

AIMA–ICRC CASE WRITING COMPETITION, 2026 PROGRAMME AGENDA – 14 MAY 2026

Venue : All India Management Association, 15 Link Road, Lajpat Nagar- III, New Delhi – 110024
([Location pin to the Venue](#))

Case Presentation in 6 Concurrent Sessions

Note: Case presentations by Case authors are organized in 6 concurrent tracks/ sessions. All Case authors and Coauthors are requested to check their track of presentation as per Case No. provided to you. AIMA team members will be available to support you. Each Case author will be given 10 minutes for presentation followed by Q&A.

Note: The Jury in all the sessions are competent to handle all functional area cases.

13.30 – 17.00 Hrs

Case Presentation Track 1 Marketing
Venue:(Conference Room III, First Floor)

Jury Members

Dr Bikramjit Rishi, Professor – Marketing, (SME, Shiv Nadar University (SNU))
Dr Ruppal Walia Sharma, Professor Marketing, SPJIMR
Dr. Shruti Gill, Associate Professor, IILM
Ms Servjaeta Verma - Case author, Reviewer AIMA ICRC
Mr Shiv Pal Singh, Jr Manager, AIMA - CME (**Mobile No 9289404354**)

Case Presentation Track 1 Marketing

TRACK 1			
S.No	Case No	Name	Title of the Case
1	3160	Ajay Rawat	The Golden Arches in Crisis: AI-Generated Marketing and Brand Trust
2	263100	Sakhi Chhabra	PIPP: SCALING VS MONETIZING A CREATOR-LED PLATFORM
3	3110	Sunil Pillai	Rise of Hatsun Agro Product Ltd (HAP)
	3110	Srinath Narayanan	Rise of Hatsun Agro Product Ltd (HAP)
4	3163	Subhamoy Das	The Evolving Soundscape: YouTube's Transformation from a Video Sharing Platform into a Music Streaming Powerhouse
	3163	Dr. Shilpa S. Chadichal	The Evolving Soundscape: YouTube's Transformation from a Video Sharing Platform into a Music Streaming Powerhouse
	3163	Dr. M. Prasanna Mohanraj	The Evolving Soundscape: YouTube's Transformation from a Video Sharing Platform into a Music Streaming Powerhouse

5	3183	Sakhhi Chhabra	SNABBIT: THE PRICE OF THE TEN-MINUTE PROMISE
6	3178	Srividya Raghavan	THE GOOD GLAMM GROUP DEBACLE: DISMANTELING AN E-COMMERCE HOUSE-OF-BRANDS
7	2631011	Arti	
8	2631019	Vishwas Gautam	Ford vs. Ferrari Rivalry
9	263103	Satyendra C Pandey	Prada VERSUS KOLHAPURI aRTISANS IN INDIA: a Heritage Crisis in an Emerging Market
10	3137	Dr Meena Sharma	ETHICS VS AUTHORITY: A GOVERNANCE CRISIS AT HDFC BANK
11	3225	Hitashi Jain	CLIENT RETENTION CHALLENGES IN A GROWING DIGITAL MARKETING AGENCY

13.30 – 17.00 Hrs

**Case Presentation Track 2 Operations/Supply Chain/Digital
Venue:(Conference Room II, First Floor)**

Jury Members **Dr Pushpender Kumar**, Professor, Kirori Mal College
Prof. Venkatesan Sekhar,
Prof. Rajiv Ratan Bhatia
Dr Ritesh Saxena, Professor, AIMA-CME
Ms Neha Malhotra, Asstt Manager, AIMA-CME (**Mobile No 9250127573**)

TRACK 2			
S.No	Case No	Name	Title of the Case
1	3127	Dr. Ashish Yadav	A Systematic Approach to Service Quality Improvement: Leveraging the Six Sigma approach in generator operations
	3127	Dr. Teena Singh	A Systematic Approach to Service Quality Improvement: Leveraging the Six Sigma approach in generator operations
	3127	B K Shivam Tripathi	A Systematic Approach to Service Quality Improvement: Leveraging the Six Sigma approach in generator operations
2	3168	Dr. Ashish Yadav	Optimizing Logistics Safety and Damage Reduction Using Statistical Process Control Techniques
	3168	Dr. Anand Jaiswal	Optimizing Logistics Safety and Damage Reduction Using Statistical Process Control Techniques
	3168	Dr. Teena Singh	Optimizing Logistics Safety and Damage Reduction Using Statistical Process Control Techniques
	3168	Shashank Mishra	Optimizing Logistics Safety and Damage Reduction Using Statistical Process Control Techniques
3	263101	Dr Sini V. Pillai	SaaSpocalypse or Strategic Shift? India's IT Model in the Age of Agentic Intelligence
	263101	Heaven Jose	SaaSpocalypse or Strategic Shift? India's IT Model in the Age of Agentic Intelligence

4	3140	Dr Sini V. Pillai	From Shelves to Strategy: How DMart's Supply Chain Architecture Built India's Most Profitable Retailer
	3140	ANANTHU S	From Shelves to Strategy: How DMart's Supply Chain Architecture Built India's Most Profitable Retailer
5	3149	Vikas Arora	Nonfictionworld.com: A Platform in Search of Its Purpose
	3149	J. K. Nayak	Nonfictionworld.com: A Platform in Search of Its Purpose
6	263102	Gajavelli V S	Anthropic's Decision Moment: Navigating AI Innovation, National Security and Market Access
7	3172	RICHA RAJSHREE	IBM: Predicting Talent Flight
8	3193	Deboleena Majumder	AI vs Accountability: Governing Algorithmic Decisions in India's Digital Public Infrastructure — The UPI Dilemma
	3193	Tesfay Alemayeh Dagnev	AI vs Accountability: Governing Algorithmic Decisions in India's Digital Public Infrastructure — The UPI Dilemma
	3193	Sunil Khanna	AI vs Accountability: Governing Algorithmic Decisions in India's Digital Public Infrastructure — The UPI Dilemma
9	3194	PRITAM GARAI	Addressing Cravings and Complaints on Track: A Study on the Challenges Faced by Zomato's Railway Delivery Service
10	3184	Sakhhi Chhabra	BIDSO: REDESIGNING SUPPLY CHAIN NETWORKS FOR MARKET EXPANSION
	3184	Rajiv Mishra	BIDSO: REDESIGNING SUPPLY CHAIN NETWORKS FOR MARKET EXPANSION
11	3208	Dr Chandra Sen Mazumdar	From Exhibition Stalls to Algorithms: Leadership and Digital Transformation at Indiehaat
	3208	Dr Ajitha S	From Exhibition Stalls to Algorithms: Leadership and Digital Transformation at Indiehaat
	3208	Dr. Reshma K J	From Exhibition Stalls to Algorithms: Leadership and Digital Transformation at Indiehaat
	3208	Nisha Francis	From Exhibition Stalls to Algorithms: Leadership and Digital Transformation at Indiehaat
12	3205	Priya Rani	Tech Mahindra: Can "AI Delivered Right" Drive a Successful Turnaround?
	3205	Mini Jain	Tech Mahindra: Can "AI Delivered Right" Drive a Successful Turnaround?

13.30 – 17.00 Hrs

Case Presentation Track 3 Sustainability/Policy/General Management
Venue:(Conference Room I, First Floor)

Jury Members **Dr Ashish Gupta**, Associate Professor, South Asian University
Prof. (Dr.) Vijayalakshmi Iyengar, Professor & Dean, SRM University
Dr Sartaj Khara, Professor, IILM
Prof Raj Kumar Singh, Professor, AIMA-CME
Ms Shalini Sharma, Management Trainee, AIMA-CME (**Mobile No. 8076414614**)

TRACK 3

S.No	Case No	Name	Title of the Case
1	3161	Dr. Sovik Mukherjee	The Nordic Giant's Paradox*
	3161	Mr. Indrayudh Sen De	The Nordic Giant's Paradox*
2	3170	Dr Sudeep Bhar	The Magic of Technology Scaling: India's Energy Efficiency Revolution
	3170	Ms Vishakha Choudhary	The Magic of Technology Scaling: India's Energy Efficiency Revolution
3	3167	Poonam Chhaniwal	Thenga: Crafting a Sustainable Future with Coconut Shells
	3167	Diljeet Kaur Makhija	Thenga: Crafting a Sustainable Future with Coconut Shells
4	3135	Randhir Kumar	NBCC (India) Limited (A): Turning Around an Ailing Subsidiary at Hindustan Steelworks Construction Limited
	3135	Biju Varkkey	NBCC (India) Limited (A): Turning Around an Ailing Subsidiary at Hindustan Steelworks Construction Limited
	3135	Aiman Nida	NBCC (India) Limited (A): Turning Around an Ailing Subsidiary at Hindustan Steelworks Construction Limited
5	3159	Wallace Jacob	The curious case of Sahara India Pariwar
6	3196	Prof. Pooja Kushare	The Twisting Saga of PayTM
7	2631010	Shrinivas R. Patil	Reframing Sustainable Development through Integral Humanism
	2631010	Chaya Bagrecha	Reframing Sustainable Development through Integral Humanism
	2631010	Pujari Sudharsana Reddy	Reframing Sustainable Development through Integral Humanism
	2631010	Premalatha K. P	Reframing Sustainable Development through Integral Humanism
8	3211	Nisha Francis	Healing Beyond Borders: Scaling a Purpose-Driven Healthcare Venture- A Case Study of Smiles Institute of Gastroenterology
	3211	Dr Reshma K J	Healing Beyond Borders: Scaling a Purpose-Driven Healthcare Venture- A Case Study of Smiles Institute of Gastroenterology
	3211	Dr Chandra Sen Mazumdar	Healing Beyond Borders: Scaling a Purpose-Driven Healthcare Venture- A Case Study of Smiles Institute of Gastroenterology
	3211	Dr Ajitha S	Healing Beyond Borders: Scaling a Purpose-Driven Healthcare Venture- A Case Study of Smiles Institute of Gastroenterology
9	263105	Dr Madhurima Ganguly	Expanding Opportunity and Inclusion: Tata Motors' Kaushalya Challenge
10	2631012	Dr. Brijesh Bhatt	Taming Electricity Distribution Losses: Tata Power Way

13.30 – 17.00 Hrs

**Case Presentation Track 4 HRD/Corporate Governance /Entrepreneurship
Venue:(VIP Lounge, First Floor)**

Jury Members Prof. (Dr.) **Smitha Viswanathan Girija**, Dean & Professor, GD Goenka University
Prof. J K Mitra, Former Professor, FMS, University of Delhi
Dr Ganesh Singh, Professor, AIMA -CME
Ms Kiran Rawat, Manager, AIMA-CME (Mobile No 9599895600)

TRACK 4			
S.No	Case ID	Name	Title of the Case
1	3145	Chithra Narayanan	Executive Summary of the Case - Maschpro Limited
	3145	N M AGRAWAL	Executive Summary of the Case - Maschpro Limited
	3145	APURVA SANARIA	Executive Summary of the Case - Maschpro Limited
	3145	AGILAN R	Executive Summary of the Case - Maschpro Limited
2	3162	Pratigya Kwatra	Sangmati - A Social Entrepreneur's Dilemma for Passion vs Sustenance
3	3154	Konduru Sai Moukthik	CAFE NILOUFER: THE PARADOX OF PREMIUMIZATION
	3154	Dr. Arpita Srivastava	CAFE NILOUFER: THE PARADOX OF PREMIUMIZATION
4	3132	Madhaiyan M	Arundhati Bhattacharya – Leadership and Women Empowerment in Banking
5	3111	Nidhi Kulkarni	The Bengaluru Dream: CitySprint's Journey to the Crossroads
	3111	Shreya Raj	The Bengaluru Dream: CitySprint's Journey to the Crossroads
	3111	Shishir Banerjee	The Bengaluru Dream: CitySprint's Journey to the Crossroads
6	3185	Sunil, M.V.	Ramsons Bombe Mane Mysuru
	3185	Mousumi Sengupta	Ramsons Bombe Mane Mysuru
7	3182	Poonam Chhaniwal	Asan cups: Scaling the Social Enterprise for accessible Menstrual Hygiene Products
8	2631013	Capt. A.Nagaraj Subbarao	A Home Away from Home: The Paaya Project
	2631013	Dr. Shweta Tewari	A Home Away from Home: The Paaya Project
	2631013	Kumail Kirmani	A Home Away from Home: The Paaya Project
9	2631014	Dr. Y. Lakshman Kumar	GreenWheels Express: When Every Delivery Deepened the Loss
	2631016	Kuheli Ghosh	Beyond Hypergrowth: Byju's and the Challenge of Strategic Transformation
10	2631020	Poorva Jain	Fast Deliveries, Fragile Workers: Managing Workforce Well-Being in India's Gig Economy
	2631020	Sakhhi Chhabra	Fast Deliveries, Fragile Workers: Managing Workforce Well-Being in India's Gig Economy

2631020	Dr. Chhavi Jain	Fast Deliveries, Fragile Workers: Managing Workforce Well-Being in India's Gig Economy
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13.30 – 17.00 Hrs

Case Presentation Track 5 Finance
Venue: Ground Floor

Jury Members

Dr. Amarjeet Kaur, Faculty of Commerce & Management, Gurugram University
Dr Alok Pandey, Dean ,O P Jindal University
Dr Ruchika Jaiswal, Professor at Amity University
Awanish Kumar Sinha, Assistant Professor, Sharda University
Dr Gurbandini Kaur, Professor , AIMA -CME
Mr Tushar Batra, Junior Manager, AIMA-CME (Mobile No 9555989595)

TRACK 5			
S.No	Case ID	Name	Title of the Case
1	3150	Poojitha Kodapaka	At the Crossroads: HDFC Bank's Post-Merger Dilemma in a Transforming Indian Banking Landscape
	3150	Revanth Kumar Guttena	At the Crossroads: HDFC Bank's Post-Merger Dilemma in a Transforming Indian Banking Landscape
	3150		At the Crossroads: HDFC Bank's Post-Merger Dilemma in a Transforming Indian Banking Landscape
2	3148	Rajib Bhattacharya	Integrity in Exit, Turmoil in Markets: Decoding Trust and the Plunging Valuation of HDFC Bank
	3148	Subir Sen	Integrity in Exit, Turmoil in Markets: Decoding Trust and the Plunging Valuation of HDFC Bank
3	3195	DR. SMITA ROY TRIVEDI	THE DIGITALIZATION DILEMMA: CAN 'BOB WORLD' BOUNCE BACK?
4	2631015	Prof. Bharati Singh	Tata Motors Demerger: Will It Unlock Shareholder Value?
5	2631018	Prof. Bharati Singh	IndusInd Bank: Falling into the Loopholes
6	2631017	Rahul Kumar	The Konkan Railway of India: Balancing Regional Identity and Financial Sustainability
	2631017	Dr Shweta Mittal	The Konkan Railway of India: Balancing Regional Identity and Financial Sustainability
7	3155	Dr Shalini Kumar	BharatPe: Governance Under Fire in India's Merchant Fintech Race
8	3216	Priya Rani	A Vote of Trust or a Test of Governance? The ZEEL Warrant Dilemma
	3216	Dr Chandan Sharma	A Vote of Trust or a Test of Governance? The ZEEL Warrant Dilemma

9	3224	Purvisha Lapsiwala	Operational Efficiency in Chartered Accounting Practice
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13.30 – 17.00 Hrs

Case Presentation Track 6 (Online)

Jury Members

Dr Madhu Vij, Professor, Faculty of Management Studies (FMS), Delhi

Dr A. Sivakumar, Professor – Marketing Area , VIT Business School

Ms Arohini Narain, Author & Ex XLRI Case Centre, ISB Case Centre

Dr K. Riyazahmed- Assistant Professor – Finance, SDM Institute for Management Development (SDMIMD) and Case Author

Mr Chandrashekar Singh, Asstt. Director, AIMA-CME

Ms Soma Saha, Manager, AIMA-CME (**Mobile No 8860921421**)

TRACK 6			
S.No	Case ID	Name	Case Title
1	3165	Dr. Shubhangi B Vanarse	Accountability, Building Trust and Continuous Learning (ABC) of Gen Z and shift change in organizational behaviour
	3165	Dr. Kavita Ubarhande	Accountability, Building Trust and Continuous Learning (ABC) of Gen Z and shift change in organizational behaviour
2	3122	Dr R Prabusankar	INSTITUTIONAL SALES TRANSFORMATION IN THE ERGONOMIC FURNITURE MARKET: THE CASE OF NOVA FLEX INDUSTRIES
3	3125	Ms R Sreeprabha	Financially Independent but not Financially Empowered – A Personal Finance Dilemma
	3125	Dr P B Saranya	Financially Independent but not Financially Empowered – A Personal Finance Dilemma
	3125	Dr Shivani Sah	Financially Independent but not Financially Empowered – A Personal Finance Dilemma
4	263107	Dr. Jayraj Javheri	Profitability without Prudence? A Public Sector Bank's Governance-Risk Lending Dilemma in Infrastructure Financing
5	263108	Ramadoss Akshaya	Hybrid Work, a boon or a bane? Always connected: No switch off – Employee Well-being at Infosys
6	3197	Dr. Krati Sharma	Rabdi Wala: Sweet Success from Tradition to Innovation
	3197	Dr. Sunita Srivastava	Rabdi Wala: Sweet Success from Tradition to Innovation
	3197	Dr. Neeta Bhatt	Rabdi Wala: Sweet Success from Tradition to Innovation
	3197	CA Sandhya Menon	Rabdi Wala: Sweet Success from Tradition to Innovation
7	3212	Dr Shwetha Kumari	SEA6 ENERGY: CAN THE OCEAN FUEL A SUSTAINABLE FUTURE?
8	263104	Dr Richa Jain	Legacy at Crossroads: The Maharana Mewar Charitable

			Foundation
9	263106	DR REENA SHYAM	From Forgotten Grain to Modern Brand: Can Advertising Drive Millet Adoption for Isayu?
10	3152	Dr Manoj Gour Chintaluri	WhyNot-A Rurban cluster approach to expand
	3152	Ms Chandana Valluripalli	WhyNot-A Rurban cluster approach to expand
	3152	Dr Madhu Kishore Raghunath Kamakula	WhyNot-A Rurban cluster approach to expand
11	2631016	Dr. Shivakant Upadhyaya	Beyond Hypergrowth: Byju's and the Challenge of Strategic Transformation
		Ms Kuheli Ghosh	Beyond Hypergrowth: Byju's and the Challenge of Strategic Transformation
12	3189	P Bala Bhaskaran	The Hindenburg Saga
11	263109	Dr. Siddhartha Goutam	Digital Transformation Journeys of Indian Enterprises: Insights from ERP Migration Case Studies
	263109	Dr. Rahul Altekar	Digital Transformation Journeys of Indian Enterprises: Insights from ERP Migration Case Studies