

**JUNE 27TH & 28TH
2025**

CASE WRITING WORKSHOP

Crafting Impactful Teaching Cases



ACADEMIC PARTNERSHIP WITH EMERALD PUBLISHING

Contact

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Location

**Ramaiah Institute of Management, Gate
No. 8, Ramaiah Group Campus, 'C' Block,
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Bengaluru**



Ramaiah Institute of Management (RIM) was established in 1995 by the Gokula Education Foundation (GEF) and is part of the Ramaiah Group of Institutions in Bangalore. Driven by the visionary founder, Late Dr. M.S Ramaiah, GEF has forayed into various educational domains including management, medical, and engineering sciences.

Today, RIM stands as one of the preferred business schools in Bangalore and is consistently ranked among the top 100 B-schools in India. Its PGDM program is approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA), and has been granted MBA equivalence by the Association of Indian Universities (AIU).



Dean's Message



Prof. (Dr.) A V Arunkumar
Dean, Ramaiah Institute of Management

Case based teaching answers certain challenges that the present-day class room encounters. The approach enables every learner to participate in the discussions and offer their views. I am extremely happy that RIM is organising a two-day bootcamp on Case Writing. I take immense pride in welcoming participants to our workshop—an initiative by our Case Centre aimed at expanding the community of impactful case writers. This workshop aligns with our mission to promote innovative, application-oriented learning. Case studies are powerful tools that bridge theory and practice, and this workshop empowers management faculty to enrich classroom engagement and shape future-ready managers.

We are proud to have Emerald Publishing as our academic partner in this endeavour. I extend my sincere gratitude to the distinguished resource persons from esteemed B-Schools for sharing their expertise, and I commend my faculty colleagues, Prof. Anita Singh and Prof. Sankar Mukherjee, for conceptualizing and facilitating this initiative. Such initiatives reaffirm our commitment to academic excellence and industry relevance, and strengthen our position as a leader in transformative management education. Best wishes.

Join a unique, hands-on, in-person workshop facilitated by expert case writers with real-world experience in developing high-impact teaching cases. Over two immersive days, participants will engage in guided, practical exercises aimed at helping them draft both a compelling case and a well-structured teaching note. With personalized feedback and step-by-step support, the workshop ensures that every participant leaves with a ***near-complete first draft*** — ready for refinement and submission. Ideal for faculty and researchers looking to strengthen their case writing skills and publish in reputed outlets. What sets this workshop apart is the structured ***pre-workshop*** case proposal development, ensuring participants arrive with a clear focus. Additionally, the best judged cases will receive ***post-workshop mentoring support*** until the submission stage. ***Don't miss this opportunity to turn your ideas into publishable cases!***



WHY ATTEND THE IN-PERSON WORKSHOP BOOTCAMP:

- Develop a near-complete first draft of your case and teaching note during the workshop
- Participate in pre-workshop case proposal development sessions (online)
- Receive post-workshop mentoring for the top 5 cases till submission stage
- Build your capacity in case writing through expert-led sessions
- Discover the many outlets for publishing your cases
- Network with fellow case writers and resource persons
- Earn a certificate of participation upon completion

WHO SHOULD ATTEND:

Academicsians

Research Scholars

Industry Professionals



SPEAKERS AND RESOURCE PERSONS



R Srinivasan, Professor in Strategy, at Indian Institute of Management Bangalore, he chairs the Center for Digital Public Goods. His book on platform business models serves as a primer for entrepreneurs building platform-based firms. He has published extensively in international and national journals such as Technovation, Management and Organization Research, Electronic Markets, New England Journal of Entrepreneurship, Journal of Knowledge Management Practice, Asian Journal of Management Cases, The Management Case Study Journal, Vikalpa, Productivity, and IIMB Management Review. He has authored a number of cases on Indian organizations in terms of strategy, innovation, platform business models, rapid growth and knowledge management. Several of his cases are distributed through the Harvard Business School Publishing collection and the Emerald Emerging Markets Case Studies Collection.



Bikramjit Rishi is a Professor in Marketing at the School of Management & Entrepreneurship (SME) at Shiv Nadar Institution of Eminence Deemed to be University, Delhi (NCR). He has made significant contributions to the success and growth of the marketing discipline. His research has been published in several A & B league journals. His cases are published and listed in Harvard Business School Publishing (HBSP), Ivey Publishing, Emerald Emerging Markets Case Studies (EEMCS), Asian Case Research Journal (ACRJ), Asian Journal of Management Cases (AJMC) and Emerging Economies Case Journal. He has also published several edited books on social media marketing, marketing research, and consumer behaviour, and textbooks in the domain of social media marketing and digital marketing.



Pooja Gupta, Head Research and Accreditations, at Jagdish Sheth School of Management, is an educator, case writer and researcher. Her research interests are in the area of Finance, Corporate Governance, and Economics. Pooja is a prolific case writer and has received various national and international awards. Her cases have been published by Ivey Publishing and are available through Harvard Business Publishing. She has also published cases in Emerald Emerging Market Case Collection, The Case Journal of Emerald, Asian Journal of Management Cases, and Asian Case Research Journal.



Anita Singh, an Associate Professor, at Ramaiah Institute of Management, chairs the Department of HRM and General Management and Heads the Case Centre. Her research on Appreciative Inquiry, Social Entrepreneurship, Leadership, Organization Development, Knowledge Management, and Mixed Methods Research has been published in peer-reviewed national and international journals. She has also published cases on Strategy and Social Entrepreneurship in Ivey Publishing.



Sankar Mukherjee, an associate professor in digital marketing and entrepreneurship, at Ramaiah Institute of Management. He served for many years in the corporate sector with multinational organisations, including Wipro, IFB, Colgate-Palmolive (India) Ltd., Reliance Communications, and Airtel in the domain of Marketing and Sales. He has also been associated with prestigious Universities and B-schools in India and Europe. Sankar has published numerous research papers and Case Studies in Scopus, ABDC, and the European Case Centre, London.

Pre-Workshop Sessions (online) 4.30-5.30 pm

Session 1: June 12th

Briefing on the case proposal outline (Prof. Anita Singh and Prof. Sankar Mukherjee)

Session 2: June 19th

Feedback on participants’ case proposals (Prof. Anita Singh and Prof. Sankar Mukherjee)

Session 3: June 23rd

Briefing on case submission and publication process (Prof. Anita Singh and Prof. Sankar Mukherjee)

Case Writing Workshop (In-Person)

June 27th

09:45am - 11:45am	Inaugural session, Prof. R Srinivasan
Sessions by Prof. Bikramjit Rishi	
12:00pm - 01:00pm	Writing Cases effectively: Finding the Energy
02:00pm - 04:00pm	Designing the case embryo and Learning Objectives
04:20pm - 06:00pm	Writing and publishing secondary data cases and Developing the Case Study – The Four C’s
06:00pm - 07:00pm	Feedback on participant's own draft of Case and Teaching Note (Anita Singh and Sankar Mukherjee)

June 28th

Sessions by Prof. Pooja Gupta	
10:00am - 11:30am	Creating a hook (Reflection and writing)
11:45am - 01:00pm	Importance of Teaching Note (Writing Assignment Questions, research theory etc.)
01:45pm - 04:15pm	Writing the Case and Teaching Note
04:15pm - 04:45pm	Outlets for publication
04:45pm - 05:00pm	Valedictory and certificate distribution

REGISTRATION FEE DETAILS

- **Academicians and Research Scholars:** Rs 7000
- **Industry professionals:** Rs 8500
- Rs 8500 for Academicians and Research Scholars **guest house***. Limited number of rooms available for early bird registrations.
- ***10% discount** for **early bird registrations**, and 3+ nominations from the same organization (**10 June 2025**)

***Stay on campus:** guest house just 2 minutes from the venue. (Limited seats available)

SCAN OR CLICK TO REGISTER



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