



International Case Writing Workshop

Mastering Teaching Case Writing & Publication Pathways

17th - 18th April 2026 (In-person / Hybrid)



★ **About AIMA- India Case Research Centre (ICRC)**

The AIMA India Case Research Centre (ICRC) is dedicated to the development, publication, and dissemination of industry-relevant Indian case studies tailored for both domestic and international business school audiences. These exemplary cases are readily accessible to B-Schools and universities through the AIMA case research portal - www.caseresearchaima.in.

★ **About the International Case Writing Workshop**

This intensive two-day workshop is designed to equip participants with the essential skills required to develop high-quality teaching cases and navigate global publication avenues. Led by internationally renowned experts, the programme blends conceptual learning with practical insights, enabling participants to build a strong foundation in case writing and academic publishing.

★ **Workshop Objectives**

- Learn the nuances of writing impactful teaching cases.
- Understand the publication process and opportunities.
- Explore journals, case publication platforms, and scholarships, including the Paul Lawrence Scholarship.
- Strategically plan your teaching and publication career.
- Gain insights into AIMA's 6th Case Writing Competition and publication opportunities.

★ **Benefits of The Workshop**

This workshop offers participants a comprehensive understanding of teaching case writing, from developing impactful and publishable cases to navigate global publication platforms. Through interactions with international experts and hands-on exercises, the participants will enhance their research, writing, and classroom teaching skills. The programme also provides valuable insights into scholarships and recognition opportunities, including the Paul Lawrence Scholarship, while guiding participants in building a strong academic and publication profile.





★ Who Should Attend:

- Early-career professionals in Management, Commerce, and Public Policy
- PhD scholars
- Teaching faculty in premium B-schools and private/state universities
- University/Institution-sponsored and self-sponsored participants

★ Support and Publication Opportunity from AIMA-ICRC

Cases, along with teaching notes submitted within the specified timeframe, will undergo a thorough review by a panel of esteemed experts from AIMA-ICRC's editorial board.

The review team will provide written feedback, comments, and recommendations for enhancing the draft case. Participants will have the chance to revise and refine the content based on these suggestions. The AIMA Case Center's editorial board will conduct a final review before accepting the case for publication and distribution.

Note: Collaboration among two or more participants in case development is allowed. However, all case collaborators must submit a joint letter of intent to AIMA.

★ Workshop Registration Fee

Academicians	Rs. 8500/- + GST per participant
Research Scholar	Rs. 5500/- + GST per participant
10% discount in workshop registration fees for AIMA Member/ VC Council Member /AIMA ICRC Member	
Get 15% group discount when you register three participants together	
Get 20% group discount when you register a group of five participants	

*** Workshop fee includes the cost of course material, workshop tea/coffee, snacks, lunch for three days and other organisational expenses. Travel cost has to be incurred separately by participants. Nomination fees are not refundable; however, participation by a substitute is allowed.**

★ Certification

Each participant will receive a certificate of participation.

★ Key Mentors



Dr. Mike Annett, President, North American Case Research Association (NACRA)
MacEwan University, Canada



Prof. Rishikesh Krishnan, Chairperson, AIMA-India Case Research Centre
Professor of Strategy, IIM Bangalore



Prof. Upinder Dhar, Vice Chairman, AIMA-ICRC Former ViceChancellor, SVVV



Dr. Anuja Pandey, Head, AIMA-ICRC Program Director, PGCM, AIMA



Dr. Ajoy Kumar Dey, Professor and researcher at IILM University, Gurugram

★ About AIMA

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body for management in India with over 38000 members and close to 6000 corporate / institutional members through 68 Local Management Associations affiliated to it. AIMA was formed 70 years ago and is a non-lobbying, not for profit organisation. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

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