

MDI GURGAON IN ASSOCIATION WITH EMERALD EMERGING MARKETS CASE STUDIES

announces

CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP IN ONLINE MODE

MAY 18, 2020

Background

Case method is one of the most effective management education pedagogy. It involves the faculty leading learners through a historical analysis of a business situation. The learners come up with a solution to some of the toughest business problems. Cases are commonly used as the medium for interactive classroom discussions and active class participation helps them develop the skills required for making decisions. The effectiveness of a case lies in providing learning experiences that are remembered by students beyond classroom. The issues and concepts in a case may be absorbed in much greater depth than lecture based learning method.

Emerging Markets present immense opportunities along with challenges and constraints. Well established business models are replaced by new ones often. There is a need to understand the issues specific to each emerging market, India being one, and develop classroom learning material related to various business concepts and management disciplines.

Emerald Publishing Limited, a leading international publisher has a special collection of cases called the **Emerging Markets Case Studies, EEMCS**. The unique feature of this collection unlike other case collections is the Emerging Markets Context. EEMCS welcomes well-researched, instructive and multi-media online cases about the most interesting companies in complex Emerging Market contexts, to be used by faculty to develop effective managers globally.

MDI Gurgaon, being a leading business school from India takes the responsibility of **developing unique case content** and **developing management faculty** across B Schools for the same. A **CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP** is being launched by MDI Gurgaon in association with EEMCS from May 18, 2020 in an online mode.

Objectives

- i. **To mentor and groom management faculty on developing unique cases on Indian managerial issues.** The idea of a case workshop is not new to B Schools in India, what is new and unique is the mentoring and development part of it. MDI Gurgaon would act as a mentor along with EEMCS as the knowledge partner.
- ii. **Development of unique localised indigenous Indian case content** which can be used not only for Indian B schools but across the globe with an emerging markets context set in.

The tentative workshop schedule would be as;

Programme Schedule

Last date of Initial Proposal by 10 th May 2020, Sunday through email along with the company consent		
Feedback on the initial proposal to the participants	15.5.20 Friday	MDI and EEMCS Team through email by MDI Programme Director
Key points on developing a teaching case and case dilemma, introducing the emerald case e portal	18.5.20 Monday	Ritu Srivastava
What makes a good case, difference between teaching and research case, Pitfalls to avoid	19.5.20 Tuesday	Prof. Goldman's session at 8 am
Time to work and develop the case dilemma	25.5.20 Monday	Through email to MDI Programme Director(s)
Feedback on the dilemma by MDI Faculty EEMCS team	1.6.20 Monday	Through email by MDI Programme Director(s)
Opening Para	2.6.20, 9:30 - 10:30 am	Ritu Srivastava (illustration and examples participant cases)
Teaching Objectives and Framework	2.6.20, 11:00 am – 12 :30 pm	Neera Jain
Writing the narrative	2.6.20, 12:30- 2:00 pm	Ritu Srivastava
Participants submit the narrative along with the sketch of Teaching Note	25.6.20 Friday	
Feedback on narrative and teaching note by MDI faculty and EEMCS editorial team	3.7.20 Friday	Through email by MDI Programme Director

Case Authors who would qualify EEMCS criteria based on the review and modification would incorporate comments and submit to MDI for final screening after which they can submit to EEMCS: 3.8.20, Monday

Case Authors whose cases have gaps but seem to have potential would be allotted an MDI mentor by MDI who would coauthor and guide towards case completion and submission. 3.9.20, September

Who should attend?

B School Faculty and Research Scholars / Associate.

Outcome of the Programme:-

- i. Cases published in Emerald Emerging markets Case Studies as per their screening guidelines
- ii. If sufficient number of cases are developed during the workshop a special edition on Indian cases would be published

Fees

INR 5000 plus GST (18%) per participant

Prerequisite to attend the Workshop

- Identified Company to write the Case:
- Industry:
- Business Challenge being faced that can form the Case Dilemma:
- Permission to release the case obtained:
- Data Sources:
- Prior Cases Published (if any):
- Case Summary: Background, depiction of the setting, information and data that needs to be made available to students in order for them to do a meaningful analysis of the case, and proposed exhibits.
- Synopsis of the following instructor's manual sections: Case learning objectives, envisioned case issues, relevant theory or managerial framework/s to be applied.
- Questions/issues you would like help with

Faculty Profile:

Dr. Neera Jain

Professor & Chairperson - PGPM

E-mail: njain@mdi.ac.in

M: + 91 9818469944

Dr. Neera Jain obtained her M. Phil and Ph.D degrees from Aligarh Muslim University, Aligarh, India in 1990 and 1993 respectively. She is a licensed Practitioner of Neuro Linguistics Programming (NLP). She is also an accredited trainer on MBTI and FIRO-B from APP. She has been certified for the use of CPI 260 - a leadership development tool by California Psychologists (CPP). She has a Post Graduate Certificate in the Teaching of English (PGCTE) from the Central Institute of English and Foreign Languages (CIEFL), Hyderabad and has qualified the National Eligibility Test (NET) of UGC.

Dr. Jain has taught and researched at reputed colleges including engineering and management institutes for about 27 years. She is actively involved in research, teaching, training and development at MDI. Her publications include research papers and case studies in reputed national and international journals. She has completed two externally funded research projects: "Communication Patterns and Personality Types of Indian Women Leaders" and "Crisis Communication in Organizations". She has presented papers in International conferences. Her book on Effective Business Communication published by McGraw Hill has

widely been appreciated. She has been a visiting faculty at IAE-AIX Graduate School of Management, France.

She is a prolific trainer and her training modules on Managerial and Leadership Communication, Negotiation Skills, Interpersonal Communication in Organizations, Cross Cultural Communication, Developing Women Leadership and Business Etiquette have received overwhelming appreciation from participants across various levels in Public and Private Sector organizations like Hyundai Motors, Barclays, Hero Future Energies, Nucleus Software, Jubilant Food Works, Shriram Pistons and Rings, Oberoi Group of Hotels, Vodafone, NSPCL (NTPC), CPWD, HAL, RITES, JK Laxmi Cement, NK MINDA, NIC, BEL, ONGC, JINDAL Steel, BPCL, Central Electricity Authority, IOCL, Bureau of Police Research and Development etc. She has conducted Training Programme for Japanese Company, Teijin for two years. She is currently doing programmes for National Banking Institute of Nepal. Dr. Jain has received MDI's coveted Awards for 'Excellence in Teaching", 2010-11 and Excellence in Continuing Education (Training), 2016-17 and acknowledged for Excellence in Continuing Education (Training) 2017-18.

Dr. Ritu Srivastava

Area Chairperson, Marketing

Email: ritu.srivastava@mdi.ac.in

Telephone: 0124-456081

The core of Dr. Srivastava's work centers around the industry with the firm belief that management education at all levels has to be absorbed by the industry. Her research ideas have been appreciated at national and international marketing conferences. Her paper titled, "Employee Actions that lead to Customer Satisfaction: services revisited in India, 2014", was adjudged the Best Paper at the International Marketing Conference at Fore School of Management, New Delhi and has been documented in the Academic Reference Series –Reinventing Marketing for Emerging Markets, Bloomsbury India, 2014. Her latest research work revolves around the Indian Consumer in a changed shopping context which has been adapted as a Text book on Retailing Management by Pearson, 2017, which is a bestseller. An avid case writer publishing with leading publishers such as Richard Ivey School of Business and Emerald Emerging Market Case Studies., she is presently working on the low income customers in India. The low income customers in India represent a big segment for marketers to serve. As a trainer her programmes on marketing, services marketing and marketing communications have been appreciated by the clients and participants. She has been involved with training various organizations such as BEL, DST, DGET, DGR, LIC, NADP, Canon India and Vodafone. She also has developed a simulation, 'Customer Black Box' which is being used by B schools for Marketing Management.