



## Winners of the IICC - 2015 IIMP® grants CMMP® Scholarship for Researchers

*The International Institute of Marketing Professionals (IIMP®) grants CMMP® Scholarship for Researchers to the winners of the International Case Conference held by the ICBM - School of Business Excellence, in India.*

**Toronto, Canada — December 28, 2015** — The International Institute of Marketing Professionals (IIMP®) awards CMMP® Scholarship for Researchers to the winners of the ICBM's International Case Conference (IICC) 2015. The conference was organized by ICBM - School of Business Excellence, Hyderabad, India in association with Accreditation Council for Business Schools and Programs (ACBSP), USA; Academy of Management Professionals (AMP), India and *The International Institute of Marketing Professionals (IIMP), Canada on December 05, 2015.*

Mr. Sandeep Chatterjee, Associate Director of the KPMG India, is the winner of the IICC 2015, followed by the Ms. Alka Pinto and Dr. B Balaji, both from Bharathiar University, Coimbatore, as winners of the first runner up and Prof. Srinivas Gunta, from IIM, Indore, as winner of the second runner up. Mr. Shubhankar Kumar and Ms. Jeyta, from Amity University, Noida, win student category and Dr. Sujit Kumar Patra, from BIMTECH, Bhabaneswar, win consolation prize.

All winners have the opportunity to enter the CMMP® program in order to acquire the CMMP® designation, international certification of marketing management that highlights holders' deep skills, knowledge and ethics within marketing profession. CMMP® designation has diverse categories, according to academic background and professional experience of candidates: associate, manager, executive and chartered.

The IICC 2015 gathered professionals and academics presenting case studies on business subjects, namely sales and marketing. IICC offers a platform to managers, academicians, case authors and students to showcase emerging practices in business and management and an exchange of ideas.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said:** "IIMP® welcomes the winner of the IICC 2015 who contributed great knowledge on business and marketing subjects. The case studies presented at the IICC 2015 were examples on management and problem-solving best practices."

**Dr. Kunal Gaurav, Associate Dean (Strategic Research) of ICBM-School of Business Excellence, Hyderabad & The Convener of IICC 2015, said:** "IICC 2015 has proved itself to be one of the most credible platforms for knowledge creation and exchange with respect to the management domain. The various cases presented at the ICBM's International Case Conference 2015 very well captured the emerging trends in Business and demonstrated the strategies adopted by management to solve problems in today's VUCA (volatile, uncertain, complex and ambiguous) World."

---

**About the International Institute of Marketing Professionals (IIMP®):**

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organisation, 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). Website: [www.theiimp.org](http://www.theiimp.org)

**About CMMP® Collegiate Scholarship Program:**

The IIMP® Collegiate scholarship is intended to be awarded to those post-secondary students who will be winners in challenging marketing, sales, advertising, logistics and business case competitions around the globe. The scholarship will subsidize entry into the CMMP® (Certified Marketing Management Professional) program which will provide rigorous professional skills to prepare candidates to receive CMMP designation upon successfully completion. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation. Learn more: <http://www.theiimp.org/iimp-collegiate-scholarship-program/>

**About ICBM-SBE, Hyderabad, India**

The ICBM - School of Business Excellence (ICBM-SBE), Hyderabad, India 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.

---

**MEDIA RELATIONS CONTACTS:****Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)**

Senior Vice President Marketing  
International Institute of Marketing Professionals (IIMP®)  
E-mail: [chuckhermans@missouristate.edu](mailto:chuckhermans@missouristate.edu)

**Sandra Pedro, MSc (Communication Science)**

Senior Public Relations Manager  
International Institute of Marketing Professionals (IIMP®)  
E-mail: [sandraigpedro@gmail.com](mailto:sandraigpedro@gmail.com)

**Mailing Address:**

Media Room  
International Institute of Marketing Professionals  
24-499 Ray Lawson Blvd., P.O. Box 185  
Brampton, L6Y 4E6, Ontario, Canada