

CONDUIT 2026

Amity Business School, Noida conducted CONDUIT 2026, a case study competition that provided students with a platform to showcase practical learning, business insights, and professional experiences gained during their Summer Internships on 13th August, 2026. The event was inaugurated by Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS who emphasized significance of case study for Management students.

Conduit 2026 enabled students to present and discuss the case studies they developed based on their internship experiences, highlighting the business challenges encountered, strategies adopted by respective organizations, and the insights derived.

During CONDUIT 2026, participants presented their Case Studies across four distinct tracks: General Management, Finance, Marketing, and Human Resource. The competition encouraged students to independently analyze their internship-based cases, identify key business challenges, evaluate organizational practices, and present meaningful findings and recommendations. It provided an opportunity for students to connect their academic learning with practical business situations and demonstrate their analytical and managerial capabilities.

Total 97 students participated and 63 presented in the activity across four tracks. The evaluation focused on the quality and relevance of the work, introduction and understanding of the problem, depth of analysis, presentation skills, findings and outcomes, and overall quality of the case study.

Student Winners

Human Resource Track

Winner : Shreshta Sachdev (MBA Gen)
Runner-up : Ridhi Aggarwal (MBA Gen)

Marketing Track

Winner : Sampada Samriddhi (MBA M&S)
Runner-up : Pronoy Banerjee (MBA M&S)

Finance Track

Winner : Priyanka Sareen (MBA Gen)
Runner-up : Mrigesh Mohanty (MBA Fin)

General Management Track

Winner : G. Sruthi (MBA BA)
Runner-up : Kushal Dixit (MBA Gen)

The event concluded with a Valedictory Function, where the winners and runners-up were felicitated in recognition of their outstanding performance. Along with winners, participants, Jury members and the organizing committee were also recognized with certificates. CONDUIT 2026 provided students with a meaningful platform to showcase the knowledge and practical insights

gained through their summer internships, while strengthening their analytical thinking, presentation, research, and strategic decision-making skills.

The event successfully brought together academic learning and practical industry exposure, making CONDUIT 2026 a valuable and enriching experience for the participating students.

A significant academic outcome of CONDUIT 2026 was the compilation of selected student case studies from the four tracks into an academic publication titled **“The Strategic Edge – Contemporary Business Cases.”** The publication captures practical insights derived from students’ summer internship experiences. The event was coordinated by Dr. Ritu Wadhwa, Associate Professor, ABS.



