



Indian Institute of Management Rohtak

announces

Case Method Workshop

January 11 & 12, 2025

REGISTRATION FEE:

- For Doctoral/Research Scholars: Rs. 10,000
- For Academicians: Rs. 15,000

Deadline for Payment of Registration Fees: January 09, 2025

HOW TO REGISTER:

All applications will be processed exclusively online.

Click below to register:

<https://elixir.iimrohtak.ac.in/cmww/>

ADDITIONAL DETAILS:

Every participant who completes the workshop will receive a *Certificate of Participation*. As seats are limited, selections will be based on the applications received.

FOR MORE INFO:

Call or write to us:


01262-228550 / 01262-228254 / 7082001614
dpmoffice@iimrohtak.ac.in

Objective

The Case Method Workshop provides an in-depth guide to the art and science of case writing, focusing on key aspects such as development, structuring, and preparing effective teaching notes. Participants will gain hands-on experience in gathering and analyzing information, filtering key insights, and crafting cases ready for publication. The program adopts an interactive, feedback-oriented approach, incorporating assignments, presentations, and collaborative opportunities. Additionally, participants will engage with IIM Rohtak's expert faculty, ensuring a well-rounded and practical learning experience.

Case Research & Development

- Ø Designing a case development plan & writing process
- Ø Integrating academic research for case development and teaching
- Ø Creating a case teaching plan & exploring new approaches
- Ø Addressing challenges and discovering the benefits of case writing
- Ø Developing teaching cases effectively

 **Location:**
Academic Block, IIM Rohtak
Management City NH-10 Southern Bypass, Sunaria,
Rohtak-124010 Haryana, India

 **Coordinator:**
Prof. Praveen Ranjan Srivastava
Indian Institute of Management Rohtak

Speakers Profile

<p>Prof. Dheeraj Sharma</p> 	<p>Prof. Dheeraj Sharma often lauded as the Turnaround Man is the Director of IIM Rohtak. He has a doctoral degree from Louisiana Tech University. An acclaimed Management professor with teaching experience in North America, Europe, and Asia, Prof. Sharma has over 150 articles published in reputable journals, over 50 articles in leading international newspapers, and authored 10 books in the domain of management education. He has been bestowed with several awards including Dr. APJ Abdul Kalam National Achievers Award. Prof. Sharma is past Associate Editor of the Journal of Marketing Channels. He is past editor of the Academy of Marketing Science proceedings and the Academy of Marketing Science <i>Cultural Perspectives</i>. He is an active member of the Academy of Marketing Science, American Marketing Association, and National Conference of Sales Management.</p>
<p>Prof. Sushil</p> 	<p>Prof. Sushil is Abdulaziz Alsagar Chair Professor (Professor of Strategic, Flexible Systems and Technology Management) and Chair, Strategic Management Group, Department of Management Studies, Indian Institute of Technology Delhi. He has twenty books to his credit in the areas of Flexibility, Strategy, Systems Thinking, and Technology Management and over 300 papers in various refereed journals and conferences. Prof. Sushil is the Founder Editor-in-chief of Global Journal of Flexible Systems Management and serving on the Editorial Boards of leading international journals. He is the Editor of Book Series on Flexible Systems Management published by Springer.</p>
<p>Prof. Keyoor Purani</p> 	<p>Prof. Keyoor Purani is a Professor of Marketing at the Indian Institute of Management Kozhikode. Before joining IIM Kozhikode, he served as an Assistant Professor at the Mudra Institute of Communications (MICA) for nearly five years. Prof. Purani has contributed to impactful research in the field of marketing, including papers such as "Equity Brand: Evolution of a Brand from Stock Market" and "The Moderating Role of Industrial Experience in the Job Satisfaction–Intention to Leave Relationship: An Empirical Study Among Salesmen in India." His work reflects a strong focus on practical and theoretical aspects of marketing, making significant contributions to the discipline.</p>
<p>Prof. Manoj Motiani</p> 	<p>Prof. Manoj Motiani is a Professor of Marketing at the Indian Institute of Management Indore. He earned his Fellow Programme in Management (FPM) from the prestigious Indian Institute of Management Ahmedabad, where he was honored with the IFCI award for the best thesis in 2014. In 2013, he was selected to represent IIM Ahmedabad as an AMA Sheth Scholar at the University of Michigan, a testament to his scholarly excellence. Prof. Motiani has also conducted sessions in Faculty Development Programmes (FDP), Summer Schools, and Management Development Programmes (MDP) at IIM Ahmedabad. His research interests span diverse areas, including Sales Management, Services Marketing, and Neuro-marketing.</p>

Prof. Ashish K. Jha



Prof. Ashish Kumar Jha is an Associate Professor of Business Analytics at Trinity Business School and the founding director of the M.Sc. Business Analytics program, which is ranked 1st in Ireland and 24th globally. He also serves as a co-director of the Trinity Centre for Digital Business and Analytics. He serves as an Associate Editor for Information & Management and Information Systems Frontiers and also serves as ad-hoc reviewer and associate editor for various conferences and journals including European Conference on Information Systems, European Journal of Information Systems, Decision Support Systems, etc.

Prof. Jha is an internationally recognized expert in Information Systems Research, he is a distinguished member of the Association for Information Systems (AIS) and serves on the committee for the AIS Early Career Awards.

Prof. Kapil Khandeparkar



Prof. Kapil Khandeparkar has completed his doctoral studies from the Indian Institute of Management Ahmedabad (IIM A) on the topic of advertising humour. Prior to that, he completed his engineering from BITS Pilani Goa campus. He has three years of industry and nine years of academic experience.

His research has been published in journals such as Journal of Business Research, Tourism Management, Journal of Retailing and Consumer Services, Journal of Brand Management, Marketing Intelligence and Planning and International Journal of Consumer Studies. He is a member of the editorial review board of the Journal of Brand Management, Marketing Intelligence and Planning.

Tentative Workshop Schedule

Day 1: January 11, 2025

Session Name	Timing	Session Details	More Details
Welcome address by Director IIM Rohtak (8:30 AM – 8:40 AM)			
Session 1: Introduction to Case Methodology	8:45 AM - 10:00 AM	Overview of the case method, its origins, and its benefits in management education.	Learn the principles of case-based teaching and writing. Understand how cases foster decision-making and analysis.
Session 2: How to Identify Case Topics	10:20 AM - 11:35 AM	Key considerations in selecting relevant and impactful topics for business cases.	Focus on aligning cases with academic goals and real-world challenges in various industries.
Session 3: Case Structuring	11:55 AM - 1:10 PM	Frameworks and approaches to crafting well-organized and compelling case narratives.	Cover introduction, problem definition, analysis, and conclusion writing with examples.
Session 4: Leveraging Data for Cases	2:30 PM - 3:45 PM	How to use quantitative and qualitative data to craft impactful marketing case studies.	How to use quantitative and qualitative data to craft impactful marketing case studies.
Session 5: Discussion Techniques	4:05 PM - 5:20 PM	Facilitating engaging classroom discussions using cases to encourage critical thinking.	Strategies for moderating discussions, asking probing questions, and managing diverse viewpoints.

Day 2: January 12, 2025

Session Name	Timing	Session Details	More Details
Session 6: Research for Case Development	8:45 AM - 10:00 AM	Techniques for gathering real-world insights, interviewing stakeholders, and incorporating field research into cases.	Understand ethical considerations and data sources for case development.
Session 7: Writing Teaching Notes	10:20 AM - 11:35 AM	How to write effective teaching notes that guide faculty in delivering the case in classrooms.	Discuss components such as learning objectives, discussion questions, and suggested approaches.
Session 8: Ethics in Case Writing	11:55 AM - 1:10 PM	Addressing biases, ensuring stakeholder representation, and maintaining academic integrity in case writing.	Learn how to avoid conflicts of interest and adhere to publication standards.
Session 9: Evaluating and Reviewing Cases	2:30 PM - 3:45 PM	Peer review processes and criteria for assessing the quality and relevance of business cases.	Group Presentation from Participants
Session 10: Workshop Closing and Next Steps	4:05 PM - 5:20 PM	Summary of the workshop, sharing ideas, and exploring future case writing and teaching collaborations.	Discuss upcoming opportunities for submitting cases to journals or case repositories.