



AIMA India Case Research Centre Presents
5th Case Writing Competition & Conference
29th, 30th & 31st May 2025
AIMA, Lajpat Nagar, New Delhi

PROGRAMME AGENDA

Day 1: Thursday, 29th May 2025 | Conference

1000 – 1115 hrs (IST)	Inaugural Session:
1000 – 1005 hrs (IST)	Welcome address by Ms. Rekha Sethi , Director General, All India Management Association
1005 – 1015 hrs (IST)	AIMA-ICRC Capacity Development Vison, Dr. Upinder Dhar, VC , Shri Vaishnav Vidyapeeth Vishwavidyalaya, Vice Chairman, AIMA-ICRC
1015 – 1030 hrs (IST)	Inaugural Address by Dr Rishikesh T Krishnan , Director, IIMB, Chairman, AIMA -ICRC
1030 – 1045 hrs (IST)	Keynote Address by Dr. T G Sitharam , Chairman, AICTE
1045 – 1100 hrs (IST)	Special Address by Dr Pankaj Mittal , Secretary General AIU
1100 – 1115 hrs (IST)	Setting the Context of the Conference and Competition by Dr. Rohit Singh , Director, AIMA-CME
1115 – 1130 hrs (IST)	Tea Break
1130 – 1200 hrs (IST)	Session 1: Developing Effective Leaders for Generational Shifts (Gen Z and Beyond): The Role of MBA Institutions <i>Navigating hybrid workplaces, diversity, and inclusivity through real-world scenarios. Effective leadership development amid generational shifts (Gen Z and beyond).</i>
Panel discussion Speakers	<ul style="list-style-type: none"> • Dr Jyotsna Bhatnagar, Professor, Dean-Graduate Programmes, MDI Gurgaon • Mr Saurabh Agrawal, Head-Strategy & Growth, Public Sector Bu, Tata Consultancy Services • Dr Payal Kumar, Principal Academic Advisor, ISH Visiting faculty, XLRI Global L&D Advisor Award-winning author • Ms Meeta Sengupta, Advisor AIMA–ICRC, Policy Maker in HEI Education, (Moderator)

1200 – 1300 hrs (IST)	<p>Session 2 Role of Universities, Institutions, and Accreditation Bodies in Advancing Case-Based Teaching and Enhancing Recognition of Case Writing as an Academic Contribution.</p> <p><i>The discussion will focus on the ways these organizations can foster effective teaching through case studies, incentivize case writing as a valuable research output, and integrate these methods into the accreditation process.</i></p>
Panel Discussion: Speakers	<ul style="list-style-type: none"> • Prof. Rakesh Mohan Joshi, Vice Chancellor, IIFT, University • Dr Madhu Vij, Ex Professor, FMS, Delhi • Dr (Prof) Rajan Saxena, Ex Chairman AIMA -ICRC, Ex DG NMIMS • Dr Rohit Singh, Director – AIMA - CME (Moderator)
1300 – 1400 hrs (IST)	Networking Lunch
1400 – 1500 hrs (IST)	<p>Session 3 Integrating Generative AI into Case-Based Pedagogy</p> <p><i>In a session will focus on leveraging AI for teaching, assessment, and fostering critical thinking. Key points include how AI can personalize instruction, automate feedback, and provide different perspectives on cases, while also ensuring responsible use and addressing potential ethical concerns.</i></p>
Panel Discussion Speakers	<ul style="list-style-type: none"> • Mr Richard Rekhy, Vice-Chair, Grant Thornton Bharat and Former CEO, KPMG India. • Dr Raj Singh, Vice Chancellor, Bennett University. • Dr Sanjib Dutta, Vice President, IBS, Case Research Centre • Dr Prabina Rajib, Director , BIMTECH
1500 – 1600 hrs (IST)	<p>Session 4: Case Studies in Digital Economy and Platform Businesses</p> <p>Understanding business models of digital-first enterprises and platform-based organizations. Exploring regulatory challenges and ethical dilemmas in digital markets.</p>
	<ul style="list-style-type: none"> • Vicky Lester, Chief Executive Officer, The Case Centre • Nishit Jain, Sr. Spl. Advisor, Asia EFMD • Dviwesh Mehta, Director- South Asia and Middle East, Higher Education, Harvard Business Publishing • Ms Meeta Sengupta, Advisor, AIMA–ICRC, Policy Maker HEI Education
1600 – 1615 hrs (IST)	Tea Break
1615 – 1700 hrs (IST)	Session 5: Interactive Panel and Participant Discussion: Addressing Classroom

	Engagement Issue Attention Relevance Focus Outcome
Panel Discussion Speakers	DR Dilip Nandkeolyar ,Co-Chancellor, Commonwealth University Dr. Jones Mathew , Professor, Principal & Head of Institution, Great Lakes Dr Ajay K Jain , Director MDI-M Dr Sonia Mehrotra , Professor & Head - Centre of Excellence for Case Development at Prin. L.N. Welingkar Institute of Management, Development Dr Sita Mishra , Professor Institute of Management Technology, Ghaziabad Dr J K Mita , Ex Dean FMS, Delhi
1700-1715 hrs (IST)	Case Competition Guideline, Vote of Thanks End of Day One

Day 2: Friday 30th May 2025| Competition and Workshops

0930 – 1000 hrs (IST)	Morning tea
1000 – 1030 hrs (IST)	Introduction of Jury and Opening Remarks Overview of rules, judging criteria, and competition format.
1030 – 1300 hrs (IST)	Case Presentations – 7 Tack sessions Participants present cases to panel judges.
1300 – 1400 hrs (IST)	Lunch (Networking Lunch)
1400 – 1630 hrs (IST)	Specialized Workshops Focusing on <ul style="list-style-type: none"> Workshop: Beyond the Basics: Creating cases that Spark Classroom Magic: Dr Ruppal Walia Sharma, Professor-Marketing, Chairperson-PGPGM (Executive), Head- Delhi Centre, SPJIMR
1630 – 1645 hrs (IST)	Tea Break
1645 – 1700 hrs (IST)	Feedback Session Mentors provide feedback to participants on case presentations.
1700 – 1730 hrs (IST)	Announcement of Finalists for Grand Finale

Day 3: Saturday, 31st May 2025| Special Addresses and Workshops

0930 – 1030 hrs (IST)	Special Session: Editors and Panel Guidance on case editing, publication prospects, and mentoring. Dr Radha Sharma , Professor & Dean, Research and Industry-Academia Linkages at New Delhi Institute Of Management Dr. Shalini Rahul Tiwari , Associate Professor, MT, Associate Editor Associate Editor, Emerald Emerging Markets Case Studies journal Nirbhay Rana , FRSA London, Regional Editor (Asia), Bloomsbury Fashion Business Cases,
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	Bloomsbury Publishing. Author: Threaded Harmony, Emerald Publishing Ltd. Wiley
1030 – 1045 hrs (IST)	Tea Break
1045 – 1300 hrs (IST)	Special Workshop: Theory Building with Cases Dr Ajoy K Dey, Keynote Speaker, Research Mentor, Case Method Expert and Former Professor, Birla Institute of Management Technology
1300 - 1400 hrs (IST)	Networking Lunch
1400 – 1600 hrs (IST)	Valedictory Session <ul style="list-style-type: none"> • Keynote address by Mr Ajit Balakrishnan, Founder & Chairman Emeritus, Rediff.Com • Announcement of winners & Award • Closing Address and Vote of Thanks

Formal closure of the event and networking opportunities.