

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

**PROGRAMME AGENDA**

**Day 1: Thursday, 29<sup>th</sup> May 2025 | Conference**

1000 – 1115 hrs (IST)	<b>Inaugural Session:</b>
1000 – 1005 hrs (IST)	Welcome address by <b>Ms. Rekha Sethi</b> , Director General, All India Management Association
1005 – 1015 hrs (IST)	AIMA-ICRC Capacity Development Vison, <b>Dr. Upinder Dhar, VC</b> , Shri Vaishnav Vidyapeeth Vishwavidyalaya, Vice Chairman, AIMA-ICRC
1015 – 1030 hrs (IST)	Inaugural Address by <b>Dr Rishiksha T Krishnan</b> , Director, IIMB, Chairman, AIMA -ICRC
1030 – 1045 hrs (IST)	Keynote Address by <b>Dr. T G Sitharam</b> , Chairman, AICTE
1045 – 1100 hrs (IST)	Special Address by <b>Dr Pankaj Mittal</b> , Secretary General AIU
1100 – 1115 hrs (IST)	Setting the Context of the Conference and Competition by <b>Dr. Rohit Singh</b> , Director, AIMA-CME
1115 – 1130 hrs (IST)	<b>Tea Break</b>
1130 – 1230 hrs (IST)	<b>Session 1: Developing Effective Leaders for Generational Shifts (Gen Z and Beyond): The Role of MBA Institutions</b>  <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"> <li>• <b>Dr Jyotsna Bhatnagar</b>, Professor, Dean-Graduate Programmes, MDI Gurgaon</li> <li>• <b>Mr Saurabh Agrawal</b>, Head-Strategy &amp; Growth, Public Sector Bu, Tata Consultancy Services</li> <li>• <b>Dr Payal Kumar</b>, Principal Academic Advisor, ISH   Visiting faculty, XLRI   Global L&amp;D Advisor   Award-winning author  </li> <li>• <b>Ms Meeta Sengupta</b>, Advisor AIMA–ICRC, Policy Maker in HEI Education, (Moderator)</li> </ul>
1230 – 1330 hrs (IST)	<b>Session 2 Role of Universities, Institutions, and Accreditation Bodies in Advancing Case-Based Teaching and Enhancing Recognition of Case Writing as an Academic Contribution.</b>  <i>The discussion will focus on the ways these organizations can foster effective teaching</i>

	<i>through case studies, incentivize case writing as a valuable research output, and integrate these methods into the accreditation process.</i>
<b>Panel Discussion: Speakers</b>	<ul style="list-style-type: none"> <li>• <b>Prof. Rakesh Mohan Joshi</b>, Vice Chancellor, IIFT, University</li> <li>• <b>Dr Madhu Vij</b>, Ex Professor, FMS, Delhi</li> <li>• <b>Dr (Prof) Rajan Saxena</b>, Ex Chairman AIMA -ICRC, Ex DG NMIMS</li> <li>• <b>Dr Rohit Singh</b>, Director – AIMA - CME (Moderator)</li> </ul>
<b>1330 – 1415 hrs (IST)</b>	<b>Networking Lunch</b>
<b>1415 – 1515 hrs (IST)</b>	<b>Session 3 Integrating Generative AI into Case-Based Pedagogy</b>  <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>
<b>Special Address</b>	<ul style="list-style-type: none"> <li>• <b>Mr Richard Rekhy</b>, Vice-Chair, Grant Thornton Bharat and Former CEO, KPMG India.</li> </ul>
<b>Panel Discussion Speakers</b>	<ul style="list-style-type: none"> <li>• <b>Dr Raj Singh</b>, Vice Chancellor, Bennett University.( Session Chair)</li> <li>• <b>Mr Sanjib Dutta</b>, Vice President, IBS, Case Research Centre</li> <li>• <b>Dr Prabina Rajib</b>, Director , BIMTECH</li> <li>• <b>Mr Sunil Soni</b>, Ex CGM PNB, Indian Institute of Banking &amp; Finance</li> </ul>
<b>1515 – 1615 hrs (IST)</b>	<b>Session 4: Case Studies in Digital Economy and Platform Businesses</b>  Understanding business models of digital-first enterprises and platform-based organizations. Exploring regulatory challenges and ethical dilemmas in digital markets.
	<ul style="list-style-type: none"> <li>• <b>Vicky Lester</b>, Chief Executive Officer, The Case Centre</li> <li>• <b>Nishit Jain</b>, Sr. Spl. Advisor, Asia EFMD</li> <li>• <b>Dviwesh Mehta</b>, Director- South Asia and Middle East, Higher Education, Harvard Business Publishing</li> <li>• <b>Meeta Sengupta</b>, Advisor, AIMA–ICRC, Policy Maker HEI Education</li> </ul>
<b>1615 – 1630 hrs (IST)</b>	<b>Tea Break</b>
<b>1630 – 1745 hrs (IST)</b>	<b>Session 5: Interactive Panel and Participant Discussion: Addressing Classroom Engagement Issue</b> Attention  Relevance  Focus  Outcome
<b>Panel Discussion</b>	<b>DR Dilip Nandkeolyar</b> ,Co-Chancellor, Commonwealth University

<b>Speakers</b>	<b>Dr Ajay K Jain</b> , Director MDI-M <b>Dr Sita Mishra</b> , Professor Institute of Management Technology, Ghaziabad <b>Dr J K Mita</b> , Ex Dean FMS, Delhi <b>Dr Anuja Pandey</b> , Head AIMA -ICRC( Moderator)
<b>1745-1755 hrs (IST)</b>	<b>Case Competition Guideline, Vote of Thanks   Group Photograph   End of Day One</b>

**Day 2: Friday 30<sup>th</sup> May 2025| Competition and Workshops**

<b>0930 – 1000 hrs (IST)</b>	<b>Morning tea and Group Photograph</b>
<b>1000 – 1030 hrs (IST)</b>	<b>Introduction of Jury and Opening Remarks</b> Overview of rules, judging criteria, and competition format.
<b>1030 – 1330 hrs (IST)</b>	<b>Case Presentations – 7 Tack sessions</b> Participants present cases to panel judges.
<b>1330 – 1415 hrs (IST)</b>	<b>Lunch (Networking Lunch)</b>
<b>1415 – 1630 hrs (IST)</b>	<b>Specialized Workshops Focusing on</b> <ul style="list-style-type: none"> <li><b>Workshop:</b> Beyond the Basics: Creating cases that Spark Classroom Magic: <b>Dr Ruppall Walia Sharma</b>, Professor-Marketing, Chairperson-PGPGM (Executive), Head- Delhi Centre, SPJIMR</li> </ul>
<b>1630 – 1645 hrs (IST)</b>	<b>Tea Break</b>
<b>1645 – 1700 hrs (IST)</b>	<b>Feedback Session</b>  Mentors provide feedback to participants on case presentations.
<b>1700 – 1730 hrs (IST)</b>	<b>Announcement for Grand Finale</b>

**Day 3: Saturday, 31<sup>st</sup> May 2025| Special Addresses and Workshops**

<b>0930 – 1030 hrs (IST)</b>	<b>Special Session: Editors and Panel</b>  Guidance on case editing, publication prospects, and mentoring.  <b>Dr Radha Sharma</b> , Professor & Dean, Research and Industry-Academia Linkages at New Delhi Institute Of Management, Ex Prof MDI, Ex Editor Vision  <b>Dr. Shalini Rahul Tiwari</b> , Associate Professor, MT, Associate Editor Associate Editor, Emerald Emerging Markets Case Studies journal  <b>Ms Shalini Jha</b> , Head - Products (Higher Education & TestPrep), Wiley
<b>1030 – 1045 hrs (IST)</b>	<b>Tea Break</b>
<b>1045 – 1300 hrs (IST)</b>	<b>Special Workshop: Theory Building with Cases</b> <b>Dr Ajoy K Dey</b> , Keynote Speaker, Research Mentor, Case Method Expert and Former Professor, Birla Institute of Management Technology

1300 - 1400 hrs (IST)	Networking Lunch
1400 – 1530 hrs (IST)	<b>Valedictory Session</b> <ul style="list-style-type: none"> <li>• <b>Keynote address by Mr Ajit Balakrishnan</b>, Founder &amp; Chairman Emeritus, Rediff.Com</li> <li>• Announcement of winners &amp; Award</li> <li>• Closing Address and Vote of Thanks</li> </ul>

Formal closure of the event and networking opportunities.