CALL FOR CASE STUDY AND TEACHING NOTES

AIMA as the apex body of management in India is active in developing the managerial capability. In furtherance of this objective AIMA last year established the India Case Research Centre (ICRC) with the objective of developing, publishing and distributing high-quality India-focused research cases for global consumption

About AIMA- India Case Research Centre (ICRC)

The ICRC is strongly supported by eminent advisory and editorial board. AIMA-ICRC looks forward to contribution of cases on wide range of subject and sectors. These high-quality Indian cases are accessible to B-Schools/universities from the AIMA case research portal - www.caseresearchaima.in. AIMA –ICRC has also entered into a collaboration with IIM-A, IIM-B, ISB and IIM-Trichy for the listing of the cases developed and published from their faculty.

Call for case Study and teaching note

The India case research centre seeks submissions of case studies and teaching notes related to case research and teaching with cases. All submissions to ICRC will be double blind peer-reviewed by at least two reviewers. Published cases along with notes and additional reading material will be available full-text online at http://caseresearchaima.in and www.aima.in for instructors and students.

Case study: All cases must be submitted together with teaching notes. Cases may be derived from primary field research, secondary research, or a combination of both and should be India focused or India centric. ICRC does not accept cases or the teaching notes previously published elsewhere. We seek cases which are aligned with management curriculum and that will engross students in learning process. ICRC also encourages cases employing multimedia methods like video interviews and links to web resources along with case body and teaching notes.

Teaching note: Detailed teaching note with pedagogical tools, background note, target semester etc. that accompany a given case may be submitted to the ICRC. Teaching notes may be summaries of industry characteristics and trends, or socio-economic or politico-legal analyses that complement a case along with key discussion points and key questions.

Submissions: Authors of cases studies should adhere to the submission guidelines and case study and teaching note template posted on the website http://caseresearchaima.in. Submissions and inquiries may be addressed to the editor at AIMA-ICRC and send to caseresearchcentre@aima.in.

NOTE: The last date to send the cases is 24^{h} January 2020 for February 2020 issue.

Publication Opportunity with ICRC

- Author(s) receive a 15% royalty for all external sales of the case, paid annually (i.e., all sales except usage within AIMA programs).
- Worldwide promotion through in-person and digital sales and marketing.
- Editing and formatting of your case with assistance from professional and qualified team.
- Examination copies are distributed to educators of your choice for promotional purposes.

Best wishes,

Team – AIMA - India Case Research Centre