



# Teaching & Learning Centre (TLC), MDI Gurgaon in association with Emerald Emerging Markets Case Studies (EEMCS)

*Announces*

**6th Case  
Development,  
Mentoring, and  
Publication  
Workshop**

**23rd - 25th  
September, 2025  
(online)**



## BACKGROUND

The case method is one of the most effective pedagogical tools in management education. It engages learners in a deep, historical analysis of real-world business situations, prompting them to propose solutions to complex managerial problems. Cases foster interactive classroom discussions, requiring students to actively participate and sharpen their decision-making, analytical, and critical thinking skills. Unlike traditional lecture-based approaches, case-based learning enables students to internalize concepts more deeply and retain knowledge well beyond the classroom.

In Emerging Markets, such as India, the business landscape is dynamic—full of both opportunities and constraints. Established business models are frequently disrupted, making it essential to understand market-specific challenges. This creates a pressing need to develop relevant, contextual learning material that captures the intricacies of management practice in these unique environments.

Emerald Publishing Limited, a globally respected academic publisher, curates the Emerging Markets Case Studies (EEMCS) collection. What sets EEMCS apart is its explicit focus on the Emerging Markets context. The series features well-researched, instructive, and multimedia cases about compelling companies operating in complex, rapidly evolving markets. These cases serve as practical tools for faculty to prepare globally competent managers.

As a leading business school in India, MDI Gurgaon is committed to both developing high-impact case content and building capacity among management faculty across B-schools in India. Following the success of five previous editions, MDI Gurgaon—in association with EEMCS — announces the 6th of the Case Development, Mentoring and Publication Workshop, scheduled for September 23–25, 2025 (Online). The program will feature live sessions, hands-on mentoring, and detailed guidance aimed at helping participants produce publishable, high-quality teaching cases.

## OBJECTIVE

To mentor and groom management faculty and research scholars in the art and science of case writing, with a specific focus on:

- Developing original, high-quality teaching cases rooted in Indian managerial challenges
- Creating localized & contextually rich case content that reflects indigenous business practices, models, and dilemmas
- Contributing to the global body of management knowledge with India-centric case studies suited for use in classrooms worldwide

The program aims to strengthen the ecosystem of case-based pedagogy in Indian B-Schools by empowering educators to craft impactful, publishable cases that resonate in both domestic and international academic settings.





## WHO SHOULD ATTEND?

This workshop is designed for B-School Faculty Members and Research Scholars/Associates interested in case writing and publication.

- **Batch Size:** Limited to 15 participants per batch for an immersive and personalized experience.
- **Note:** If the number of nominations exceeds the batch size, a second batch may be launched at a suitable date.

## EXPECTED OUTCOMES OF THE PROGRAMME

- Participants will develop publishable case studies aligned with the Emerald Emerging Markets Case Studies guidelines.
- If a sufficient number of cases are developed, a special edition featuring Indian cases may be published.



## PREREQUISITES TO ATTEND THE WORKSHOP

Participants are expected to come prepared with the following:

- **Identified Company:** A real organization around which the case will be developed.
- **Sector Information:** The industry/sector in which the company operates.
- **Business Challenge/Dilemma:** A well-defined managerial or strategic challenge the company is facing that will form the core of the case.
- **Permission:** Necessary approvals from the company in case of primary data to write and release the case for academic purposes.
- **Data Sources:** Availability of both primary and/or secondary data.
- **Prior Cases (if any):** Reference to any similar case work done earlier by the participant.
- **Case Summary:**
  - Background of the company and industry.
  - Description of the setting.
  - Data/information required for student analysis.
  - Proposed exhibits.
- **Instructor's Manual – Synopsis:**
  - Learning objectives of the case.
  - Key issues to be addressed.
  - Relevant theories or managerial frameworks to be applied.
- **Support Needed:** Any specific questions or issues where guidance is required during the workshop.

## Case Development, Mentoring and Publication Workshop 23rd –25th September 2025

### PROGRAMME SCHEDULE

|    |  |   |   |
|----|--|---|---|
| 1  | Last date of initial proposal by <b>15<sup>th</sup> September 2025</b> through email along with the company consent for cases based on primary data. |   |   |
| 2  | <b>Inauguration &amp; Introduction</b> to Emerald eCases portal  | <b>23rd September, 2025</b><br>Tuesday<br>2.00 PM – 2.30PM      | Programme Director MDI Gurgaon<br><br>Ms. Sangeeta Menon, Publishing Relationship Manager Emerald     |
| 3  | <b>(Session 1)</b><br>Feedback on the initial proposal to the participants   | <b>23rd September, 2025</b><br>Tuesday<br>2:30 PM – 4.00 PM     | Programme Director MDI Gurgaon  |
| 4  | <b>(Session 2)</b><br>What makes a good case, difference between teaching and research case, pitfalls to avoid                                       | <b>24th September, 2025</b><br>Wednesday<br>10:30 AM – 11:30 AM | Editor EEMCS  |
| 5  | <b>(Session 3)</b><br>Key points in developing a good case dilemma   | <b>24th September, 2025</b><br>Wednesday<br>2:00 PM – 3:30 PM   | Prof. Ritu Srivastava<br>Programme Director MDI Gurgaon   |
| 6  | <b>(Session 4)</b><br>Secondary data-based cases   | <b>24th September, 2025</b><br>Wednesday<br>3:45 PM – 5:15 PM   | Prof. Nidhi S. Bisht<br>Programme Director MDI Gurgaon  |
| 7  | <b>(Session 5&amp;6)</b><br>Opening Para & Narrative   | <b>25th September, 2025</b><br>Thursday<br>9:45 AM – 1:00 PM    | Prof. Ritu Srivastava<br>Programme Director MDI Gurgaon   |
| 8  | <b>(Session 7&amp;8)</b><br>Teaching Framing Objectives and Framework  | <b>25th September, 2025</b><br>Thursday<br>2:30 PM – 5:15 PM    | Prof. Nidhi S. Bisht<br>Programme Director MDI Gurgaon  |
| 9  | Writing the and teaching note.<br>Participants submit the narrative along with the sketch of teaching note   | <b>16th November, 2025</b><br>Sunday                            | To be sent to EMCS for feedback mentors to be allocated   |
| 10 | EEMCS review to be shared with the participants and mentors by MDI Gurgaon programme Directors   | <b>31st December, 2025</b><br>Wednesday                         | To be sent to EMCS for feedback mentors to be allocated   |
| 11 | Participants work with the mentors and formally submit case on Scholar one site  | <b>28th February, 2026</b><br>Saturday                          | MDI Gurgaon Programme Directors would send it to respective mentors for feedback along with the EEMCS |

**Participants to work with MDI Gurgaon Mentors as per the case progress  
EEMCS review process to be followed**





**Prof. Ritu Srivastava**

Associate Professor

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**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.



**Prof. Nidhi S. Bisht**

Associate Professor

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**Prof. Nidhi S. Bisht** holds a Ph.D. and an MBA, with more than 15 years of experience in teaching, training, research, and administration. In the past, she has served as the Chairperson of the PGDM-HRM programme and is currently Chairperson of the Teaching and Learning Centre at MDI Gurgaon.

Her work has appeared in FT-50, ABDC A\*, and A category journals such as the Journal of Business Ethics, Information and Organization, Journal of Business Research, and New Technology, Work and Employment. She has published cases with Ivey Publishing and Sage Business Cases and has presented papers at national and international conferences. One of her Ivey cases is a Harvard bestseller, and two of her Ivey cases were nominated in the Outstanding Case Author category.

She has designed management development programs (MDPs) and has served as a trainer for various organizations, including the Indian armed forces (Army, Navy, and Air Force), KPMG, Deloitte, Aon, Canara Bank, Bharat Electronics Limited, Gas Authority of India Limited, Chief Engineers Indian Army, Reserve Bank of India, Indian Oil Corporation Limited, Nokia, Punjab National Bank, Military Engineering Services, and the Central Reserve Police Force, among others.

Her research interests include technology at work, workplace diversity, workplace inequalities, executive compensation, and sustainable management.



## 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

Teaching & Learning Centre (TLC), MDI Gurgaon in association with Emerald Emerging Markets Case Studies (EEMCS)

23rd-25th September, 2025 (Online)

|  |  |         |                                |
|--|--|---------|--------------------------------|
| <b>FULL NAME</b><br>(in capitals only) |  |         |                                |
| Mr.                                    | <input type="text"/>                                     |         |                                |
| Ms.                                    | <input type="text"/>                                     |         |                                |
| Dr.                                    | <input type="text"/>                                     |         |                                |
| <b>DESIGNATION</b>                     |  |         |                                |
| <b>DEPARTMENT</b>                      |  |         |                                |
| <b>ORGANISATION</b>                    |  |         |                                |
| <b>OFFICIAL ADDRESS</b>                | City:  | State:  | Pin Code: <input type="text"/> |
| <b>TELEPHONE</b>                       | Office:  | Mobile: |                                |
| <b>E-MAIL ADDRESS (Official)</b>       |  |         |                                |
| <b>PAYMENTS FEES</b>                   | 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)





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