

**AIMA India Case Research Centre Presents
Case Writing Competition & Conference
09 -10 - 11 May 2024
AIMA, Lajpat Nagar, New Delhi**

Theme: Transformation to Global Leadership

PROGRAMME AGENDA

Day 1: Thursday, 09th May 2024

1000 – 1100 hrs (IST)	Inaugural Session
Welcome Address 10:00 – 1005 hrs (IST)	Rekha Sethi , Director General, All India Management Association
Setting the Context of the Conference and Competition 10:05 – 1015 hrs (IST)	Dr. Rohit Singh , Director, AIMA-CME
Inaugural Address	Dr. R Balasubramaniam (Balu), Member-Human Resource, Capacity Development Commission.
Keynote Address	Dr. T G Sitharam , Chairman, All India Council for Technical Education (AICTE), Ministry of Education, Govt. of India
Special Address	Dr. Rajendra Srivastava , Novartis Professor of Marketing Strategy, and Innovation Exec Director Centre for Business Innovation (CBI), Exec Director Executive Fellows Program in Management (EFPM), Indian School of Business, Advisor AIMA-CME, New Delhi
1100 – 1115 hrs (IST)	Tea Break
1115 – 1200 hrs (IST)	Session 1 “Navigating the Future of Business Education: Integrating Theory, Practice, and Lifelong Learning” In this panel session, experts from academia, industry, and educational institutions come together to discuss critical topics shaping business education. The session aims to bridge theory and practice, emphasizing the role of case studies, student engagement, and lifelong learning
Speakers	Ajit Balakrishnan , Founder & Chairman, Rediff.com, Former Chairman, IIM Calcutta, Member NEP 2020 expert committee
	Dr. Bhimaraya Metri , Director, IIM Nagpur, Chairman AIMA-Board of Studies
	Dr. Madhu Vij , Former Professor in Finance, Faculty of Management Studies (FMS), University of Delhi, Board Member, AIMA-ICRC
1200 – 1300 hrs (IST)	Session 2 Role of Universities, Institutions and Accreditation bodies in promoting Case Teaching and Case Writing (The universities, institutions, and accreditation bodies can collectively contribute to the growth and dissemination of case teaching and writing in India. Their collaborative efforts in recognizing and encouraging case base pedagogy and recognition cases at par with research articles will go a long way to enhance the learning experience for students and faculty to write high quality teaching cases.)
Speakers	Dr. Bhimaraya Metri , Director, IIM Nagpur, Chairman AIMA-Board of Studies

	Dr. Ravi Kumar Jain , Director, Sparsh Global Business School
	Dr. Gita Bajaj , Case Professor, IIM Sambalpur, Board Member AIMA-ICRC, Director VINSAK & Rotatek, Spain
	Vicky Lester , Deputy Director, The Case Centre
1300 – 1400 hrs (IST)	Networking Lunch
1400 – 1500 hrs (IST)	Session 3 - Rethinking Pedagogy and Curriculum for Student Learning in the Age of AI (The session involves discussion around embracing digital tools, fostering collaboration, addressing ethical dimensions, and preparing students for an AI-powered future)
Speakers	Dr. Rakesh Singh , Associate Dean and Professor of Marketing, IMT Ghaziabad
	Dr. Amit Mookerjee , Professor Management, Head, University School of Management and Entrepreneurship, DTU
	Nandan Mishra , Co-founder, Algo 8
1500 – 1600hrs (IST)	Session 4: "Improving Engagement and Learning through Effective Case Teaching Methods." (Live cases, protagonist in class, business problem solving, practical application of management frameworks and theories, bringing students closer to corporate work.)
Speakers	Dr. Jyotsna Bhatnagar , Dean Research, Board Member, MDI, Gurugram
	Ajay Arora , Vice President - Strategic Planning & Projects, Hero Enterprise, Advisory Board Member AIMA-ICRC
	Dr. Ekta Saxena , VP, Executive Education, SPJIMR
1600 – 1615 hrs (IST)	Tea Break
1615– 1700 hrs (IST)	Session 5: What do Editors look for in a Case? Write to get Accepted in one go. The Rules of the AIMA Case Competition.
Speakers	Dr. Anuja Pandey , Professor, Head India Case Research Centre – AIMA
1700-1715	Vote of Thanks
End of Day One	

Day 2: Friday 10th May 2024

1000 – 1300 hrs (IST)	Case Presentation
Case Presentations and Evaluation by Jury	Case Presentations on: Marketing / Branding- HRD/ Leadership and L&D/CSR/ESG Finance & Banking Services/ Fintech Entrepreneurship/Start-ups/Family Business Operation/Supply Chain & Logistics Digital Transformation/AI/Data Science

1300 – 1400 hrs (IST)	Lunch (Networking Lunch)
1400 – 1530 hrs (IST)	Case Presentations for remaining tracks
1530 – 1545 hrs (IST)	Tea Break
1545 – 1700 hrs (IST)	Workshop : Becoming an effective case teacher
Speakers	Dr Pushpender Kumar , Professor, Kirori Mal College
	Dr Shalini Verma , Associate Professor, Jaipuria Noida
	Ms Servjaeta Verma , Case author, Editor NACRA
	Ms Arohini Narayanan , Author and Ex XLRI Case Centre, ISB Case Centre

Day 3: Saturday, 11th May 2024

0930 – 1045 hrs (IST)	Workshop on Case Teaching Techniques : Learn from Champions
Speakers	Dr. Rishiksha T Krishnan , Director, IIM, Bangalore
	Dr. Pratik Modi , Dean - School of Management · BML Munjal University
1045-1125 hrs (IST)	Workshop on Authoring the best Selling Case : Key Considerations
Speaker	Dr. Radha R. Sharma , Dean, Research and Industry-Academia Linkages, New Delhi Institute of Management
1125-1145 hrs (IST)	Meet the Entrepreneur (The Road Ahead)
Speaker	Dr. Shikha Sharma OneHealth
1145 – 1245hrs (IST)	Workshop-Handling Reviewer and editorial board comments & suggestions
Speakers	Dr. Shalini Rahul Tiwari , Associate Professor, MT, Associate Editor Associate Editor, Emerald Emerging Markets Case Studies journal
	Dr. A K Dey , Chairman - Centre for Management Case Development (CMCD) Professor of Operations & Decision Science, BIMTECH
	Prof. Rajendra Prasad Mahapatra , Professor & Dean SRM Institute of Science and Technology
1245 – 1330 hrs (IST)	Valedictory and Announcement of Awards: Way forward and Announcement of Awards
Special Address	Dr. Rajan Saxena , Chairman AIMA-ICRC, Former Vice Chancellor SVKM's Narsee Monjee Institute of Management Studies (NMIMS) Deemed University
Announcement of Awards	Dr. Ganesh Singh , Director- New Age Courses, AIMA
Distribution of Awards and Certificates	Dr. Rohit Singh , Director, AIMA-CME Dr. Anuja Pandey , Professor, Head India Case Research Centre – AIMA
Vote of Thanks	
1300 – 1400 hrs (IST)	Lunch (Networking Lunch)