



International
WORKSHOP-cum-CONFERENCE
on

“TEACHING CASE WRITING”

Date

Hybrid Workshop Date (Extended): 17th January, 2025 (Friday)
Online Conference Date (Extended): 13th February, 2025 (Thursday)

Organized by

Case Research Center and Faculty of Management & Commerce
ICFAI UNIVERSITY TRIPURA

Knowledge Partners

ICFAI Business School (IBS) Hyderabad,
ICFAI Business School (IBS) Bangalore, and The Case Centre, UK,
and Case Folio (UGC-Care Indexed Journal)



Ms. Vicky Lester
CEO, The Case Centre
UK



Prof. (Dr.) Biplab Halder
VC
ICFAI University Tripura



Prof. (Dr.) Muddu Vinay
Pro-VC
IBS, Bangalore



Prof. (Dr.) Venu Gopal Rao
Director
IBS, Hyderabad

NOTE: Selected Case(s) will be published in the Case Folio (UGC-Care Indexed) Journal

Overview

This Workshop-cum-Conference is a comprehensive mechanism to develop Teaching Case Writing ability amongst the Faculties, Academicians, Scholars, Trainers & Educators, Industry Professionals, etc. through Workshop, and thereafter, enabling them to present it in a Conference as a means to demonstrate their learning & its evaluation.

Objectives

- To introduce the fundamentals of teaching case or business case writing.
- To enhance the skills required to develop compelling and effective teaching cases.
- To provide hands-on experience in writing teaching cases.
- To understand the process of getting cases published in reputed journals.

Workshop Highlights

- Understanding Case Writing Fundamentals
- Developing Analytical Skills
- Learning from Real-World Examples
- Hands-On Practice

Conference Highlights

- Case Publication Opportunities
- Networking & Collaboration
- Evaluation of Knowledge acquired through Workshop

Who Can Participate?

- Faculty Members
- Research Scholars
- Trainers & Educators
- Industry Professionals
- Anyone interested in academic case writing

Duration

- One day for Workshop (Offline)
- One day for Conference (Online)

Crucial Dates

Hybrid Workshop Registration Last Date (Extended):
13th January, 2025 (Monday)

Online Conference Registration Last Date (Extended):
07th February, 2025 (Friday)

Hybrid Workshop Registration Last Date (Extended):
13th January, 2025 (Monday)

Abstract / Proposal Submission Last Date:
3rd February, 2025 (Monday)

Full Case Submission Last Date:
10th February, 2025 (Monday)

Online Conference Registration Last Date:
13th February, 2025 (Thursday)

Offline Workshop Venue (Participants, Please Select one center for Workshop)

- **HYDERABAD** : ICFAI Business School (IBS), Survey No. 156/157, IFHE-IBS Campus, Donthanapally Shankarapalli Road, Hyderabad, Telangana. Pin: 501203.
- **BENGALURU** : ICFAI Business School (IBS), 231, Mysore Road, Kengeri, Bengaluru, Karnataka. Pin: 560060.
- **AGARTALA** : ICFAI University Tripura, Agartala-Simna Road, P.O, Kamalghat, Agartala, Mohanpur, Tripura. Pin: 799210.

Resource Persons

1. Prof. Indu Perepu, Senior Faculty Member – Case Research Center, IBS Hyderabad.
2. Prof. Bharathi S. Gopal, Head – Case Research Center, IBS Bangalore.
3. Prof. (Dr.) Prasanjit Dasgupta, Director – Case Research Center, ICFAI University Tripura.

PROGRAMME FEE

Participants	Programme	Fees
Indian	Workshop (offline)	1,000 INR
	Conference (online)	1,000 INR
	Both	2,000 INR
Foreign	Workshop (offline)	15 USD
	Conference (online)	15 USD
	Both	25 USD

Note: Only registered participants would receive certificate for participation.

Payment Details

Account Name : ICFAI UNIVERSITY TRIPURA
Bank Name : AXIS BANK
Bank Address : Axis Bank, Agartala
A/c No. : 910010047489436
IFSC Code : UTIB0000276

REGISTRATION QR



Registration Link : https://docs.google.com/forms/d/e/1FAIpQLSfLUy_CMdQ7USw81y-kFmFLDg_dBcou_kkkxb2QoFcymplGQ/viewform?usp=sf_link

Contact Persons

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Organizing Committee

Chief Patron

Prof. (Dr.) Biplab Halder
Hon'ble Vice-Chancellor, IUT

Patron

Prof. (Dr.) A. Ranganath
Registrar, IUT

Prof. (Dr.) Subhasish Chatterjee,
Dean – Academic Affairs and Director – IQAC, IUT

Prof. (Dr.) Sujit Deb,
Professor, Dean – Faculty of Management & Commerce, IUT

Core Committee

Prof. (Dr.) Prasenjit Dasgupta
(Convenor), Professor, Faculty of Management & Commerce, IUT

Dr. Trinankur Dey
(Joint Convenor), Assistant Professor, Faculty of Management & Commerce, IUT

Mr. Tamladipta Sen
(Secretary), Assistant Professor, Faculty of Management & Commerce, IUT

Prof. Sudip Bhattacharjee
(Joint Secretary), Assistant Professor, Faculty of Management & Commerce, IUT