Continuing strong growth

UNIVERSITI Tun Abdul Razak (UniRazak), one of Malaysia’s premier private universities, continues to make great strides and progress with their young Case Writer’s Club.

Led by the president of the Case Writers Club and deputy president (Corporate Services) cum Bursar of UniRazak Assoc Prof Datin Dr Raja Hanaliza Raja Ahmad Tajudin, the Case Writers Club’s members focus on researching, writing, and teaching various case studies from around Malaysia.

This lends a more practical angle to theoretical academic studies.

Currently, case writer members from UniRazak are also members in the Case Writer’s Association of Malaysia (CWAM). The UniRazak Case Writers Club has 44 active members and it is poised to add 35 more members who will go for their first training on March 15 with Prof Zainal Abidin Mohamed, president of CWAM. These new members also include associate members (not from academic) which the club is now accepting. Also as part of its efforts to develop new and groundbreaking case studies, UniRazak’s Case Writers Club recently held a workshop at Kuantan where over 40 case studies were refined.

Within last year, the club released two volumes of case studies totalling 45 case studies - it is expected to release volumes three and four in May or June this year with another 40-50 case studies.

In the future, the Club aims to release volumes that will focus on industry or academic-specific areas such as hospitality, accounting, entrepreneurship, economics and more. UniRazak’s Case Writers Club’s tremendous growth can be attributed to the support given by the club’s Patron, Prof Datuk Dr Md Zabid Hj Abdul Rashid (also President and vice chancellor of UniRazak) who has provided some generous financial incentives.

To boost the quantity and quality of case studies, authors will be awarded RM2,000 for publication in local academic journals, and RM6,000 for international ones.

Additionally, to strengthen the quality and excellence of writing cases, the Club will be sending two of its members for international workshops to the renowned Richard Ivey School of Business, Ontario, Canada. These are Prof Dr Nor Khomar Ishak and Mohar Yusof, who will attend workshops on case writing and case teaching respectively sometime in April and August this year.

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 Prof Datuk Zabid has always emphasised on making the lecture room a more active and interesting place where effective learning can occur.

Volumes one and two of UniRazak’s Case Writers Club are available for purchase by the public.

For more information on this or other Case Writers Club matters, visit http://ucwc.unirazak.edu.my or contact Puan Noor Hayati Ruslan at nhayati@pintar.unirazak.edu.my