

INTERNATIONAL CONFERENCE ON

STRATEGIES FOR
NAVIGATING
UNCERTAINTY AND
DIGITAL
TRANSFORMATION



SCHOOL OF COMMERCE, FINANCE AND ACCOUNTANCY DEPARTMENT OF COMMERCE *ORGANISES*

PRE-CONFERENCE WORKSHOP ON THE CRAFT OF CASE WRITING: SHAPING THOUGHT, DRIVING IMPACT

DATE:
23 July, 2025

Venue:
**CHRIST (Deemed to be University),
Bangalore, Central Campus, Hosur Road.**

CONTACT DETAILS:

Dr Sandeep Kumar Singh	: +91 86601 47804
Mr. Vigyat Vatsa	: +91 82927 92728
Mr. Lakshya Agarwal	: +91 98006 62729

THE CRAFT OF CASE WRITING: SHAPING THOUGHT, DRIVING IMPACT

ABOUT THE WORKSHOP

Case studies have always been the cornerstone of commerce and management education - but in the age of artificial intelligence, their relevance is growing even stronger. By diving into real world scenarios, students can not only sharpen their analytical thinking but also learn to navigate complex data, connect theory to practice, and make sense of today's uncertain environment. While a plethora of cases are available online across publishing platforms, Indian academicians often struggle with finding the right cases for their teaching deliverables. This workshop will offer the participants a unique opportunity to gain insights into how cases are conceptualised, structured and developed. The workshop is open to faculty members, doctoral students, case writers and industry consultants. Participants should ideally come to the workshop with one case idea.

LEARNING OBJECTIVES

- Identify case situations and dilemmas
- Develop insights on how to structure a case
- Understand how a teaching case differs from research case
- Gain confidence to develop their own caselet and teaching note
- Build relationship with the workshop resource person and fellow participants



DR K. RIYAZ AHMED
ASSOCIATE PROFESSOR – FINANCE

Dr. K. Riyaz Ahmed is an Associate Professor at SDM Institute for Management Development (SDMIMD) with over 15 years of academic and industry experience. His areas of expertise include corporate finance, financial analytics, and behavioural finance. A prolific case author, he has published 14 cases with Ivey Publishing, Sage Publications, and Emerald, many of which are listed with Harvard Business Review and The Case Centre. He has served as a jury member for case competitions, including the 2025 AIMA–ICRC Case Conference, and has been nominated by Ivey Publishing for the EFMD and The Case Centre Case Competition multiple times. He was recently conferred the Editor of Distinction Award – 2025 by Springer Nature and contributes as an Associate Editor and Reviewer for reputed journals such as Springer Nature Business & Economics, Sage Open, The Case Journal and Applied Economics.

THE CRAFT OF CASE WRITING: SHAPING THOUGHT, DRIVING IMPACT

TOPICS COVERED

Session I:

Foundations of Case Writing

Session II:

Structuring a Case Study

Session III:

Case Research and Conventions

Session IV:

Perfecting the Teaching Note



Registration Link:
<https://forms.gle/3rBFUzTTGdRNY8V39>



JULY 23, 2025



Bangalore Central Campus

In Collaboration With



Associate Partner



Knowledge Partner



Publication Partner

