

Event Report

The Universities are requested to share the activity report in the format given below.

Name of the Activity:	SBPPSE_Workshop on Case Writing		
Theme of the Activity:	Skilling		
Activity Date(s):	1-2 May 2023	No. of Participants:	20
Brief Description of the Activity:			
<p>The School of Business, Public Policy and Social Entrepreneurship organised a two-day case writing workshop for PhD research scholars and faculty members of the university. The workshop aimed to equip the participants with the skills and knowledge required to write effective case studies.</p> <p>The workshop was graced by two distinguished speakers - Prof. Ajoy K. Dey and Mr. Jitendra Kumar. Dr. Dey is the editor of the South Asian Journal of Business & Management Cases. He is also on the EAB of Emerald Emerging Market Case Studies and Journal of Entrepreneurship in Emerging Economies. Mr. Jitendra Kumar is a faculty member of Marketing at BIMTECH, Noida.</p> <p>The event began with an address by Prof. Kartik Dave (Dean SBPPSE), who welcomed the guests and highlighted the significance of reflective learning and case study writing for research scholars and faculty members, especially in the field of management studies. Prof. Dave also expressed his concern over the unavailability of indigenous case studies relevant to the context of India.</p> <p>Prof. Ajoy K. Dey shared his extensive knowledge and expertise on case studies. He discussed the importance of case studies in academic research, the process of case study writing, and the elements of an effective case study.</p> <p>Mr. Jitendra Kumar also shared his valuable inputs, insights, and experiences in the realm of case study writing. He provided the participants with practical tips on how to approach case study writing and how to make their case studies more engaging and impactful.</p> <p>The workshop was interactive and engaging, with participants asking questions and sharing their own experiences and challenges in case study writing.</p>			

The workshop concluded with an interactive group activity of writing abstract which gave the participants a deeper insight of the case study writing.

Brief Description of Participants (like industry experts, students, faculty etc):

Research Scholars and Faculty Members

Share Web link of social media posts of the Activity (tag Delhi Government, DTTE & DHE and use relevant link)

Twitter:

Facebook:

Instagram:

Others:

NOTE: Kindly upload the report along with minimum 3 images for each activity and a video clip of maximum 15 seconds in the google drive's dedicated folder.