

# TLC@MDI GURGAON IN ASSOCIATION WITH EMERALD EMERGING MARKETS CASE STUDIES ANNOUNCES

5<sup>TH</sup> CASE DEVELOPMENT, MENTORING & PUBLICATION  
WORKSHOP

August 21-23, 2024 (Online)



## 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 & concepts in a case may be absorbed in much greater depth than lecture based learning method. Emerging Markets present immense opportunities along with challenges & 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 & 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. After four successful editions the fifth edition of the **CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP** would be held by MDI Gurgaon in association with EEMCS with live sessions from **August 21 - 23, 2024 (online)**. The detailed schedule is provided in the brochure.

**August 21-23, 2024 (FDP) followed by the mentoring process**

**FEE**  
**Non Residential: INR 7500 plus GST per participant**

## OBJECTIVE

To mentor & groom management faculty & scholars on developing unique cases on Indian managerial issues and development of unique localized indigenous Indian case content.



## WHO SHOULD ATTEND?

B School Faculty & Research Scholars / Associates. 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

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

## PREREQUISITE TO ATTEND THE WORKSHOP

- 📁 Identified Company to write the Case.
- 📁 Sector to which the company belongs.
- 📁 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.



## Case Development Workshop (Online Mode)

Management Development Institute Gurgaon

### Programme Schedule 2024 (Online Mode)

1.	Last date of Initial Proposal by 10 <sup>th</sup> August 2024 through email along with the company consent.		
2.	Inauguration & Introduction to Emerald e cases portal	21 <sup>st</sup> August 2024 Wednesday 2:00 – 2:30 pm	MDI Programme Directors Ms. Sangeeta Menon, Publishing Relationship Manager, Emerald Publishing
3.	Feedback on the initial proposal to the participants (session 1)	21 <sup>st</sup> August 2024 Wednesday 2:30 – 4 pm	MDI Programme Directors
4.	What makes a good case, difference between teaching and research case, Pitfalls to avoid (session 2)	22 <sup>nd</sup> August 2024 Thursday 10:30 am – 11:30 am	Editor EEMCS
5.	Key points on developing a good case dilemma (session 3)	22 <sup>nd</sup> August 2024 Thursday 2:00 – 3:30 pm	Prof. Ritu Srivastava, Programme Director, MDI G
6.	Secondary data-based cases (session 4)	22 <sup>nd</sup> August 2024 Thursday 3:45 – 5:15 pm	Prof. Parul Gupta, Programme Director, MDI G
7.	Opening Para & Narrative (session 5, 6)	23 <sup>rd</sup> August 2024 Friday 9:45 am – 1:00 pm	Prof. Ritu Srivastava, Programme Director, MDI G
8.	Teaching Objectives and Framework (session 7,8)	23 <sup>rd</sup> August 2024 Friday 2:30 – 5:15 pm	Prof. Parul Gupta, Programme Director, MDI G
9.	Time to write the case and teaching note. Participants submit the narrative along with the sketch of Teaching Note	15 <sup>th</sup> October 2024 Tuesday	To be sent to EEMCS for feedback Mentors to be allocated
10.	EEMCS review to be shared with the participants and mentors by MDI G programme Directors	30 <sup>th</sup> November 2024 Saturday	To be sent to EEMCS for feedback Mentors to be allocated
10.	Participants work with the mentors and formally submit on Scholar One site	31 <sup>st</sup> January – 15 <sup>th</sup> February 2025	MDI Programme Directors would send it to respective mentors for feedback along with EEMCS editorial team
Participants to work with MDI Mentor as per the case progress EEMCS review process to be followed			





**Dr. Ritu Srivastava**

Associate Professor

Email: [ritu.srivastava@mdi.ac.in](mailto:ritu.srivastava@mdi.ac.in)

Tel. No.: +91-0124-4560181

Mobile No: +91-9313991354

**Prof. Ritu Srivastava** is a Government of India National Award Winning Management Teacher. 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. Dr. Srivastava's research interest lies in the area of service marketing, service quality, customer experience management, low-income customers, integrated marketing communications and emerging markets. She has published in leading journals and her research ideas have been appreciated at national and international marketing conferences. In the recent past, Dr. Srivastava has conducted several training programs for various public sector enterprises and private firms like BEL, MES, DGET, DST, DGET, 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. She has been spearheading faculty development programs for other B-school faculty in India, with the idea of developing a teaching learning community that brings quality to the management classrooms and is also able to handle India-specific managerial issues. Her text book on Retailing Management by Pearson is a bestseller. She also has a research reference book on low customers in India published by Business Expert Press along with a book on Marketing of Consumer Financial Products. An avid case writer, she has published with leading publishers such as Richard Ivey School of Business, Emerald Emerging Market Case Studies, and Sage Business Cases. Dr. Srivastava has a rich consultancy experience in both government and private sectors.



**Dr. Parul Gupta**

Associate Professor

Email: [parul.gupta@mdi.ac.in](mailto:parul.gupta@mdi.ac.in)

Tel. No: +91-124-4560617

Mobile No: +91-88005 73545

**Dr. Parul Gupta** holds Doctorate and Master degree in law, having specialization in Corporate Law. She was awarded Ph.D. from Faculty of Law - Jamia Milia Islamia, New Delhi in the year 2010. She carries teaching, training and research experience of more than 16 years. Her expertise lies in Business & Corporate law, labour laws, and corporate governance. She is the recipient of the prestigious "GOC-in-C, Commendation Card" by the Army Commander - Western command. Dr. Gupta has been the Programme Director and Trainer of Management Training Programme of Judicial Officers and Court Managers of the State of Uttar Pradesh. The Programme was an assignment of Hon'ble High Court, Allahabad under which 1,000 Judicial Officers and 52 Court Managers were trained in a time span of three years. In the recent past she has conducted training programme for the Chief Vigilance Officers (CVOs), middle level executives and vigilance officers of public sector enterprises (PSEs) and private companies. This included the programme focusing on, "Conducting effective investigation", "Legal position of independent directors and legal position of a company", "combating corruption in public procurement", and "legal aspects of transparency in public procurement". She has been delivering course and training sessions on course on legal aspects of business and Labour Laws at MDI and also is a visiting faculty of DMS-IIT, Delhi, different IIMs and IIFT, Delhi. She has published more than 10 research papers in the journals of high impact factor, that includes, Journal of world business, journal of business research, International Business Review (IBR), International Journal of Emerging Markets and case studies published by Ivey Publications. She is an author of four books and her research interest lies in e-government, Social Entrepreneurship and Public Policy and Corporate Governance.

## Testimonials for the previous editions

"Indeed an excellent workshop conducted by Prof. Ritu & Prof. Goldman. Learned many new things, as it was educational & reflective. A complete transformation has happened in the perspective. Congratulation to both the mentors for conducting this workshop & I particularly like to thank Prof. Ritu who is always eager to help participants with their query & always acknowledges the contributions made by each."

(Dr. Ankur Mittal, University of Petroleum & Energy Studies)

"Emerald Emerging Market Case Study Workshop being organized in collaboration with MDI Gurgaon is an excellent initiative to refine the case writing as well as teaching skills of the academicians and practitioners. Participants also interacted with the EEMCS editor & got to understand the expectations which an editor has from the authors."

(Dr. Sheela Bhargava, Lal Bahadur Shastri Institute of Management, Delhi)

"An extraordinary workshop wherein hands-on, thought provoking pedagogy was espoused to train the academicians in building up case studies in emerging markets. This program exceeded my expectations, and made me to fall in love with writing cases! I would enthusiastically recommend this program and urge the organisers to conduct such workshops in future also! And suggest them to train the trainers, so that the participant faculties can build a web of network wherein they could conduct such workshops at their respective institutions as well. I am grateful to MDI, Gurgaon and Emerald for giving me this opportunity to attend this program and providing me an opportunity in building network with the faculties across the globe."

(Mir Insha Farooq, Department of Management Studies, Central University of Kashmir)

"The Case writing Workshop has enabled me to delve into a new skill in academic writing and professional development. The active and collaborative approach of the workshop with constructive feedback has been the major take away. The digitized learning landscape gave an opportunity to learn from Prof. Goldman and Prof. Ritu creating an exciting, new learning partnership."

(Prof. Bhargavi V.R., P G Dept. of Commerce & Management, Seshadripuram College, Bangalore)

"The class was completely brilliant for me, and I returned raving about it to my colleagues! Much obliged to you!"

(Dr. Vineet Dani, Vignanya Jyothi Institute of Management)

"Case Method is one of the most effective teaching methods in B Schools that brings real-world experiences in the classroom to develop the decision-making skills of future leaders. I am really thankful to MDI, Gurgaon and EMCS, Emerald for arranging such a comprehensive case development, mentoring, and publication workshop for faculty members."

(Prof. M M Nurul Absar, CIU Business School, Bangladesh)

## CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP

MDI GURGAON IN ASSOCIATION WITH EMERALD EMERGING MARKETS CASE STUDIES

August 21-23, 2024

FULL NAME (in capitals only)				
Mr.	<input type="text"/>			
Ms.	<input type="text"/>			
Dr.	<input type="text"/>			
DESIGNATION				
DEPARTMENT				
ORGANISATION				
OFFICIAL ADDRESS	City:	State:	Pin Code:	<input type="text"/>
TELEPHONE	Office:	Mobile:		
E-MAIL ADDRESS (Official)				
PAYMENTS FEES	Non Residential: INR 7500 plus GST (18%) per participant			

Please send your filled registration form & payment details to [tlc@mdi.ac.in](mailto:tlc@mdi.ac.in).

(SIGNATURE OF THE PARTICIPANT)










## CONTACT US



**MANAGEMENT DEVELOPMENT INSTITUTE**  
Mehrauli Road. Sukhrali, Gurugram - 122 007 INDIA  
Tel + 91-124-4560000 | Fax + 91-124-4560456  
Website: [www.mdi.ac.in](http://www.mdi.ac.in)



-  [mdigurgaon](https://www.facebook.com/mdigurgaon)
-  [MDIGurgaon](https://twitter.com/MDIGurgaon)
-  [mdigurgaon](https://www.instagram.com/mdigurgaon)
-  [MDIGurgaonofficial](https://www.youtube.com/MDIGurgaonofficial)
-  [school/mdigurgaon](https://www.linkedin.com/school/mdigurgaon)