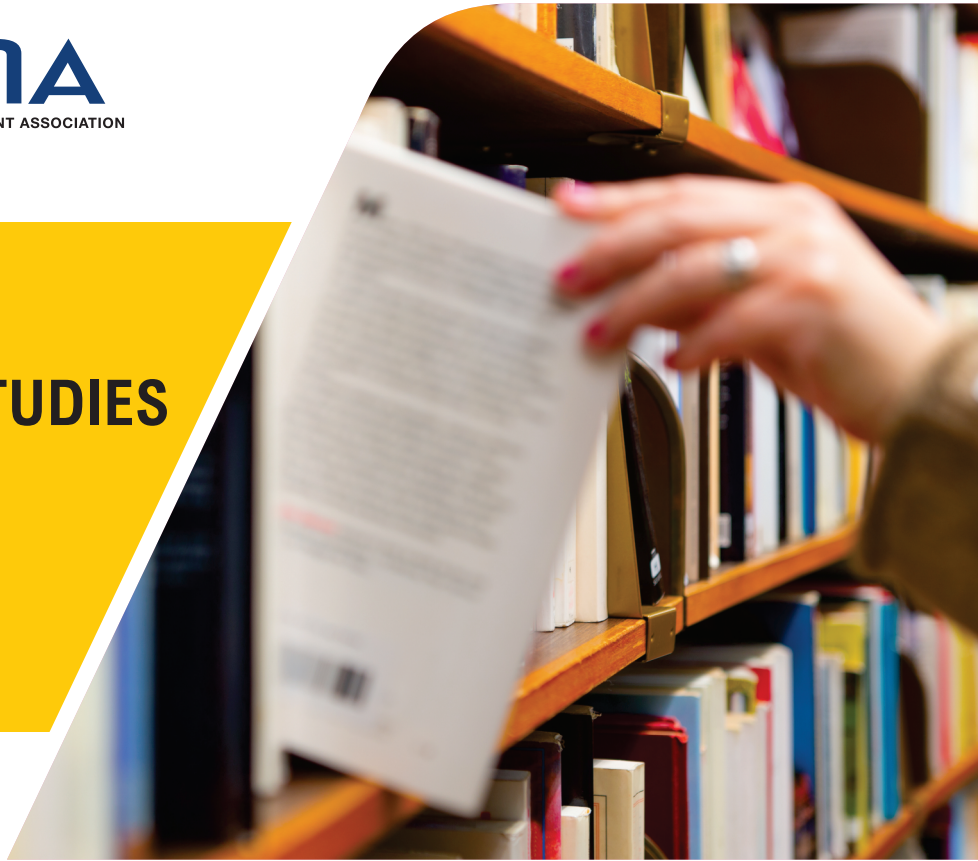


Be a part of ICRC INTRODUCE CASE STUDIES INCORPORATING INDIAN ETHOS INTO YOUR TEACHING



ABOUT ICRC

The India Case Research Centre (ICRC) is an initiative by the All-India Management Association (AIMA) aimed at creating strong linkages between industry and academia through practical insight in management teaching. Its primary objective is to develop and publish teaching cases focused on the Indian industry.

ICRC OBJECTIVES

1

Bring Indian ethos to management case writing

3

Offer a vast collection of cases on various companies and industries, both Indian and international

2

Provide relevant and high-quality cases catering to B-school faculty and industries

4

Aspire to become Asia's most popular repository of management case studies

ICRC's FOCUS

Developing India-centric cases to promote the Indian business ecosystem and showcase the success stories of Indian businesses. The cases are based on real-life business scenarios, offering insights into challenges and strategies.

INDUSTRY CONNECT

ICRC establishes connections and collaborates with industries and corporations to assist faculty members in gathering information, arranging field visits, conducting in-depth interviews, and obtaining necessary permissions prior to the release of case studies.

ICRC WORKSHOP

AIMA ICRC regularly organises workshops and competitions focused on enhancing faculty competence in case writing and case teaching methods. These events are open to everyone, with special discounts offered to members. The aim is to improve the overall effectiveness of case teaching methodologies among faculty members.

DISCOVER OUR CASE COLLECTIONS

View and purchase the cases from ICRC at India Case Research Portal <https://www.caseresearchaima.in/>

• Organisational Behavior & Organisation Development
• Accounting / Banking & Financial Services
• Customer Relationship Management
• Advertising and Integrated Marketing Communication
• Business Analytics & Decision Sciences
• Business Ethics
• Digital Marketing
• Healthcare Management
• Sales and Distribution Management
• Family Business
• Media and Entertainment
• Negotiation
• Services Marketing
• Project Management

• Information Technology
• Marketing Management
• Human Resource Management
• Strategic Management
• Operations Management
• Managerial Economics
• Financial Management
• Consumer Behavior
• Brand Management
• Statistics For Management
• Marketing Research
• Supply Chain Management
• Entrepreneurship & Startups / Innovations
• Corporate Social Responsibility

MOU BENEFITS*

- **Free Case Studies:** A complimentary set of thirty case studies and teaching notes
- B-School Customized Case Study Course Pack Creator
- **Free Participation:** of four faculty members in Indian Case teaching and Writing workshop (online/ physical mode) in a year.
- Customised sessions on the cases to train faculty on using the cases in class.
- **Joint Case Development:** Opportunity to cocreate/develop and publish up to 25 cases on AIMA ICRC Portal in 2 years.
- **Partnership Opportunity:** Partnering with ICRC for a joint case workshop & conference.
- Regular information on workshops, conferences, and free newsletters.
- 10% ICRC **PARTNERSHIP** discount for other faculty participation in ICRC Programs/Workshops and Competitions

SUBSCRIPTION BENEFITS*

- **Option 1:** Annual Institutional Membership - access to all cases and sixty copies for each case. Free Participation up to five faculty members in National Case teaching and Writing workshop (online/ physical mode)
- **Option 2:** Annual Institutional Membership - access to thirty cases and sixty copies for each case Free Participation up to three faculty members in National Case teaching and Writing workshop (online/ physical mode)
- **Option 3:** Annual Individual Membership - access to all cases (read only), fifteen download cases, sixty copies each. Free participation in two National Case Teaching and Writing Workshop.
- **Option 4:** Annual Individual membership - free access to all cases (read only mode) Free participation in two National Case Teaching and Writing Workshop.
- 10% ICRC **PARTNERSHIP** discount for AIMA Programmes.

BECOME A PARTNER

We are open for partnership/Subscription

For details on MOU/Partnership / Subscription Fee and other benefits

Write to caseresearchcentre@aima.in

Registration Link: <https://www.caseresearchaima.in/register>

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