Providing insights into case research, writing and teaching

THE Malaysian Productivity Centre, together with UNIRAZAK Case Writers Club, Universiti Sains Islam Malaysia, the Case Writers Association of Malaysia, Universiti Utara Malaysia and Malaysian Institute of Management will be organising a Case Teaching and Research Seminar for academicians, researchers, students and other interested individuals that will take place from 11 to 13 Dec at the Universiti Tun Abdul Razak Campus, Capital Square, Kuala Lumpur. It will be facilitated by Professor Dr Jeffrey Shay, President of North American Case Research Association.

This three-day seminar will provide participants with insights into case teaching and research in a very interactive way. The main aim of this seminar is to enable participants to become experts in case research, writing and teaching at their respective universities and institutions.

In addition to learning general premises behind the case methods, participants who are interested in teaching will learn how to:

- Design a course using case studies
- Prepare for case discussions
- Lead case discussions
- Enhance the case experience through tips, tricks, and tactics
- Observe master case teachers to maximise the experience
- Participants interested in case research, will benefit from being able to:
  - Recognise and evaluate opportunities for case research
  - Effectively plan for case data acquisition
  - Manage practical and ethical dilemmas in case research
  - Write effective opening paragraphs and the first draft of the case
  - Write effective instructor’s manuals/teaching notes
  - Move a case through the review process and ultimately get published

ABOUT THE SPEAKER

The Case Teaching and Research Seminar will be conducted by Professor Dr Jeffrey P. Shay who is the Johnson Professor of Entrepreneurship and Leadership at Washington and Lee University where he also runs the Entrepreneurship Programme.

Prior to this, Dr Shay was the Professor of Entrepreneurship at the University of Montana where he won nine teaching awards (including undergraduate, MBA, and university-wide) during his 10-year stint at the institution.

Dr Shay is the current President of the North American Case Research Association, a member of the Case Research Journal’s Editorial Board, and the President of the Western Academy of Management. He has presented numerous seminars and workshops on case teaching and research.

Dr Shay’s research has also been published in the Case Research Journal, Academy of Management Journal, Journal of International Management, International Journal of Cross-cultural Management, and several other leading journals.

For more information

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UNIRAZAK Case Writers’ Club