Case Writers Club leads the way

University Tun Abdul Razak (UNIRAZAK), one of Malaysia’s foremost private universities dedicated to innovation, leadership and entrepreneurship, continues to make great strides and progress with their Case Writers Club. Led by Professor Dr Syed Omar Syed Agil, President of the Case Writers Club and Director of the Centre for External Programme, UNIRAZAK’s Case Writers Club is maintaining its strong growth and productivity with an event held recently to launch its 3rd volume of Case Studies.

Invited guests included Professor Datuk Dr Mohd Mahyuddin Mohd Dahan, Vice Chancellor, University of Management and Technology (UMTECH) and Associate Professor Datuk Dr Raja Hanaliza Raja Ahmad Tajudin, Deputy Vice Chancellor, University of Management and Technology (UMTECH) – former Advisor and President of the Club respectively. This latest release contains 26 case studies that were researched and written by UNIRAZAK academics (the 1st and 2nd volumes contained 21 and 24 case studies respectively). With 46 active members, the UNIRAZAK Case Writers Club is one of the largest clubs in the Case Writer’s Association of Malaysia (CWAM).

These achievements can be attributed to the support given by the club’s patron who is also the President and Vice Chancellor of UNIRAZAK, Professor Datuk Dr Md Zabid Abd Rashid who has provided generous financial incentives, competition prizes, and resources to hold workshops and trainings for its members to update, refine, and improve their case studies and case study writing skills.

During the event the winners of the Case Writing Competition were also announced. Third prize went to Professor Dr Syed Omar Syed Agil, Maszuin Kamarudin and Basit Ramadan for their case study ‘Should Malaysia’s Submarine Cable Landing Rights be Liberalised’. In 2nd place were Tara Ooi and Khairul Najmi – ‘I Am Not Stupid’. Finally, the 1st prize went to Professor Dr Nor Khomar Ishak for his case study ‘Friendly Deli: Moving with Uncertainties’.

In his speech and foreword in the programme booklet, Professor Datuk Dr Zabid said, “With teaching and learning styles changing, case studies are becoming an increasingly popular form of teaching and have an important role in developing skills and knowledge in students. Using case studies in teaching not only benefits as an interactive learning strategy, shifting the emphasis from teacher-centred to more student-centred activities, but also exposes the students to real-world issues with which they may be faced. Within that scenario, I hope the Case Writers Club will play a crucial role in our effort to provide the quality and innovative teaching at UNIRAZAK. I urge club members to continue writing cases, coach others in case-writing skills, and use cases in their teaching. I truly believe, through the use of cases we can inculcate analytical thinking in our students, expose them to practical situations and, above all, to make teaching more interesting, meaningful and lively.”

Professor Syed Omar added, “With regards to the future plans and activities of the club, we will continue to organise trainings and workshops for the members. We have also formed working groups to churn out quality cases in specialised areas to be published (headed by academics in their specialisation area). We hope that by mid next year we will see specialised and integrated cases published and disseminated. We plan to collaborate with CWAM and also with International Case Research Institutions to produce quality case research and jointly organise international conferences, to create a Case Clearing House and produce our own International Journal of Case Studies.”

By executing these activities and growing aggressively, UNIRAZAK’s Case Writers Club continues its mission to build a library of case studies from which to study and learn from, and for its academics to share their research and findings. These case studies will undeniably make learning more interesting, lively and meaningful for UNIRAZAK students, as Professor Datuk Zabid always emphasises on making the lecture room a more active and interesting place where effective learning can occur.
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Professor Datuk Dr Zabid (left) officially launching the 3rd Volume of Case Studies, witnessed by Professor Syed Omar (middle) and Associate Professor Datin Raja Hanaliza.