

Workshop on

# THE CRAFT OF CASE WRITING: FROM IDEA TO IMPACT

**Date :** 29<sup>th</sup> August, 2025

**Venue :** SDMIMD Campus

## Quick Contact

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## ABOUT THE WORKSHOP AND WHO CAN ATTEND?

This workshop offers a hands-on, practical journey through the complete process of case study development from idea generation to framing a solid first draft. It is specially curated for academicians, research scholars, and industry professionals who aspire to transform real-life business experiences into impactful, publication-ready case studies. Participants will gain valuable insights into the nuances of case crafting, including what makes a case acceptable to reputed international publishers such as *Ivey Publishing*, *Emerald*, and *SAGE*.

Whether you are looking to write for teaching purposes, curriculum development, or academic publication, this workshop will guide you through each step. Drawing from rich feedback and best practices from previously conducted sessions, the program carefully blends key methodological foundations with practical exercises, empowering participants to turn their ideas into compelling, structured case drafts.

*If you're looking to strengthen your case writing skills or begin your journey as a case author, this workshop is an excellent place to start.*



Dr. K. Riyazahmed

**Associate Professor – Finance**

Dr. K. Riyazahmed is an accomplished academic and an internationally recognized case writer with a deep passion for case pedagogy. With extensive experience both in authoring and mentoring case writing, his work has been widely acknowledged in premier platforms. His case studies have been published by **Harvard Business Review, Ivey Publishing, Emerald, and SAGE**, with **19 case studies** published in the last four years alone.

Several of Dr. Riyazahmed's cases have earned accolades as **Editors' Choice** selections in global publications. His expertise has led to **multiple nominations by Ivey Publishing** for the **Best-Case Writer** and **Best Case in Finance and Banking**, under prestigious international competitions organized by **EFMD** and **The Case Centre**.

An engaging facilitator, Dr. Riyazahmed has conducted numerous workshops on the craft of case writing and is frequently invited as a **resource person** by academic institutions and professional bodies. His contributions to the case community include serving as a jury member at **AIMA's Case Conference and Competition 2025**, reflecting his thought leadership in the domain.

In addition to his case writing accomplishments, Dr. Riyazahmed serves as an **Associate Editor** of Springer Nature Business and Economics (Scopus-indexed), and reviews for several reputed journals listed in the **ABDC** list, including The Case Journal (Emerald – Scopus) and other SAGE publications.

### Highlights From The Resource Person's Case Portfolio

**Silicon Valley Bank: Bargain buy or bankrupt?** Ivey Publishing. (listed in Harvard Business Review HBR) <https://store.hbr.org/product/silicon-valley-bank-bargain-buy-or-a-bankrupt/W36975>

- Selected for EFMD Case Competition 2025 – Finance and Banking category

**Yes Bank: Financial distress.** Ivey Publishing. (Listed in Harvard Business Review – HBR) <https://store.hbr.org/product/yes-bank-financial-distress/W29015>

- Selected by IVEY for 2024-25 Case Centre Competition – Outstanding Case Writer
- EFMD 2023 – Finance and Banking category
- Translated into Chinese

**Farmer producer organizations: Empowering the agricultural economy of India.** Sage Business Cases Originals. <https://doi.org/10.4135/9781071981252>

- Invited contribution to Sage Agri-Business Case Series

**Avoiding agency problems and exploring diversification: A data-driven approach to inform expansion efforts into the food and beverage industry.** In B. A. Walters (Ed.), SAGE Business Data Decisions: Strategic Management. SAGE Publications. <https://doi.org/10.4135/9781071961162>

- Top Editors' Choice (1 of 8) from 90+ entries

**Algorithm justice: Moving towards equitable artificial intelligence.** The Case Journal, Advance online publication. <https://doi.org/10.1108/TCJ-11-2021-0211>

- Top Editors' Pick (2024) by The Case Association, USA
- Competed in EFMD 2024 – Technology & Finance categories

**Reliance Industries: Economic value-added analysis.** Ivey Publishing (Listed in Harvard Business Review – HBR). <https://store.hbr.org/product/reliance-industries-economic-value-added-analysis/W28537>

- Selected by IVEY for 2024-25 Case Centre Competition – Outstanding Case Writer

**Red flags in Reliance Group, India? A probe into Reliance Infrastructure Ltd.** Ivey Publishing (Listed in Harvard Business Review – HBR). <https://hbsp.harvard.edu/product/W25252-PDF-ENG>

# Workshop Flow: The Journey Of Case Crafting

Embark on a one-day immersive journey that walks you through the art and science of impactful case writing.



## 9:15 – 9:30 AM | Setting the Stage

The day begins with a brief Inauguration, setting the tone for an engaging and insightful workshop.



## 9:30 – 10:45 AM | Capsule 1 – Unpacking the Craft

We open with Breaking the Technical Nuances of Case Writing – an essential foundation where participants will explore:

- The power of narrative language
- Techniques to ensure logical and compelling flow
- How to avoid common pitfalls that undermine case quality



## 11:00 – 12:15 PM | Capsule 2 – Giving Form to Thought

In this segment on Structuring the Case, we guide participants:

- From vague thoughts to concrete ideation
- Through the essential dynamics that shape a case
- Toward understanding key elements that make a case idea robust



## 12:30 – 1:00 PM | Bridging Concepts with Creativity

Participants will then engage in a focused session on Synthesizing Learnings with their own case ideas, translating theory into tangible outlines.



## 1:00 – 2:00 PM | Lunch Break

A well-deserved pause to reflect, connect, and recharge.



## 2:00 – 3:15 PM | Capsule 3 – Crafting the Core

This session dives deep into Developing the Main Product – the case itself. Participants will learn:

- How to structure the narrative effectively
- Further dimensions that enhance the case's analytical richness



## 3:30 – 4:45 PM | Capsule 4 – Supporting the Educator

Finally, we turn to Drafting the Teaching Note, covering:

- Core components every note must include
- Additional aids that support facilitators in delivery
- Insider insights into the publication process – dos, don'ts, and what reviewers look for.



## 4:45 – 5:00 PM | Closing Reflections

The day concludes with a brief Valedictory, celebrating the participants' journey into case writing excellence.



# Highlights & Reflections from Past Case Workshops



**Dr. Anuja Pandey** • 1st  
Case Author , Academic Researcher , Head India Case Research Ce...  
Many thanks Dr Riyaz for sharing your experience in case writing. The cases you discuss are really useful from today's need in management classrooms.  
Like · 1 | Reply · 1 reply

**Suresh Gopal** • 1st  
Associate Professor of Finance at Symbiosis Institute of Business Ma...  
It's really good session [Dr. RIYAZAHMED K](#)  
Like · 2 | Reply · 1 reply

**Dr. Pooja Nagpal** • 1st  
Academician | Post Doctorate | FPM Guide | Soft skill & Life Skill Trai...  
Thanks a lot Dr. RIYAZAHMED K for providing wonderful insight on drafting case studies..  
Like · 1 | Reply · 1 reply

**Dr. Roopa Chandrashekar** • 1st  
Associate Professor and Head of MBA Department at SSIT, a constit...  
It was a good session. I wish you good luck at all your future endeavors Dr. Riyaz  
Like · 1 | Reply · 1 reply

**Nishkrit Jain** • 2nd  
Teen Life Skills Coach | Empowering the Next Generation through Ex...  
Thank you for the insightful workshop and happy friendship with industry achievers [Dr. RIYAZAHMED K](#)  
Like · 1 | Reply · 1 reply

**Anjani P.K.** • 1st  
Professor and Head at Sona School of Business and Management  
Thanks Dr. Riyaz for delivering an excellent session to all of us.  
Like · 1 | Reply · 1 reply

**Dr. Harshita Singh** • 1st  
Assistant Professor | Researcher | Education Mentor | Startup Mentor | Marketi...  
It was a wonderful workshop sir!  
Like · 1 | Reply · 1 reply