



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

CHRIST (Deemed to be university)
School of Business and Management, Kengeri campus

WEBINAR ON

Case Writing

Join us to sharpen your academic storytelling and contribute meaningfully to global management education.

Case studies serve as an essential pedagogical and research tool in management education. This **webinar** is designed to equip faculty with the knowledge and skills to develop, structure, and publish impactful case studies. Participants will explore key aspects such as case framing, writing teaching notes, and aligning cases with leading repositories and journals.

RESOURCE PERSON:

Dr. A. Sivakumar

Professor. VIT Business School

key topic

- ✓ What Makes a Good Case Study?
- ✓ Structuring a Teaching Case
- ✓ Crafting Effective Teaching Notes
- ✓ Publishing Opportunities: IVEY, Emerald, Harvard & More

📅 7th August, 2025

📍 via Google Meet

🕒 11 a.m. to 12 noon(IST)

KINDLY NOTE THAT REGISTRATIONS ARE FREE AND WILL CLOSE ON AUGUST 6TH, 2025

REGISTERED PARTICIPANTS WILL RECEIVE THE WEBINAR LINK THROUGH EMAIL

E-CERTIFICATES WILL BE ISSUED TO PARTICIPANTS UPON SUCCESSFUL COMPLETION.



For any queries:

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REGISTER NOW 

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