

MDI GURGAON IN ASSOCIATION WITH EMERALD EMERGING MARKETS CASE STUDIES

announces

CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP

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 three day CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP would be held at MDI Gurgaon in association with EEMCS from May 18-20, 2020 at MDI Gurgaon.



May 18 - May 20, 2020

Venue: MDI Gurgaon

Fee

Non Residential: INR 15000 plus GST per participant for 3 days

In case there are participants who would require hostel, they would pay for hostel boarding / lodging and dinner as per actual

Objectives

To mentor and groom management faculty on developing unique cases on Indian managerial issues.
Development of unique localised indigenous Indian case content

WHO SHOULD ATTEND?



B School Faculty and Research Scholars / Associate. The batch size would be 15 participants on first cum first serve basis. If there are more nominations then a second batch may be launched at a suitable date.

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
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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

Programme Schedule

Day/Date	Time (Hrs.)	Topic(s)
Monday 18.05.20	0900-1030	Programme Briefing and Introduction Difference between Teaching and research case Identifying and Grounding the Case Dilemma Illustrations of a good Case Dilemma
	1030-1200	Feedback on the initial proposal to the participants Time to work and develop the case dilemma
	1200-1330	Participants present the dilemma and get the feedback from faculty
	1330-1400	Lunch
	1400-1500	Participants work in groups and give feedback to each other on the Dilemma
	1500-1530	Framing the Teaching Objectives
	1545-1715	Introduction to EEMCS/ Emerald e learning hub https://caseshub.emeraldgroupublishing.com/
	Evening	Participants work on the Teaching Objectives
		Prof. Goldman, Editor, EEMCS and the editorial team briefed on the proposals (For inputs)
Tuesday 19.05.20	0800-0930	Feedback from EEMCS team What Makes a Good Case?
	1030-1200	Participants present Teaching Objectives Faculty and Peer Feedback
	1200-1330	Integrating Frameworks and Theory
	1330-1400	Lunch
	1400-1500	Participants work in groups and give feedback to each other on the Frameworks and Theory integrated in their cases
	1500-1530	Opening Para
	1545-1715	Writing the narrative
	Evening	Participants work on the narrative
Wednesday 20.05.20	0800-0930	What is not a case? Pitfalls to avoid Bringing Quality in the case
	1030-1200	Participants present Case Narratives Faculty and Peer Feedback
	1200-1330	Participants work on Case Narratives
	1330-1400	Lunch
	1400-1530	Writing the Teaching Note
	1545-1715	Participants work on teaching note / Discussions
Wednesday 10.06.20		The first draft of case and teaching note is sent to MDI faculty mentors and EEMCS editorial team / Prof. Goldman
Saturday 20.06.20		EEMCS reviews gives a detailed feedback Cases that meet a minimum criteria are sent back to the participants for working on the final draft Faculty mentors assigned to participants whose cases need to be strengthened
Friday 10.07.20		Deadline for final submission of cases

Dr. Neera Jain

Professor

Chairperson - PGPM

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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

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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.