



THE TRIPLE CROWN BUSINESS SCHOOL



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
OF
AMBA
ACCREDITED

SBE CASE DEVELOPMENT LAB (SBE CDL)

Created by
Office of Deputy Dean (Research and Innovation)
School of Business and Economics



THE TRIPLE CROWN BUSINESS SCHOOL



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
OF
AMBA
ACCREDITED

SBE CASE DEVELOPMENT LAB (SBE CDL)

ABOUT US

Established in 2021, the Case Study Research Group initially focused on accelerating case writing outputs and building faculty training capabilities. However, in 2026, following the School of Business and Economics' (SBE) milestone achievement of Triple Crown accreditation, SBE requires a more sophisticated approach to pedagogical scholarship. To reflect this elite global standing, the SBE Case Development Lab (SBE CDL) is established to bridge the gap between academic theory and real-world business practice, which has grown beyond simple case development into a comprehensive scholarly ecosystem that integrates dedicated research grants, the localized SBE Case Study Collection, and the peer-reviewed Asian Journal of Case Research (AJCR).

The SBE CDL deploys three interconnected Strategic Thrusts designed to actively propel the institution's research from the field to the classroom, and ultimately to peer-reviewed journals. This ecosystem integrates five foundational components into an actionable, high-impact pipeline for business education and scholarship.



GROUP LEADER

PROF. DR. HO JO ANN

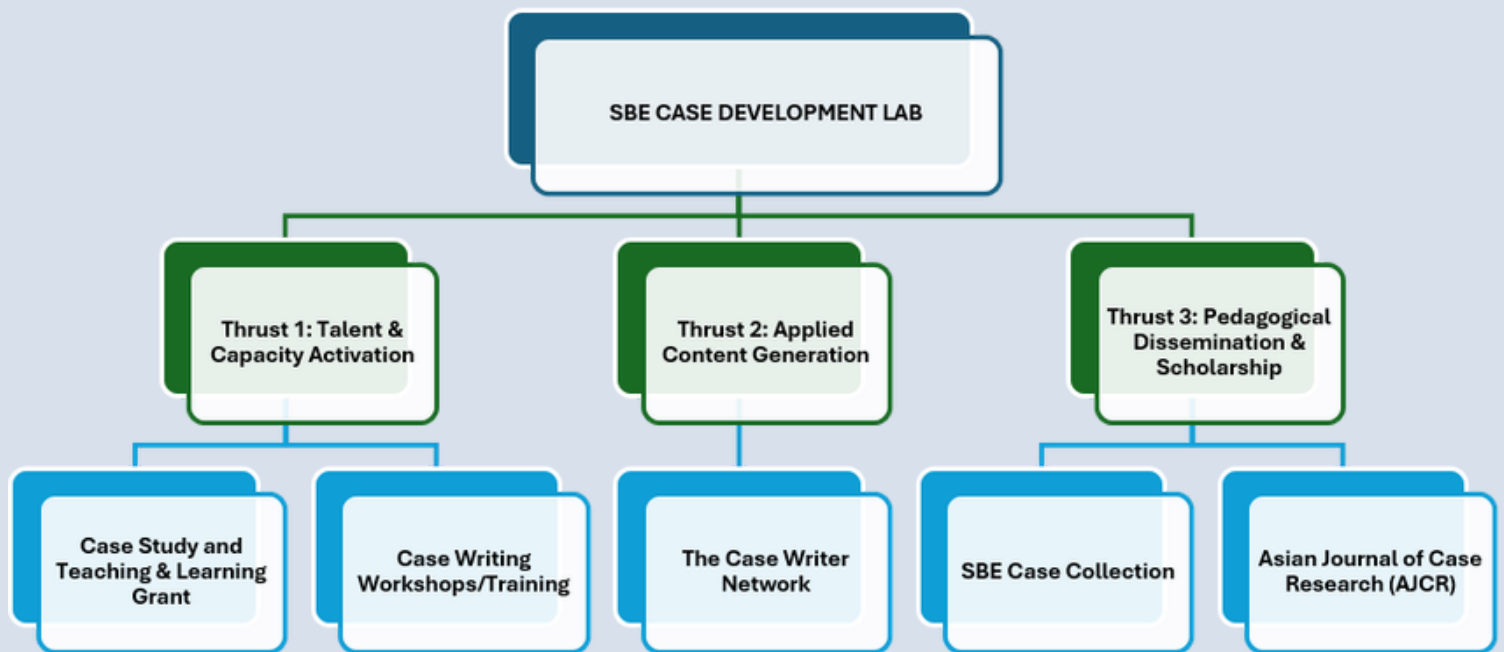
✉ ann_hj@upm.edu.my

SBE-CDL MEMBERS

Prof. Dr. Rozanah Ab Rahman • Prof. Dr. Sridar Ramachandran
A.P. Dr. Dahlia Zawawi • A.P. Dr. Raja Nerina Raja Yusof
A.P. Dr. Ng Siew Imm • A.P. Dr. Mass Hareeza Ali @ Hamid
A.P. Dr. Haslinda Hashim • Dr. Anusuiya Subramaniam
Mdm. Saadiatul Ibrahim



INSTITUTIONAL FRAMEWORK: STRATEGIC THRUSTS



Thrust 1: Talent & Capacity Activation

Objective: To incentivize faculty and equip them with the advanced capabilities required to produce world-class case studies.

- **Case Study and Teaching & Learning Grant:**

Since its inception in 2024, SBE's Case Study and Teaching & Learning Grant have served as a critical funding mechanism for bridging theory and practice. By explicitly focusing on cases built from real industry data, the grant ensures our curriculum remains grounded in current business realities. To maximize institutional ROI, the grant framework mandates a high-quality output, requiring recipients to advance their drafted cases into publishable manuscripts for reputable case study journals.

Thrust 1: Talent & Capacity Activation

• Case Writing Workshops / Training/ Case competition:

To systematically build institutional capability, SBE actively conducts a comprehensive suite of case study workshops and training programs. This training infrastructure serves a dual purpose: expanding the pipeline of proficient case writers internally among our faculty, while simultaneously engaging external academic and industry partners.

Our curriculum features high-impact, flagship programs including 'Writing Caselets from Scratch', which focuses on rapid, high-density micro-case development and the deeply immersive 'Case Study Insights: Practical Workshop Series and Polish and Publish Case Study.

To amplify these efforts and elevate institutional prominence, SBE has pioneered the **Five-Minute Case Competition**. Designed to drive engagement and visibility, this annual competition challenges researchers to pitch complex business dilemmas succinctly. The initiative will debut at the national level before expanding into a premier ASEAN-wide competition, positioning SBE as a regional leader in case-based pedagogy.



UPM **SBE** **AACSB** **EQUIS**

REGISTRATION: RM 300/PERSON

REGISTER NOW!

The workshop aims to assist case writers in writing cases with effectiveness and to enhance abilities to produce a more engaging learning environment for students.

CASE STUDY INSIGHTS: PRACTICAL WORKSHOP SERIES

JUNE 04, 2024
SPE MEETING ROOM, BLOCK C, SBE

9AM - 12PM
2PM - 5PM

Speaker
DAHLIA ZAWANI
Associate Professor

With Knowledge We Serve



Case Writing WORKSHOP 2025

CLOSING DATE: 18 FEB 2025

25-26 FEB 2025 **9:00 AM - 5:00 PM** **PHILIP HOTELS MALL, 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.

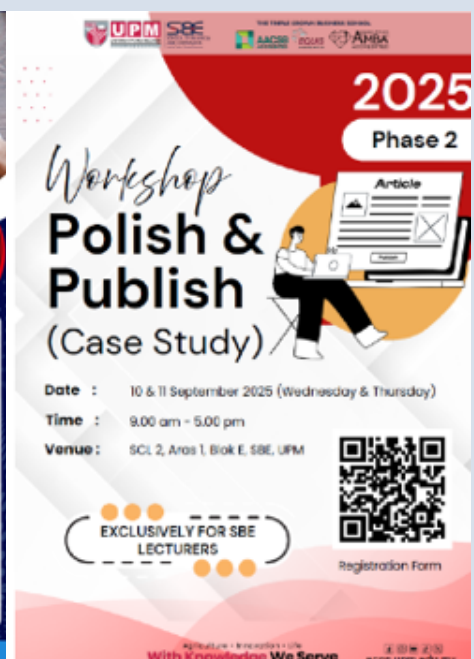
Speakers:
1. Prof. Dr. Zainal Abidin Mokiamed, CWAM
2. Assoc. Prof. Dr. Umimi Saleha Ahmad Bustamam, CWAM

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

REGISTRATION & PAYMENT
SCAN TO REGISTER

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, ONE SHAW ROAD, 50050 KUALA LUMPUR, MALAYSIA.

CONTACT US casewriting@cwam.org.my www.cwam.org.my



2025 Phase 2

Workshop Polish & Publish (Case Study)

Date: 10 & 11 September 2025 (Wednesday & Thursday)
Time: 9:00 am - 5:00 pm
Venue: SCI 2, Aros 1, Blok E, SBE, UPM

EXCLUSIVELY FOR SBE LECTURERS

Registration Form

With Knowledge We Serve

Thrust 2: Applied Content Generation

Objective: To mobilize field research and transform complex business dilemmas into structured, high-impact learning tools.

- **The Case Writer Network:**

SBE possesses a proven track record of credibility and deep academic expertise in case writing. Building on this strong foundation, the Case Study Research Group has historically maintained an inclusive approach, collaborating on and curating high-quality case studies from several external peer institutions. With the formal establishment of the SBE Study Development Lab (CDL), we aim to exponentially scale this impact cultivating a new generation of proficient case writers within SBE while leveraging strategic, global networks to position our research on the international stage.

Link for [CASE WRITER'S PROFILE SBE](#)



or Scan Here
for more information

Thrust 3: Pedagogical Dissemination & Scholarship

Objective: To amplify the institution's voice, secure global academic recognition, and distribute localized business knowledge.

- **SBE Case Study Collection:**

Since 2021, the SBE Business Case Collection (SBE BCC) has actively compiled and archived premium, field-based case studies. The baseline methodology involves capturing deep insights from MBA-level corporate research and transforming them into structured, internally managed teaching materials. By repurposing these authentic, real-world industry cases, SBE provides undergraduate students with early, invaluable exposure to practical management dilemmas, maximizing the internal utility and shelf-life of our research outputs.

- **Asian Journal of Case Research (AJCR):**

The Asian Journal of Case Research (AJCR), hosted by Universiti Putra Malaysia, serves as our premier peer-reviewed scholarly platform. AJCR bridges the gap between field research and classroom application by publishing a diverse, high-quality collection of teaching cases and research articles. The journal's core mission is to equip educators and trainers worldwide with contemporary, discussion-based resources that challenge and empower future business professionals to navigate complex, real-world strategic dilemmas. By providing rigorous academic validation, AJCR stands as the ideal global home for faculty looking to transform their field insights into high-impact, published pedagogical scholarship.



**Scan Here
for more information**



THE TRIPLE CROWN BUSINESS SCHOOL



AACSB
ACCREDITED



EQUIS
ACCREDITED



ASSOCIATION
OF
AMBA
ACCREDITED

SBE CASE DEVELOPMENT LAB (SBE CDL)

Created by
Office of Deputy Dean (Research and Innovation)
School of Business and Economics