

**INTERNATIONAL CASE TEACHING & CASE WRITING WORKSHOP  
WITH A SPECIAL FOCUS ON TEACHING & DEVELOPING CASES IN DATA ANALYTICS AND  
DIVERSITY**

**25 – 27 August 2022**

**CHINA–INDIA–VIETNAM WORKSHOP**

**WORKSHOP AGENDA**

<b>DAY–1, Thursday, 25 August 2022</b>	
<b>09.00AM – 09.30AM (IST) 11.30AM – 12.00 noon (HKT)</b>	<b>Inaugural Session: AIMA–HKU Officials</b>
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• <b>Dr. Raj Agarwal</b>, Director, AIMA–CME</li> <li>• <b>Prof. Zhixi Wan</b>, Professor, Innovation and Information Management, Director, Asia Case Research Centre</li> </ul>
<b>09.30AM – 11.15AM (IST) 12.00 noon – 01.45PM (HKT)</b>	<b>Best practices in Case Teaching</b>
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• <b>Prof. Rishiksha T. Krishnan</b>, Director &amp; Professor of Strategy, Indian Institute of Management Bengaluru</li> <li>• <b>Dr. Bhimaraya Metri</b>, Chairman, AIMA Board of Studies &amp; Director, Indian Institute of Management Nagpur</li> <li>• <b>Dr. Raj Agarwal</b>, Director, Centre for Management Education, AIMA</li> <li>• <b>Jeroen van den Berg</b>, Assistant Director, Asia Case Research Centre, Lecturer, Management and Strategy, HKU Business School</li> </ul>
<b>11.15AM – 11.30AM (IST) 01.45 noon– 02.00PM (HKT)</b>	<b>Coffee Break</b>
<b>11.30AM – 12.45PM (IST) 02.00PM – 03.15PM (HKT)</b>	<b>Best Practices in Case Writing</b>
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• <b>Jeroen van den Berg</b>, Assistant Director, Asia Case Research Centre, Lecturer, Management and Strategy, HKU Business School</li> <li>• <b>Angela Yin</b>, Senior Manager, Asia Case Research Centre, HKU Business School</li> </ul>
<b>12.45PM – 14.00PM (IST) 03.15PM – 04.30PM (HKT)</b>	<b>Publishing a Case–Opportunities and Strategy</b>
<b>Speaker</b>	<ul style="list-style-type: none"> <li>• <b>Prof. Jyotsna Bhatnagar</b>, Professor, Organizational Behavior Human Resource Management, Dean–Research, MDI Global Award-winning Professor for Best Selling case in HR/OB, 2021</li> </ul>

<b>DAY–2, Friday, 26 August 2022</b>	
<b>09.00AM – 10.15AM (IST) 11.30AM – 12.45PM (HKT)</b>	<b>Mock Case Class: What Does Diversity Mean in a Global Organization?</b>
<b>Speaker</b>	<ul style="list-style-type: none"> <li>• <b>David S. Lee</b>, Accounting and Law, Principal Lecturer. Award-winning teacher, HKU Business School. (Session is in Hybrid Mode)</li> </ul>
<b>10.15AM – 10.30AM (IST) 12.45PM – 01.00PM (HKT)</b>	<b>Coffee Break</b>
<b>10.30AM – 11.45AM (IST) 01.00PM – 02.15PM (HKT)</b>	<b>Teaching Concepts of Diversity &amp; Inclusion in a Multicultural Classroom:</b>
<b>Speaker</b>	<ul style="list-style-type: none"> <li>• <b>Prof. Gita Bajaj</b>, Professor, OB, HR &amp; Communication, Advisor, Case Teacher and Author, Board Member AIMA–ICRC</li> </ul>
<b>11.45AM – 12.00 noon (IST) 02.15PM – 02.30PM (HKT)</b>	<b>Coffee Break</b>
<b>12.00 noon – 13.30PM (IST) 02.30PM – 04.00 PM (HKT)</b>	<b>Case Development Exercise: Basic Case inputs shared by AIMA-ICRC</b> Feedback and Critical review and inputs by the Expert Panel
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• <b>Prof. Rajeev Kumra</b>, Professor, Marketing, IIM-L</li> <li>• <b>Meeta W Sengupta</b>, Case Author, Author Advisor, AIMA–ICRC, Policy Maker in Education</li> <li>• <b>Dr. Anuja Pandey</b>, Professor, Marketing, AIMA, Head, AIMA–ICRC</li> </ul>

<b>DAY–3, Saturday, 27 August 2022</b>	
<b>09.00AM – 10.30AM (IST) 11.30AM – 01.00PM (HKT)</b>	<b>Developing and Teaching Cases in Data Analytics and Big Data</b>
<b>Speaker</b>	<b>Dr. Tuan Quang Phan</b> , Associate Professor, Innovation and Information Management and Marketing, Associate Director, Asia Case Research Centre.
<b>10.30AM – 10.45AM (IST) 01.00PM – 01.15PM (HKT)</b>	<b>Coffee Break</b>
<b>10.45AM – 11.45AM (IST) 01.15PM – 02.15PM (HKT)</b>	<b>The world’s 1<sup>st</sup> cloud-based platform for data analytics cases - A demonstration by HKU</b>
<b>11.45AM – 01.45PM (IST) 02.15PM – 04.15PM (HKT)</b>	<b>Industry-based practice cases in Business Analytics</b>
<b>Speaker</b>	<ul style="list-style-type: none"> <li>• <b>Rajib Bhattachrya</b>, Director, Global Leader–Data &amp;Analytic at Cargill Foods</li> </ul>
<b>01.45PM – 02.00PM (IST) 04.15PM – 04.30PM (HKT)</b>	<b>Validatory: Closure of workshop and feedback</b>