



**AIMA India Case Research Centre Presents
Case Writing Competition & Conference
24th - 25th March 2022**

**Programme Agenda
(Tentative)**

Day 1: Thursday, 24th March 2022

Inaugural Session

1500 – 1545 hrs (IST)

1500 – 1510 hrs	Welcome Address & Setting the Context	Raj Agrawal Director, Centre for Management Education, AIMA
1510 – 1525 hrs	Special Address	Rajendra Srivastava Novartis Prof. of Marketing Strategy & Innovation Indian School of Business
1525 – 1540 hrs	Keynote Address	Ajit Balakrishnan Founder & Chairperson, Rediff.com

1545 – 1630 hrs (IST)

Session 1

Asian and Indian Cases: Garnering Global Interest

Moderator

Bhimaraya Metri
Chairman- AIMA Board of Studies &
Director Indian Institute of Management, Nagpur

Speakers

Vicky Lester
Deputy Director, The Case Centre

Jeroen van den Berg
Assistant Director, Asia Case Research Centre,
Lecturer, Management and Strategy, HKU Business School

Interaction with Audience

1630 – 1700 hrs (IST)

1630 – 1640 hrs

**Introduction of Guest
of Honor**

Dr Rajan Saxena
Chairman, AIMA-India Case Research Centre,
Former Vice Chancellor, SVKM's NMIMS University,
Mumbai

1640 – 1700 hrs

Inaugural Address

Anil D Sahasrabudhe
Chairman, AICTE

Vote of Thanks

Raj Agrawal

1700- 1745 hrs (IST)

Session 2 Future of Case Method in Metaverse

Moderator Gita Bajaj
Professor, Case Writing and Teaching Expert, IMT Dubai, Editorial Board Member,
AIMA-India Case Research Centre

Keynote Address Jaan Elias
Director of Case Research at Yale School of Management

Speaker Rishikesha T Krishnan
Director & Professor of Strategy
Indian Institute of Management Bangalore

Rajeev Kumra
Professor of Marketing & Dean IIM Lucknow

1745 – 1815 hrs (IST)

Session 3 Quality Assurance in Case Teaching

Moderator Jyotsna Bhatnagar
Professor, Organizational Behavior & Human Resource Management,
Dean – Research, MDI

Speakers Vipin Gupta
Professor & Co-Director, Center for Global Management California State University,
San Bernardino (Jack Brown College of Business and Public Administration, USA

Amy Memon
Regional Head, South Asia
AACSB International

Interaction with Audience

1815 – 1845 hrs (IST)

Session 4 Writing World Class Cases
Charles Dhanaraj
Professor, University of Denver
Interaction with Audience

1845- 1900 hrs (IST)

**Vote of Thanks &
The Rules of the
Competition Dr Anuja Pandey**
Head India Case Research Centre - AIMA

End of Day One

Day II

25th March 2022 (Track Sessions)

Day III

26th March 2022

15:00 to 17:00 hrs

Valedictory and Announcement of Awards

Special Session

Editors Take on Cases: Rigor, Process of Evaluation and Handling reviewer's comments.

Speakers

Radha R Sharma

Ex Editor - Vision - Journal of Business Perspective - (ABDC indexed)

Angela YIN

Research Centres & Institutes – Asia Case Research Centre, HKU Business School

Announcement of Awards

Vote of Thanks

Dr Anuja Pandey