



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

# भारतीय प्रबंध संस्थान इंदौर

## Indian Institute of Management Indore



## Conference on Excellence in Research and Education (CERE-2023)

### Best Paper Award

The best paper award presented to Mr. Mayukh Mukhopadhyay for paper titled Examining Drivers of B2B Subscription Commerce in Digital Ecosystem using Fuzzy Cognitive Mapping in the 13<sup>th</sup> edition of Conference on Excellence in Research and Education (CERE), held during 09<sup>th</sup>–11<sup>th</sup> June 2023, at the Indian Institute of Management, Indore.

**Prof. Manish Popli**  
Chair-FPM  
IIM Indore

**Prof. Abhishek Mishra**  
Conference Chair  
IIM Indore

**Prof. Himanshu Rai**  
Director  
IIM Indore