

LIST OF CASE STUDY WORKSHOP 2025



In collaboration with:



SBE
SCHOOL OF BUSINESS
AND ECONOMICS
Leading Today - Shaping Tomorrow

Case Writing WORKSHOP 2025



25-26
FEB 2025



9.00 AM-
5.00 PM



PHILIP
KOTLER HALL,
SBE UPM

Two-day workshop on the methodology of case writing. This workshop addresses: "What is a case?" and "Why is a particular case method being used?" This workshop also covers other topical areas such as types of cases, conventions in case writing, demonstration of a case, teaching guide, preparing the first draft and the teaching guide.

Speakers:

1. Prof. Dr. Zainal Abidin Mohamed, CWAM
2. Assoc. Prof. Dr. Umami Salwa Ahmad Bustamam, CWAM

- Individual participation :
RM 100 per registration
- Institutional participation :
RM 700 with a maximum of 10 participants

CLOSING DATE :
18 FEB
2025

REGISTRATION & PAYMENT

SCAN TO REGISTER



<https://forms.gle/GUxCsfXCuL3KRxN56>

PAYMENT DETAILS

A copy of the transaction slip is to be attached with the workshop registration form. Please make payment to

**CASE WRITERS' ASSOCIATION
OF MALAYSIA**
CIMB BANK BHD
86-0201694-2

CONTACT US ►



casewriting@cwam.org.my



www.cwam.org.my

1. Title: Case Writing Workshop 2025 (25-26 February 2025)

The Case Writers' Association of Malaysia (CWAM), in collaboration with the School of Business and Economics, Universiti Putra Malaysia, is proud to invite all interested parties to our 2025 Case Writing Workshop.

This first-phase workshop will focus on the introduction of case studies, planning & data collection for case writing, and the conventions to write a case study and its teaching guide.

Participants: 53 lecturers





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THE TRIPLE CROWN BUSINESS SCHOOL

AACSB
ACCREDITED

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**ASSOCIATION
AMBA**
ACCREDITED

2025

Phase 2

Workshop Polish & Publish (Case Study)



Date : 10 & 11 September 2025 (Wednesday & Thursday)

Time : 9.00 am – 5.00 pm

Venue : SCL 2, Aras 1, Blok E, SBE, UPM

EXCLUSIVELY FOR SBE
LECTURERS



Registration Form

Agriculture • Innovation • Life

With Knowledge We Serve



econ.upm.edu.my

2. Title: Workshop Polish and Publish (Case Study) (10-11 September 2025)

The *Workshop: Polish and Publish (Case Study)* was designed to provide participants with practical guidance on refining case study manuscripts and preparing them for publication. The session featured insightful sharing by **Dr. Dahlia Zawawi** and **Dr. Raja Nerina**, who shared their expertise, experiences, and best practices in developing high-quality case studies for publication.

The workshop also offered participants the opportunity to receive valuable feedback to strengthen their manuscripts and enhance their publication readiness.

Participants: 15 lecturers

