in the field, which results in the publication of high-quality cases and teaching notes. EMCS has taken an important step forward in recognizing the contributions of authors and since January 2019 they have announced paying authors £100, or the equivalent currency, upon publication of their case studies and are beginning to see an increase in high quality submissions.

ET CASES

ET CASES is an initiative of the Times of India Group - India's largest and most diversified media conglomerate. Their vision is to enable an effective and efficient classroom delivery through case andragogy – at undergraduate, graduate, doctoral and corporate levels. ET CASES aims at creating value for the entire management fraternity – aspiring managers, faculty from business schools and practicing managers from wide spectrum of companies and industries – through seamless collaboration and value sharing.

CATEGORIES OF CASES

- **GENERAL MANAGEMENT & STRATEGY**

Economics, Entrepreneurship, Corporate Policy, Ethics, and Governance, Corporate Social Responsibility, Mergers and Acquisitions, Corporate Strategy, Sustainability, Operations, Analytics

- **HUMAN RESOURCE**

- **FINANCE**

- **MARKETING**

- Case ideas are also welcome, however, they will not be considered for the best case award. Certificates will be provided.

REGISTRATION SCHEDULE

Abstract Submission:

15 September 2025

Communication of Acceptance:

30 September 2025

Registration, payment, and full case submission before: 25 November 2025
(starts from 15 September)

REGISTRATION FEE

STUDENTS

Rs. 1,000/-

PARTICIPANTS

Rs. 2,000/-

PRESENTERS

Rs. 3,000/-

The above fee is inclusive of GST

*This registration fee is applicable for a maximum of 3 authors per case. In case of more than 3 authors, an additional Rs. 1,000 needs to be paid per author.

* Christites will be given a discount of 50% in the respective categories.

Registration Link: <https://forms.gle/WTTcxmmThCfVDFd36>

Payment Link: <https://feebook.southindianbank.com/FeeBookUser/org?id=323>

REGISTRATION PROCESS:

Step 1: Select "Fee name"- Conference.

Step 2: Select category- COGNOSCO Dec 2025 (Respective category).

For example: Choose COGNOSCO Dec 2025-

Presenter, Participant, Student, or Christite

Step 3: Enter the captcha and click continue.

Step 4: Fill in the details and click continue.

Step 5: Make the payment and generate a receipt.

E-mail your payment receipt to cognosco@mba.christuniversity.in

ACCOMMODATION

Accommodation will be provided for a nominal fee on first come first served basis.

SUBMISSION GUIDELINES

Teaching Cases:

1. Unpublished case studies in the areas of business and management, both in Indian and International scenarios, will be accepted.
2. Case studies can be based on secondary/published information with proper reference throughout the case study.
3. All case studies will be subject to blind review. The review will be based on clarity of data, case content, relevance, and scope of analysis and learning.
4. Case studies under development can also be presented to verify the potential of the idea with experts. However, such entries will not be eligible for award.
5. The abstract should be of a maximum of 300 words and should also include title, author(s) names, affiliations, and contact details, relevant functional domain, and the expected learning outcomes of the case.
6. The suggested format of the full case will be communicated to the authors after the acceptance of the abstract.

Papers on Innovative Andragogy:

1. Unpublished papers on innovative andrological practices.
2. The abstract should include the specific innovative andragogy, functional domain, the relevant audience, and the achieved learning outcomes.
3. Send your abstracts to cognosco@mba.christuniversity.in

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ABOUT CHRIST (DEEMED TO BE UNIVERSITY)

CHRIST (Deemed to be University) was born out of the educational vision of St Kuriakose Elias Chavara, an educationist and social reformer of the nineteenth century in South India. He founded the first Catholic indigenous congregation, Carmelites of Mary Immaculate (CMI), in 1831 which administers CHRIST (Deemed to be University). The University was established as 'Christ College' in 1969. It undertook path-breaking initiatives in Indian higher education with the introduction of innovative and modern curricula, insistence on academic discipline, imparting of Holistic Education and adoption of global higher education practices with the support of creative and dedicated staff.

The University Grants Commission (UGC) of India conferred Autonomy to Christ College in 2004 and identified it as an Institution with Potential for Excellence in 2006. One of the first institutions in India to be accredited in 1998 by the National Assessment and Accreditation Council (NAAC), Government of India, and subsequently in 2004, 2016, 2022, CHRIST (Deemed to be University) is currently accredited with 'A+' Grade. The University is ranked among top 100 universities in India at 67 in the NIRF India Ranking 2023 of Ministry of Education, Government of India.

The multi-disciplinary University, which focuses on teaching, research and service offers Bachelor, Master and Doctoral programmes in humanities, social sciences, sciences, commerce, management, engineering, architecture, education, and law to about 30,000 students. The University offers its programmes at four campus locations in Bangalore in Karnataka, at Lavasa in Pune in Maharashtra, and Ghaziabad in Delhi NCR.

ABOUT SCHOOL OF BUSINESS AND MANAGEMENT

The School of Business and Management is a premier wing of Christ (Deemed to be University), since 1991 with a clearly defined approach for creating quality managers and entrepreneurs required to face the challenges of the corporate sector. The department offers undergraduate courses in Business Administration and Masters Programme in Management and Finance which are challenging and specifically designed to develop and enhance career opportunities and to contribute to the dissemination of academic and applied knowledge in business management.

As a Business School, we believe our andragogy enables, engages, exemplifies, and encourages students to make effective business decisions. The curriculum design provides students with the best opportunities to be well-rounded managers and business leaders. We offer experiential learning for our students through an array of activities like Social Responsibility Projects, Industry Review Projects, Organisation Structure Study, Outbound Training, Book Review Competitions, Summer Internships, Weekly Presentations on Current Affairs, Skill Enhancement Programmes, and Dissertations. We offer our students the best of opportunities and a launching pad for careers.

ABOUT CCRD

The Centre for Case Research and Development at CHRIST strives to develop teaching case studies that are used as pedagogical tools within curricula in business schools across the world. Besides, the center supports case writers/faculty from the School of Business and Management and other departments in developing good case studies by providing training, review support, and publication of the case studies on identified platforms. CCRD is also in the process of creating its own case repository.