

## **IIMP<sup>®</sup> partners International Case Conference in Management 3.0**

***The International Institute of Marketing Professionals (IIMP<sup>®</sup>) partners the International Case Conference in Management 3.0 to be held on December 20<sup>th</sup>, 2014 in Hyderabad, India, and offers CMMP<sup>®</sup> Scholarship for Research.***

**Toronto, Canada —November 11, 2014** — The International Institute of Marketing Professionals (IIMP<sup>®</sup>) signed an agreement of partnership for the International Case Conference in Management 3.0, hosted by ICBM – School of Business Excellence (ICBM-SBE), Hyderabad on December 20<sup>th</sup> at Hyderabad, India. Experts have the opportunity to present case studies on contemporary management practices in response to new business realities in the 21<sup>st</sup> Century.

The objective of the case conference is to gather business practitioners and management academia under to celebrate the evolving philosophy of managing businesses in the 21<sup>st</sup> century. The cases studies that stand out will be published in form of a book by a leading publisher and in the forthcoming issue of The 'UDAAN – The International Journal of Management Research' (ISSN: 2347-9256), a bi-annual referred journal of international reputation. They will have also the opportunity to grant a CMMP<sup>®</sup> Scholarship for Researcher and cash prizes. Interested participants are expected to write **event@icbm.ac.in; icbmrpc@gmail.com** for further details.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP<sup>®</sup>, stresses that:** *"IIMP<sup>®</sup> is very pleased for the opportunity to work with ICBM - SBE, Hyderabad and is please to grant the CMMP<sup>®</sup> Scholarship for Researchers to the best case study presented at the conference. This is a great opportunity for business practitioners and academics to present best practices in realms of business, such as marketing, to meet customer needs better or faster."*

The ICBM - School of Business Excellence (ICBM-SBE) offers Post Graduate Diploma in Management (PGDM) approved by AICTE, Ministry of HRD, Govt. of India and is accredited by the American authorities, such as the prestigious ACBSP, recognized by the Council on Higher Education Accreditation (CHEA), USA. ICBM students have access to about 600 Business Schools from USA for student and faculty exchange program.

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**About the [International Institute of Marketing Professionals \(IIMP®\)](#):**

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board, which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 158 countries and Advisory Council of Marketing Practitioners (ACMP).

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