



An Eight-Day National (Online)
Faculty Development Program on

CASE-BASED LEARNING, TEACHING, WRITING AND PUBLICATION

25th Sep, 2023 to 2nd Oct, 2023

Sponsored by / in Association with:



Fee Payment:

Early Bird Registration: @ Rs. 250/-
(07-08-2023 - 10-09-2023)

Last Date of Registration: @Rs 300/-
(11-09-2023 - 22-09-2023)



Registration Link:

<https://vignan.ac.in/casedp/registration.php>

(Please upload the payment screenshot along with UTR during registration)

Organised by: Dept. of Management Studies



VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

-Est. u/s 3 of UGC Act 1956





UNLEASH YOUR POTENTIAL

Experience a transformative journey at the "Eight-Day National (Online) Faculty Development Program on Case Learning, Teaching, Writing, and Publication" happening from September 25 to October 2, 2023. This program is thoughtfully crafted to cater to faculty members, scholars, industry professionals, and ambitious students who are passionate about elevating their skills in case-based learning, effective teaching practices, academic writing, research methodologies, and successful publication strategies.

OVERVIEW

This comprehensive faculty development program offers a unique opportunity to delve into the intricacies of case learning, teaching, writing, and publication in a dynamic online environment. Through hands-on sessions/workshops and interactive discussions, participants will gain invaluable insights, hone their skills, and strengthen their professional network.

PROGRAMME UNIQUENESS

Eight Day continuous learning interaction with eminent professors from premier institutes provides better case learning, teaching, writing and publication orientation. The selected participants will get an opportunity to work with case teaching-writing-publishing professors in developing their case study and publishing it into to top notch journals.

WHO SHOULD ATTEND

This course is open for faculty members, scholars, industry and limited enthusiast's students those who are in case based learning, teaching, writing and publication. This programme requires NO prior training in probability and statistics, case teaching, writing and publication.

PROGRAMME DELIVERY

The programme will be in Device-to-Device (D2D)/Online mode. D2D will be facilitated through the Zoom platform with adequate security features. The selected participants can attend the sessions by logging in from their computer/device. The program will be conducted from 4 pm to 6 pm (Eight Days).

CERTIFICATION

Those who are completing all the sessions will be provided with the programme certificate (Hard Copy).

PADAGOGY

The programme will be Skill-oriented and would emphasize hands-on-sessions. The sessions will be dealt through a participatory and highly interactive mode using necessary materials (i. e., data sets, book chapters, case studies, research articles etc.).



About our University

Vignan's Foundation for Science, Technology and Research (VFSTR) University is NAAC-A+ graded and 75 NIRF ranked institution. Located in the serene environs of Vadlamudi (V) on the Guntur-Tenali road, about 14 Km from Guntur and 11 Km from Tenali. The university is a virtual heaven of rural quiet and idyllic beauty. Since its inception in 1997 as Vignan's Engineering College, this institution has been striving to promote high standards in education to aid the career building of the many students who step into its portals. The university campus is WiFi enabled and connected to external world through National Knowledge Network (NKN).

Key Takeaways of the FDP

- Mastering the craft of developing and writing highly effective cases and publishing in top-notch journals.
- Acquiring the art of case-based teaching and fostering an engaging learning environment.
- Gaining valuable introspection and feedback on case proposal, case development, and teaching notes to enhance teaching effectiveness.
- Upskilling in case-based learning, teaching methodologies, academic writing, and research practices.
- Receiving a certification of participation in the FDP (hard copy) to validate professional development.
- Expanding professional and personal networks, fostering connections with experts and like-minded individuals in the field.

Faculty Development Programmes & Dept. of Management Studies (DoMS)

DoMS, VFSTR Deemed to be University has taken a major initiative for strengthening the intellectual infrastructure for management education and training through the Faculty Development Programmes (FDPs). Currently the DoMS is offering FDPs among business schools in the country, reflecting its commitment to nation building through management education and intellectual infrastructure development. The programme focuses on enhancing functional area expertise, improving one's classroom delivery both as a teacher and trainer enhancing abilities for conducting meaningful research. DoMS is also conducting Faculty Orientation Programmes, Capacity Building Programmes, Skill Development Programmes, Management Development Programmes, Entrepreneurship Development Programmes, Training Programmes and Workshops, in partnership with government, industry and academia.

DoMS started functioning from 2009 with twin objectives of providing quality management education to students coming from predominantly rural background catering to the dynamic need of the corporate world. It offers a two-year full time MBA, three-year BBA and Ph.D programmes in management. Our contemporary management programmes recognize the importance of leadership, promotion of innovation and entrepreneurial behavior and corporate social responsibility. The department is acknowledging for its research, consultancy, excellent teaching and learning activity in an intellectually stimulation environment.

RESOURCE PERSONS AND TOPICS

25-09-2023 (Monday)



Dr. Victor Anandkumar

Pondicherry University

Topic: *Student Engagement and Impactful Learning Through Case Study*

Brief Profile: Dr. Victor Anandkumar had a stint in the industry before entering the academia in 1997 as a Lecturer in Pondicherry University. His research is published in top tier journals such as Journal of Vacation Marketing, International Journal of Event and Festival Management, Anatolia and Vision, and has served as a Guest Editor for a special issue of Journal of Tourism. He has successfully guided 10 PhD scholars so far. He is a 5-time Best Teacher award winner from Pondicherry University. He was a recipient of Group Study Exchange (GSE) award from the Rotary International to visit the U.S. as a cultural ambassador. He has taught at University of Mauritius, Republic of Mauritius, Asian Institute of Technology, Thailand and Koblenz University of Applied Sciences, Germany as a Visiting Professor. He has been a trainer/consultant to several organizations/institutes. He has served on several governing bodies and Internal Quality Assurance Cell (IQAC) of Pondicherry University. .

26-09-2023 (Tuesday)



Dr. Srinivas Gunta

Indian Institute of Management, Indore (IIMI)

Topic: *Challenges in case teaching*

Brief Profile: Dr. Srinivas Gunta has been a faculty member in the Strategic Management area at the Indian Institute of Management Indore since August 2010. He is a Fellow of the Indian Institute of Management Bangalore, where he was a recipient of the Infosys Fellowship for research in Information Technology for the period 2003-2006. He holds an MBA from Bharatidasan Institute of Management. He has won several best teacher accolades for his work on participant-centred learning approaches, including case teaching and simulation. His research interests are in the area of capability building.

27-09-2023 (Wednesday)



Dr. Ritu Rana

Indian Institute of Management Jammu (IIMJ)

Topic: *Foundations of Case Writing: “A Systematic Approach for Developing Effective Cases”*

Brief Profile: Dr. Ritu Rana (IIMJ), Indian Institute of Management, Jammu, has been awarded the Post-Doctoral Fellowship by Indian Council of Social Science Research (ICSSR), New Delhi, Ministry of Education, Govt. of India.

She is pursuing the fellowship in Economics & Business Environment Area at Indian Institute of Management Jammu (IIM Jammu), India. She is also an awardee of the ‘100% ICSSR Travel Grant for Attending Seminar/ Conference Abroad’ for presenting a research paper in an IEEE sponsored international conference held in Bern, Switzerland. She obtained her Ph.D. degree from National Institute of Technology, Hamirpur (NIT Hamirpur), India. She has a unique blend of experience in Academia, Administration and Industry.

She has worked with reputed academic institutions like Indian Institute of Foreign Trade (IIFT), New Delhi and Central University of Jammu. She has also worked with some internationally renowned business organisations like IBM, Reliance and Convergys in various capacities for several years. She has an interdisciplinary approach in research and has published her research work in refereed national and international journals, conferences and books of repute. Her research interests include, but are not limited to, Macroeconomics, International Trade/Business, Environmental Economics, Sustainable Development, Employment and Entrepreneurship.

28-09-2023 (Thursday)



Dr Rajesh Ittamalla

Indian Institute of Technology, Hyderabad (IITH)

Topic: *Writing Teaching Cases and Teaching Notes using Secondary Data*

Brief Profile: Dr Rajesh Ittamalla is an Assistant Professor in the Department of Entrepreneurship and Management at the Indian Institute of Technology Hyderabad (IITH). Before joining IIT Hyderabad, Rajesh was an Assistant Professor in the Department of Management Studies NIT Trichy since 2020. He holds a PhD from the University of Hyderabad in Customer Experience Management. He is also an awardee of the Junior Research Fellowship (JRF) from the University Grants Commission of India. His research interest includes Entrepreneurial Marketing, Go-to-Market Strategies, Startup Branding, Market Research, Customer Experience Management, and Rural Consumer Behaviour. Rajesh has published various topics in leading marketing journals, indexing SCI, ABDC, ABS and SCOPUS, including the Journal of Retailing and consumer services, Services Industries Journal, Health Policy and Technology, Journal of Hospitality and Tourism Administration, etc.

29-09-2023 (Friday)



Dr. Venkataiah Chittipaka

Indira Gandhi National Open University
(IGNOU), New Delhi.

Topic: *Developing the Necessary Skills
to Read and Analyze a Case*

Brief Profile: Dr. Venkataiah Chittipaka is an Associate Professor in Operations & Supply Chain Management at the School of Management Studies, Indira Gandhi National Open University (IGNOU), New Delhi. He has been selected for “Summer Faculty Research Fellow (SFRF) – 2020” from IIT Delhi. He is a certified ZED Master Trainer from the Quality Council of India. He has received the most prestigious Global Faculty Award 2020 from AKS Education Awards in a Virtual Ceremony. He has been conferred with the “Best Professor in Project Management” award by the Business School Affaire & Dewang Mehta National Education Awards. He has over 20 years of experience in teaching and Research in the area of operations management. Currently, four PhDs are awarded under his guidance. He has published several papers in reputed journals such as Annals of Operations Research, Business Strategy and the Environment (BSE), The TQM Journal, Benchmarking: An International Journal, International Journal of Productivity and Performance Management, Journal of Humanitarian Logistics and Supply Chain Management, Management Decision, Management of Environmental Quality, International Journal of Services and Operations Management and Decision.

30-09-2023 (Saturday)



Dr. Manish Joshi

Shri Vaishnav Vidyapeeth Vishwavidyalaya,
Indore (SVVVV)

Topic: *Case writing: Connecting to
Corporates*

Brief Profile: Dr. Manish Joshi, Associate Professor, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Madhya Pradesh. He is a Corporate Trainer, Inventor & Author. Conducted Training for various Corporate Houses, Trusts, State and Central Government Organizations on topics like Stress Management, Motivation, Leadership, Positive Mental Attitude, Product Selling Techniques, Bhagawat Gita / Life Lessons, and various topics requested by MP Police Department. Participated and Coordinated various Case Writing and Teaching with Cases Workshops. Cases are published in The Case Centre, UK. Special Invitee / Nomination to Faculty of Doctoral Studies and Research of the University, Faculty Coordinator-Marketing Club and Coordinator Admission & Anti Ragging and Discipline Committee at Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya.

01-10-2023 (Sunday)



Dr. Nakul Parameswar

Indian Institute of Technology Hyderabad (IITH)

Topic: *Empowering Management Minds: The Dynamic Impact of Case Studies in Education*

Brief Profile: Dr. Nakul Parameswar is an HoD, Department of Entrepreneurship and Management at Indian Institute of Technology Hyderabad (IITH). He primarily works on the Dynamics of Interaction Post Termination of International Joint Ventures (IJV) and takes active interest in working on the broad themes of Strategic Alliance, International Strategy, Innovation and Startup Management. Research papers by Nakul have been published in journals of international repute and presented in renowned conferences. His work has received Best Paper Award at 15th Annual World Congress of the Academy of Global Business Advancement 2018 organized at National Institute of Development Administration (NIDA), Bangkok, Thailand and Best Paper Award at Consortium of Students in Management Research (COSMAR) 2016 organized by Department of Management Studies, Indian Institute of Science Bangalore (IISc), India. Further, Nakul is also interested in writing teaching case studies and his case study titled “DuckDuckGo: Reinventing the Internet Search” published by Ivey Publishing had been entered into the EFMD 2019 Case Competition in the Hidden Champions category.

02-10-2023 (Monday)



Dr. Ranjana Patel

Prestige Institute of Management and Research, Indore (PMRI)

Topic: *Nuances of case publication*

Brief Profile: Dr. Ranjana Patel is an Associate Professor, Prestige Institute of Management and Research, Indore, Madhya Pradesh. She is an experienced educationist, start-up enthusiast, trainer, and mentor. With over twenty-one years of rich academic and research experience, along with one year of corporate experience, she has established herself as a distinguished expert in her field. She holds a Ph.D. degree with a focus on Technology Transfer and FDI. Dr. Patel has an impressive track record with more than forty international and national publications, as well as active participation in various national and international conferences, workshops, seminars, and faculty development programs. She is a skilled trainer and has conducted numerous training sessions and workshops, including case writing and publication. Dr. Patel has also co-authored a book on Business Communication, edited five International Conference books, two Monographs, and a Status paper. Her training interests encompass Project Management, Design Thinking, Advanced Modeling in Excel, Personality Development, and Entrepreneurship. Notably, she has successfully managed and operated the AIC-Prestige Inspire Foundation incubation center. She was also in the editorial board of Prestige International Journal of Management and Research and Prestige Research Abstracts.

FDP - INDUSTRY PARTNERS



<https://jivakapharma.com/>

Jivaka Pharma, the abode of genuine Ayurvedic medicines and contemporary Herbal preparations, established in 1970, located at Jivaka Nagar, Angalakuduru, Tenali, Andhra Pradesh, India - 522211. Jivaka aspire to make traditional & research products of finest quality at affordable prices. It is now producing more than 150 products of its own, covering almost all therapeutic classes.

Since the formation, with strong roots in Ayurveda, it provides free consultation facility at home office as it has helped to serve the wellbeing of people and nurture the health of common man. Jivaka also took the initiative at several "Healthcare Trade Shows & Khadi Expositions" to create public awareness on the role of Ayurveda in assuring human health.

It is being the Number one largest Ayurvedic enterprise in "Khadi & Village Industry Commission" sponsored units. JIVAKA currently has a G.M.P. & ISO certified manufacturing facility. Several Awards stand as a testimony to Jivaka's strength and Market Presence.



Vallhabha Milk Products Pvt. Ltd, Narasarao Pet, Andhra Pradesh - 522601, was established in 2017 and has been on a continuous growth curve since its inception, daring to pursue true perfection, while continuously creating the surprising, moving from strength to strength with product innovation, best branding/product promotional strategy, forays into new market segments and a strong commitment to inclusive growth above everything else.

VALLHABHA pledges to create and deliver quality products that enhance convenience and foster smarter lifestyles for its consumers. VALLHABHA is dedicated to improving the Indian community through its constant pursuit of ground breaking innovations and value creation.

The key drivers for remarkable success in a highly competitive market has been the vision of directors, the hard work of the team and unwavering focus on providing premium quality products and best service to consumers.



<https://www.phoenixgloaledu.com/>

Phoenix Overseas Education was established in the year 1995 at Guntur, Andhra Pradesh. It is owned and managed by professionals with proven credentials in the edu-care industry. Phoenix Overseas Educaiton is an undisputed leader that offers high quality innovative edu-care products and services to aspirants who seek

admissions into numerous prestigious Universities / Institutions abroad. It provides best-in-class admission facilitation services along with quality training in GRE, IELTS & TOEFL.



Royal Wood Furniture, a renowned name in the luxury furniture and interiors sector, was established in 2017, Etukuru Road, Guntur, Andhra Pradesh. The organization envisions designing captivating spaces that embody sophistication and individual style. Its mission is to surpass

client expectations through personalized craftsmanship and innovative design, aiming to leave a lasting legacy of beauty, inspiration, and elegant charm in each project. Guided by their visionary founder, Mr. T. Ramesh, they take immense pride in their unwavering commitment to quality, durability, and utmost client satisfaction. Embracing evolving lifestyles and sustainability while nurturing creativity, their aim is to bring clients' visions to life with unparalleled elegance and style, creating spaces that stand as timeless testaments to luxury and refinement.

Chief Patrons

Dr. L. Rathaiah, Chairman & Chancellor, VFSTR
Sri L. Srikrishnadevarayalu
Vice-Chairman, VFSTR.

Patrons

Dr. P. Nagabhushan
Vice-Chancellor, VFSTR.
Cmde. Dr. M. S. Raghunathan
Registrar, VFSTR.

Co-Patrons

Dr. D. Vijay Krishna
Dean, School of Law and
Management Studies
Dr. Sarita Satpathy,
HoD, Department of
Management Studies

Organizing Committee

Dr. B. M. Rao, Professor
Dr. K. Kalpana, Professor
Dr. P. Lakshmi Narayanamma
Associate Professor
Dr. M. Siva Koti Reddy
Associate Professor
Dr. K. Phani Kumar
Associate Professor
Dr. K. Siva Nageswara Rao
Associate Professor
Dr. Ch. Hymavathi
Associate Professor
Dr. A. Nagabhushan
Assistant professor
Dr. A. Sai Mani Deep
Assistant professor
Dr. D. Sudhir Babu
Assistant professor
Dr. T. Nagendrakumar
Assistant professor
Dr. S.V.G. Apoorva
Assistant professor
Dr. G. Krishna Harshitha
Assistant professor

Dr. Y. Srinivasa Rao, Assistant professor
Dr. S. Mahaboob Syed, Assistant professor
Dr. Suneel Sankala, Assistant professor
Dr. Preeti Thakur, Assistant professor
Dr. B. Hari Babu, Assistant professor
Mr. S. Sudheer, Assistant professor
Mr. M.S. Kishan Varma, Assistant professor
Mr. M. Ramu, Assistant professor
Mr. M. Kumaraswamy, Assistant professor
Mr. M. Kumar, Assistant professor

Scholars

Ms. E. Hymavathi
Ms. K. Anjana
Ms. T. Jayasri
Ms. A. Karuna Sindhu
Ms. P. Lakshmi
Mr. T. Jagadish
Ms. Karimunnisa Bagum
Mr. Hadole Yogesh Vinayak
Ms. K. Paravallika
Ms. G. Aishwarya
Mr. S. Ashok Kumar



Payment Details:

Name of the Bank : UCO Bank
Account Name : VFSTR-Miscellaneous
A/C No : 21890210000151
IFSC : UCBA0002189
Swift Code : UCBAINBB316
Address : Vadlamudi, Andhra Pradesh
(Please upload the payment screenshot
along with UTR during registration)

Registration Link:

<https://vignan.ac.in/casfdp/registration.php>



Registration Fee :

Early Bird Registration: @ Rs. 250/-
(07-08-2023 - 10-09-2023)

Last Date of Registration: @Rs 300/-
(11-09-2023 - 22-09-2023)



PROGRAMME COORDINATOR

Dr. Bandaru Srinivasa Rao

Professor, Department of Management Studies
VFSTR Deemed to be University, Vadlamudi, Guntur Distirct,
Andhra Pradesh. Phone: 9440128602 (WhatsApp), 6300853112
Email: casfdp2023vignan@gmail.com

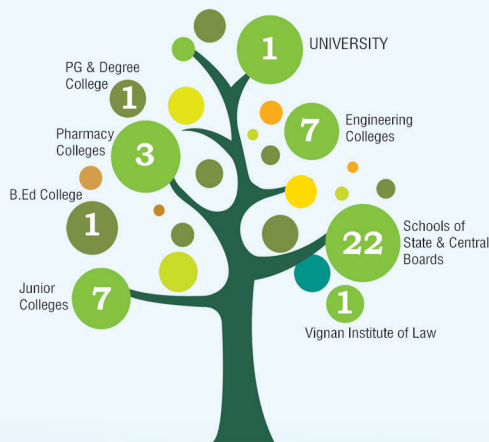
Dr. Lavu Rathaiah
Chairman, Vignan Group of Institutions



The difference between dreamers and innovators is that a dreamer just dreams and does nothing to realize it, while an innovator charts his own path and breathes life into his ideas. That streak of originality is the distinct quality that makes innovator a breed apart from the mere people of this world. Dr. L. Rathaiah, Chairman of Vignan group of institutions, was destined to be different, or should we say, he chose to be different.

He was not content with just teaching. He spotted the chinks in the education system of the state and went about changing it to make it more effective, productive and powerful. He successfully altered the education scenario in A.P and brought about a

socio-economic revolution of sorts. The education fraternity was so persuaded by the strength of this alternate model that they adopted the new system of imparting education without any reservation. The system initiated by this illustrious educationist, became instrumental in affecting a paradigm shift in the whole education scenario of the state. This novel model had the desired impact of enhancing the employability of the youth and shaping them into successful professionals capable of donning top leadership roles in their chosen field of interest. "Today the state of A.P is an acknowledged hub for education. It has especially become famous for its technical education. Dr. Rathaiah has indeed set the benchmark in the field of higher education and been the guiding light for many others in the state. Truly, Dr. Lavu. Rathaiah , with his relentless efforts and dedication has changed the educational landscape of the state of Andhra Pradesh."



VIGNAN'S
 Foundation for Science, Technology & Research
 (Deemed to be UNIVERSITY)
 -Estd. u/s 3 of UGC Act 1956