AIMA
ALL INDIA MANAGEMENT ASSOCIATION

ICRC
India Case Research Centre

S.P MANDALI'S
weschool
Welingkar Education

Two-Day Workshop

Case Method & Case Writing on Sustainability



19 - 20 November 2026

WeSchool, Bengaluru



Developing organisational sustainability experiences into evidence-based teaching cases

About the workshop

Sustainability shapes managerial decisions across sourcing, production, investment, innovation and stakeholder engagement. balancing environmental and social responsibilities with commercial viability amid competing priorities, uncertain outcomes and resource constraints creates dilemmas that offer valuable opportunities for case-based learning.

AIMA–ICRC and WeSchool CECD propose to organise this two-day workshop to strengthen understanding of the case method and develop participants' ability to turn organisational experiences into engaging, evidence-based teaching cases.

Themes include climate-related risks, sustainable supply chains, circular economy practices, social inclusion, responsible business and organisational resilience.

Through conceptual sessions, case analysis, practical exercises, group discussions and expert feedback, participants will learn to construct decision-oriented teaching cases that encourage critical thinking and classroom discussion. The workshop is intended to help them develop an initial case framework and a roadmap for further writing and refinement.

Who should attend and selection

Faculty members, researchers, doctoral scholars and practitioners interested in sustainability and case-based management education. Seats may be limited. Selection may consider academic or professional experience, interest in sustainability, case-writing or case-teaching experience, and the quality of the proposed case idea.

Workshop objectives

Understand the case method
Examine how teaching cases support experiential learning, critical analysis and managerial decision-making.

Identify sustainability case opportunities
Recognise organisational situations involving meaningful decisions, competing priorities and stakeholder interests.

Frame a managerial dilemma
Define the protagonist, decision point, context and feasible alternatives.

Develop an evidence-based narrative
Organise interviews, organisational records, sustainability disclosures and other credible sources into a coherent case with relevant data and exhibits.

Prepare a teaching note
Formulate learning objectives, discussion questions, analytical approaches and a classroom teaching plan.

Apply ethical case-writing practices
Understand source attribution, informed consent, confidentiality and organisational permissions.

Develop an initial case framework
Apply learning to a sustainability case idea and refine it through peer discussion and expert feedback.

Tentative programme

Day 1 - Thursday, 19 November

09:00–09:30	**Registration** Registration and distribution of workshop materials
09:30–10:45	**Inaugural Session: Programme Context Setting; Welcome Address; Opening Remarks; Inaugural Address** Representatives of AIMA–ICRC and WeSchool; invited dignitaries
10:45–11:15	Tea Break
11:15–12:00	**Redefining Learning: The Unique Value of Case Method Teaching in the AI Era** Using cases to build critical thinking, judgement and decision-making skills; responsible use of AI in case research and writing
12:00–13:30	**Mechanics of Case Writing: From Idea to Publication** Identifying a case opportunity; defining the protagonist and decision point; structuring the narrative; gathering evidence; understanding the publication process
13:30–14:30	Lunch Break
14:30–15:45	**Sustainability in Practice: Identifying Managerial Dilemmas for Teaching Cases** Sustainability as a business decision; case examples may cover sustainable sourcing, circular economy, climate resilience and CSR
15:45–16:30	**From Sustainability Reports to Decision-Oriented Teaching Cases** Developing cases from sustainability reports; a short exercise to frame a case concept
16:30–16:45	Tea Break
16:45–17:00	**Case Conferences and Competitions: Pathways to Partnerships and Publications**

Day 2 - Friday, 20 November

09:00–11:00	**Advances in the Scholarship of Case Method and Case Writing** Opportunities for case development, institutional collaboration and feedback
11:00–11:15	Tea Break
11:15–12:30	**Sustainability Case Lab: Exploring Three Case Leads** Introducing three case opportunities, discussing their managerial dilemmas and teaching potential, and helping participants select a lead for the opening-paragraph exercise and afternoon draft clinics
12:30–13:30	**Perfecting the Opening Paragraph of a Teaching Case: A practical writing exercise addressing expectations of national and international case publishers** Group activity
13:30–14:30	Lunch Break
14:30–15:45	**Case Draft Clinic: Developing Your Teaching Case Drafts** Workshop Faculty and Mentors
15:45–16:00	Tea Break
16:00–17:00	**Case Draft Clinic: Collaborative Review and Feedback** Workshop Faculty and Mentors

The agenda is indicative. Resource persons and final session details will be confirmed by the organisers

Participation and registration



Registration fee

₹9,500 + GST
Academicians

₹6,500 + GST
Research scholars

Discounts & inclusions

AIMA / VC Council / AIMA–ICRC members: 10%
Three participants registering together: 15%
Five participants registering together: 20%

Applicability and combination of discounts will be confirmed by the organisers.

Fees cover course materials, tea/coffee, snacks and lunch on both days, and workshop organisational expenses. Participants arrange and pay for travel, boarding and lodging. Fees are non-refundable; a substitute participant is permitted.

How to apply

Before the workshop, applicants may be asked to submit:

- Current CV or professional profile and institutional affiliation
- Brief statement of interest
- Details or links to previously written or published cases, if applicable
- Short description of a proposed sustainability teaching case

Final eligibility criteria, application process, deadline, certificate issuance and attendance requirements will be communicated by the organisers.

Case development & publication

After the workshop, participants may develop their concepts into complete cases and teaching notes through AIMA–ICRC's editorial process. This may include concept review and approval, research and interviews, evidence collection, drafting, mentoring and editorial feedback, revision and peer review, test teaching where feasible, organisational factual verification and permissions, and final editorial review and publication decision.

Publication depends on academic quality, teaching value, factual accuracy, completeness, permissions and ethical requirements. Participation does not guarantee publication. Authorship, copyright, licensing and any commercial arrangements will be communicated separately and documented as required.

Before the workshop

Read relevant reports, organisational publications, project documents or supporting material, shared by AIMA ICRC.

Preparatory readings, case-writing guidelines, student-case and teaching-note templates may be shared in advance

After the workshop

Submit the draft case and teaching note. Sign NDA, in case AIMA ICRC is sharing non public information and primary interview.

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