Case research

> UniRazak releases second volume of Case Writer's Club studies

Universiti Tenaga Nasional (UniRazak) has made great strides in their young Case Writer's Club. After the launch of its first volume of 21 case studies on May 5 last year, it released its second volume of 24 case studies, just seven months later. The Jan 5 event was attended by UniRazak staff and students. It was officiated by Prof Datuk Dr Md Zabid Abdul Rashid, who is the patron of the club, and also UniRazak president and vice-chancellor.

In her welcoming speech, Assoc Prof Datin Dr Raja Hanaliza Raja Ahmad Tajudin, who is the Case Writer's Club president, and also deputy president (Corporate Services) cum bursar of UniRazak, conveyed her appreciation to Zabid for his continuous support and providing very good incentives for both local and international publications. She also said the publication was in line with the club's main objective to support and inspire UniRazak's academics to write cases for classroom and publication purposes.

"Through these cases, academics are able to engage students and foster their higher order of thinking in active group or class discussions. So far, two of these cases have been published in the Asian Journal of Case Research. It is my hope that by researching and writing these cases, club members will also be able to build relationships and network with professionals from various fields," she added.

In his speech, Zabid thanked all who made the publication of the second volume possible and said, "I fully support the mission of the Club which is in line with the university's goals to develop human capital that is able to create new and creative knowledge.

The Club is able to serve its purpose as the platform for the case writers to unleash their talents and potential in research and produce the outcome in the form of beautiful cases. These case studies will have a greater impact on the students in the classroom, as they involve real-world participants and real-world experiences. I hope for these case studies to pave the way for more interaction and a more immersive learning experience in the classroom."

"I hope that at least one quarter of our academic staff will join the Club. We will also be sending some of our case writers to Europe to learn not just how to write case studies, but how to teach them as well," he added.

Since its formation in 2009, the club has grown from 19 members to the current 44 active members, which makes it the club with the highest number of members in the Case Writer's Association of Malaysia (CWAM).

The growth was propelled by the support from the top management who felt that, as a body of education, it was essential for UniRazak to build a library of case studies from which to study and learn from, and for its academics to share their research and findings.

Club adviser Datuk Dr Mohamed Mahyuddin added, “All the cases featured are based on real life events and experience. They are contributed by many individuals and reviewers who are dedicated to produce high quality and original case studies. This approach will undeniably make learning more interesting, lively and meaningful for our students.”

The club’s success can also be attributed to the club’s efforts to train new members as well as organising case writing workshops. All members are trained to write case studies in two styles, including the Harvard method. This enables them to adapt their case studies according to the requirements at hand.

The two-hour launch also included the dramatisation of a case study titled "The Missing Amy". The case study was written by Mislain Nenin and Prof Lynne Kathyrn Norazit, and dramatised by Kahirul Najmi Idris and his team, to illustrate the case study in a more engaging, visual format.

The case studies are available for purchase.

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The second volume of Unirazak's Case Writer's Club contains 24 case studies.