



CENTRE FOR CASE RESEARCH AND
DEVELOPMENT
CHRIST (DEEMED TO BE UNIVERSITY)
BANGALORE CENTRAL CAMPUS



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

Centre for Case Research and Development

School of Business and Management

Master of Business Administration

Presents

INTERNOVATE

***“Blend of Internship
and Innovate”***

Annual Student Case Study Conference

2026

VENUE

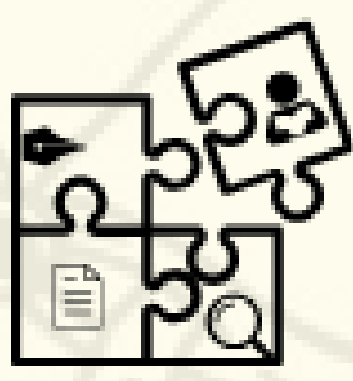
CHRIST (Deemed to be University),
Bangalore Central Campus

Date

JAN 8TH 2027

Mode

Offline



ABOUT SCHOOL OF BUSINESS AND MANAGEMENT

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

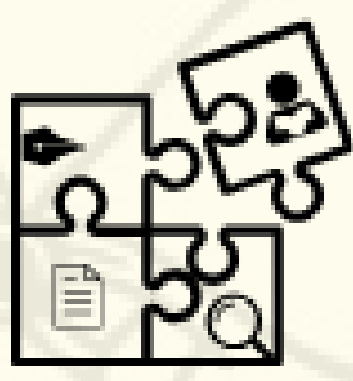


ABOUT CENTRE FOR CASE RESEARCH AND DEVELOPMENT

The Centre for Case Research and Development at CHRIST strives to develop teaching case studies that are used as andragogical tools within curriculum in business schools across the world. Besides, the centre 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 process of creating its own case repository.

ABOUT INTERNOVATE

Internovate is the first annual student-based case study conference organized by the Centre for Case Research and Development in collaboration with the School of Business and Management. The initiative is designed to encourage students to convert their summer internship or any industry experiences into meaningful case studies. By doing so, students not only reflect on real-world business challenges but also enhance their analytical and case writing skills. The competition offers a platform to showcase these skills while contributing to the Centre's growing online case repository. Internovate aims to bridge academic learning with industry exposure, promoting innovation, critical thinking, and excellence in case-based learning.



HIGHLIGHTS OF THE CONFERENCE

- Plenary session: Case Writing and Publishing
- Interactive discussions on effective Case Writing
- Detailed peer review from Case Study experts
- Separate track on papers
- Opportunity to publish with CCRD online Repository
- Cash prize for the best two cases
- Certificates for Winners and Participation
- Opportunity to be included in the Special Issue

INDICATIVE LIST OF CATEGORIES OF CASES

Finance

Analytics

Marketing

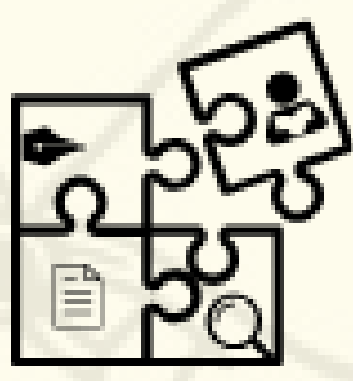
Strategy

Human Resource

Entrepreneurship

Operations

General Management



REGISTRATION SCHEDULE

Registration Schedule

- Abstract Submission
- Abstract Acceptance
- Registration & Full Paper
Submission along with PPT
- Conference Date

Deadline

Sept 30 - Oct 25, 2026

Nov 5, 2026

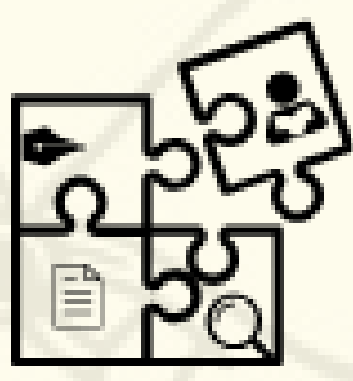
Nov 6 - Dec 5, 2026

Jan 8, 2027

REGISTRATION FEES (Including GST)

Internal
350/-

External
700/-



Abstract Submission link:

<https://forms.gle/XXWGskYddHt1WSjE7>

Registration link (Full Case Submission & PPT)

<https://forms.gle/u8N5q9BMRV2HpC5r7>

PAYMENT LINK

<https://eacademia.southindianbank.bank.in/ChristFee/>

PAYMENT PROCEDURE

Step 1: Select the Fee Name as "CONFERENCE".

Step 2: Choose the appropriate Category:

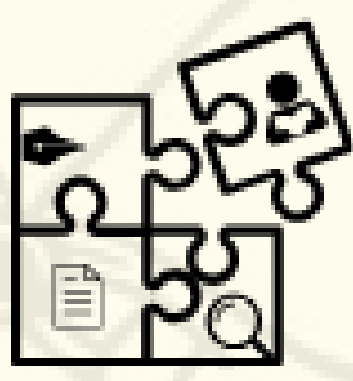
- INTERNOVATE Case Study – Presenters –
- Christite – INTERNOVATE Case Study –
- Presenters – External

Step 3: Enter the captcha and click Continue.

Step 4: Fill in the required details and click Continue.

Step 5: Select your preferred method of payment.

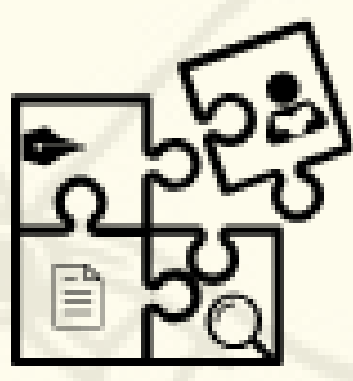
Step 6: Complete the payment and download the receipt for future reference.



SUBMISSION GUIDELINES

Abstract Submission

- Must be based on the categories or sub-categories.
- Clearly mention under which category your paper is to be included.
- Format: MS Word, Times New Roman, Font Size 12 pt.
- Spacing: 1.5 line Spacing
- Length: 300 words Maximum (excluding title/cover page).
- Margin: 1 inch on all sides.
- References: APA guidelines.
- Include 5 keywords relevant to your paper.
- All case studies will be subject to blind review. The review will be based on clarity of data, case content, and relevance
- The full paper and presentation slides may be submitted after the abstract has been accepted.
- Mention the areas in which the case belongs to



SUBMISSION GUIDELINES

Full Case and PPT Submission

- Unpublished case studies in the areas of business and management,
- Format: MS Word, Times New Roman, 12 pt, Line Spacing 1.5, 1-inch margins on all sides.
- Title Heading: Times New Roman, 14 pt.
- The first page should include: Title, Author(s) name, affiliation, mailing address, phone, and email.
- The second page should contain the abstract.
- Tables, charts, and graphs should be on separate sheets, numbered sequentially.
- References in APA style, arranged alphabetically.
- Case studies can be based on secondary/published information with proper reference throughout the case study.



BEST CASE AWARD (OVERALL)

1ST PRIZE

10000/-

2ND PRIZE

5000/-

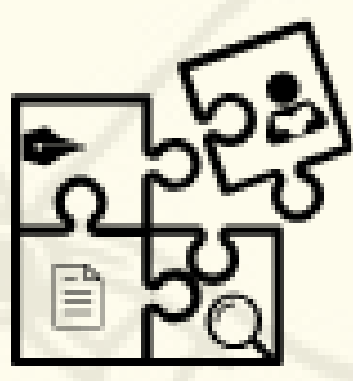
Note:

- The cash prize will be awarded only to the external participants
- Certificates will be provided to all the participants and the track wise winners

FOR WHOM

Students

Phd Scholars



ORGANISING CHAIR

Fr Thomas TV
Director, SBM

Dr Jain Mathew
Dean, SBM

Dr. Sathiya Seelan
Associate Dean, SBM

Dr Mareena Mathew
HOD, SBM

ORGANISING TEAM

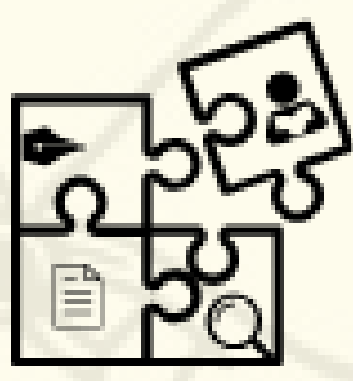
Dr Nisha Shankar
Coordinator CCRD, SBM
Bangalore Central Campus

Dr Deepti Sinha
Associate Professor, SBM
Bangalore Kengeri Campus

Dr Neetha Mary Avanesesh
Associate Professor, SBM
Bangalore BGR Campus

Dr Shikha Arora
Assistant Professor, SBM
Delhi NCR Campus

Dr Amit Seth
Associate Professor, SBM
Pune LAVASA Campus



CONTACT DETAILS

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