



INTERNATIONAL CASE CONFERENCE (ICC 2026)

30TH – 31ST JAN, 2026



KEYNOTE SPEAKER

Prof. Virginia Bodolica

HOD Management - American University
of Sharjah (AUS) Prof., Ph.D.,
HEC MONTREAL, CANADA



CHIEF CONFERENCE PATRON

Prof. Sanjeev Prashar

Director-in-charge
Indian Institute of Management, Raipur

PRE-CONFERENCE WORKSHOP ON CASE WRITING

JANUARY 29, 2026 | 9:30 AM – 5:30 PM
📍 INDIAN INSTITUTE OF MANAGEMENT RAIPUR

OBJECTIVES OF THE PRE-CONFERENCE WORKSHOP

The aim of this workshop is to provide a deep dive into the HBS case method, with the overarching objective of supporting case development by individual participants at their respective institutions. We believe the case method is an effective medium for faculty to cultivate decision-making skills in students. It also enables faculty to adopt a multidisciplinary lens when examining complex problems, making it a highly valuable teaching tool.

FACILITATORS



Namrata Arora

Best-selling author, Strategist and
Thought Leader in higher education.
Ex-Associate Director (Strategy),
Harvard Business School
India Research Center.



Saloni Chaturvedi

Case Development Consultant and
Facilitator. Ex-Senior Researcher,
Harvard Business School
India Research Center.



Being prime of publication opportunity.
Selected cases will be considered for publications in the special
Issue of Emerging Markets Case Studies



PRE-CONFERENCE WORKSHOP SCHEDULE

TIME	TOPIC	
9:30 AM – 9:45 AM	Inauguration	–
9:45 AM – 11:15 AM	Introduction to the Case Method	A brief overview of the HBS case method—its key features, teaching benefits, and how it differs from other case studies and academic materials.
11:15 AM – 11:30 AM	Break	–
11:30 AM – 1:00 PM	Case Writing 1	The session outlines the case writing process, how to identify ideas for case development, and the basics of background preparation and interviews.
1:00 PM – 2:00 PM	Lunch	–
2:00 PM – 3:30 PM	Case Writing 2	Covers different approaches to structures and outlines, developing different sections of the case and the use of exhibits.
3:30 PM – 3:45 PM	Break	–
3:45 PM – 5:15 PM	Case Writing 3	This session covers the approval and publication process as well as the development of teaching notes.
5:15 PM – 5:30 PM	Wrap Up	Reflections and Q&A

▲ REGISTRATION FEES (TILL 31ST DECEMBER '25)

Category	1-Day Pre-Conference Workshop Fees* + GST separately	Conference Fees (2 Days) # + GST separately	Discounted Fees (Workshop + Conference) # + GST separately
Faculty	₹4000	₹7000	₹10,000
Corporates	₹4000	₹8000	₹11,000
Research Scholars	₹3000	₹5000	₹7000

- Attending pre-conference workshop includes two times tea-snacks, lunch and completion certificate.
- Attending conference includes Conference kit, both day's two times tea-snacks, lunch, conference Dinner and presentation certificates.
- Limited accommodation available at IIM Raipur on a first-come, first-served basis on payment (inclusive of food, excluding GST): Twin Sharing: ₹2,500; Single Occupancy: ₹4,500/-. However, in the vicinity of IIM Raipur, plenty of guest houses are available at affordable prices.

ORGANIZERS

Conference Co-Chairs

Prof. Sumeet Gupta

Prof. Satyasiba Das

Prof. Manojit Chattopadhyay

Convener

Prof. Pranith Kumar Roy

Co-Convenors

Prof. Archana Parashar

Prof. Rashmi Shukla

Prof. Munmun Goswami

Prof. Gopal Kumar

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CONFERENCE SECRETARIAT

ICC 2026 Secretariat

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