



The Association of
Accountants and
Financial Professionals
in Business

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FOR IMMEDIATE RELEASE

IMA Launches 2023 Student Case Competition

Global contest will see students test their finance and accounting skills with the U.S. finals to be held in June 2023

Montvale, N.J., November 17, 2022 – [IMA](#)® (Institute of Management Accountants), the association of accountants and financial professionals in business, today launched its 2023 Student Case Competition, which provides an opportunity for students to interpret, analyze, evaluate, synthesize, and communicate a solution to a management accounting problem.

The 2023 case was written by Charles R. Thomas Jr., Ph.D., CMA, CPA, CGMA, from Tarleton State University, James W. Hesford, Ph.D., from the University of Missouri-St. Louis, and Michael James Turner, Ph.D., from The University of Queensland, and [featured in the August 2022](#) issue of *Strategic Finance* magazine. The case asks students to look at the fictitious Kunapipi Gardens hotel's current strategic position and to suggest an "ideal" performance measurement system.

"This will be a great Student Case Competition for our next generation of CMAs as this year's global event will have finalists come together in each region to determine regional winners," said Jim Gurowka, CAE, senior vice president, global business development at IMA. "We're excited to see what solutions our future accounting and finance professionals come up with and look forward to reviewing this year's submissions."

The competition is comprised of six regional competitions and open to all college students throughout the world. Students will work in teams of three to five at their respective schools and compete in their respective IMA regions. The top four teams from each region will present virtually and in-person at the regional finals. The U.S. finalists will convene at IMA's Accounting & Finance Conference in Minneapolis to determine the U.S. winner in June 2023. All U.S. finalist team members will receive a [CMA](#)® (Certified Management Accountant) scholarship worth over \$2,000, and a team commemorative plaque. The U.S. first-place team will win a \$4,000 cash prize; the other teams will each receive a \$2,000 cash prize. The U.S. finalists will

also receive travel and hotel expenses to the IMA Accounting & Finance Conference where the U.S. finals will take place, and free conference registration.

For more information about the 2023 IMA Student Case Competition, visit <https://www.imanet.org/students/case-competition?ssopc=1>.

About IMA® (Institute of Management Accountants)

IMA® is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) and CSCA® (Certified in Strategy and Competitive Analysis) programs, continuing education, networking, and advocacy of the highest ethical business practices. Twice named Professional Body of the Year by *The Accountant/International Accounting Bulletin*, IMA has a global network of about 140,000 members in 150 countries and 350 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia/Pacific, Europe and Middle East/India. For more information about IMA, please visit www.imanet.org.

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