



## IIMP® awards CMMP® scholarships to the winners of the International Case Conference

***The International Institute of Marketing Professionals (IIMP®) awards CMMP® Scholarship Research to the winners of the International Case Conference in Management 3.0, held in last December, in Hyderabad, India.***

**Toronto, Canada —February 28, 2014** — The International Institute of Marketing Professionals (IIMP®) granted CMMP® Scholarship Research to the three winners of the International Case Conference in Management 3.0, hosted by the Institute of Computers and Business Management (ICBM-SBE), on last December, in Hyderabad, India. Prof. R. Harish is the research category winner and Ravikanti Divya and Tejo Shravya are the student category winners.

The competition was highly competitive, with candidates from diverse universities, to expose on evolving businesses management in the 21st century. The cases studies that stand out will be published by a leading publisher and in the forthcoming issue of 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® Scholarship for Researcher and cash prizes.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, stresses that:** *“The ICC was a very competitive initiative. IIMP® is pleased for the enthusiasm from business practitioners and academics for discussing about the challenges that this century are imposing to business management. We are pleased with opportunity to work with ICBM, and is please to grant the CMMP® 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 to meet customer needs better or faster.”*

The Institute of Computers and Business Management - School of Business Excellence (ICBM-SBE) offers Post Graduate Diploma in Management (PGDM) 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.

## **Winners' profile:**

### **Winner**

Prof. R Harish is an alumnus of Indian Institute of Management Calcutta (IIMC) and currently working at IBS-Bangalore as a Dean. He is a seasoned professional with over 31 years of experience of which 10 years in academics. He has professional experience in marketing and management consultancy and has worked with Maruti Suzuki and the Tata Group. He has published numerous articles, research papers, edited books and case studies. He teaches courses in Marketing and Business Strategy. His principle areas of interest are Brand Management and Consumer Behavior.

### **Winner – Student Category**

Ms Ravikanti Divya is currently pursuing her MBA at GITAM Institute of Management, Visakhapatnam. Her interest is in the area of finance with specific reference to priority sector lending and insurance inclusivity. She is also pursuing a PG Diploma in Risk and Insurance Management. She has been actively involved in several co-curricular and extracurricular activities in college and various other forums including Confederation of Indian Industry—Young Indians Division, and GIM-ENACTUS. She completed Bachelors in Commerce from Andhra University, Visakhapatnam. She participated as a student discussant during the launch of a 'Resource Book for Livelihood Promotion' co-authored by Vijay Mahajan among others. She is currently working on a research proposal to study weather-based crop insurance vis-à-vis yield based methods of insurance for farmers. She is an active participant in current debates of social relevance and takes interest in supporting social causes. She is also an active sports person and enjoys field work and travel.

Ms. Tejo Shravya is currently pursuing her MBA at GITAM Institute of Management, Visakhapatnam. She is also pursuing an Online Course in Digital Marketing from MICA, Ahmedabad. After earning Bachelors in Electronics and Communications from JNTU, Kakinada in 2011, she also did PG Diploma in French from Andhra University, and PG Diploma in Health, Safety and Environment from Annamalai University. She was a finalist in the Digital Marketing Case Competition organized by NetElixir in 2014, and won the second prize in 'Brand War', an advertising competition held by IIM, Visakhapatnam. She also won 'Best Library User' award from GITAM University. She takes part in public speaking competitions, and enjoys constructing arguments. She actively takes part in co-curricular activities and tags along with research scholars. She has contributed to various research projects through her field work.

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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 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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