



**LIMITED SEATS AVAILABLE**

**DR NING SU**  
Associate Professor,  
General Management,  
Strategy and  
Information Systems  
**IVEY BUSINESS SCHOOL**

**NORMAL RATE**  
(AFTER 5 JUNE 2018)  
**RM3,500**

**EARLY BIRD**  
(ENDS 5 JUNE 2018)  
**RM3,150**

**CASE WRITING WORKSHOP 2018**  
3 & 4 July 2018 | Sasana Kijang, Kuala Lumpur

AIF is organising a case writing workshop in conjunction with Ivey Business School (IBS), Canada. Renowned for its 'Case-Method of Learning', IBS, alongside Harvard, is one of the most important case producers in the world, besides being the largest producer of current Asian business cases.

**REGISTER NOW** ⊕

## ABOUT IVEY BUSINESS SCHOOL

Nine decades of leadership, standing as one of the world's leading business schools. Renowned for its Case-Method of Learning, Ivey Business School is one of the two most important producers of business cases in the world alongside Harvard. Ivey is the world's largest producer of current Asian business cases. More than 15,000 participants across 60 countries attended IBS' Case Workshops.

## ABOUT FACILITATOR – DR NING SU

### **Associate Professor, General Management, Strategy & Information Systems**

Professor Su is an expert on global innovation and outsourcing strategies, and qualitative research methods. His work explores the transformation of organizations and markets in the age of digitization and globalization, based on in-depth case studies in diverse sectors, including financial services, technology, consulting, manufacturing, and creative industries, across the Americas, EMEA, and Asia Pacific. His research is published in top journals such as the MIS Quarterly and MIT Sloan Management Review. Outside academia, Professor Su advises a portfolio of multinational corporations as well as public and not-for-profit organizations. Some of his awards include:

- The 40 Most Outstanding Business School Professors Under 40, Poets & Quants, 2017
- International Conference on Information Systems (ICIS) Outstanding Associate Editor Award, 2017
- Strategic Management Society (SMS) Teaching Community Rep-at-Large, 2018
- Inaugural Early Career Award of the Association for Information Systems (AIS)
- Industry Studies Association Giarratani Rising Star Award Runner-up

## WORKSHOP AGENDA

### TUESDAY – JULY 3, 2018

0800-0900	Registration & Refreshment
0900-0930	Workshop Overview, Class Self-Introduction, Discussion: Experience, Challenges, and Lessons in Case Writing
0930-1030	Demo Case: <i>The Obamacare Website</i>
1030-1045	Coffee Break
1045-1200	Demo Case: <i>The Obamacare Website</i>
1200-1230	Discussion: Characteristics of Cases
1230-1330	Lunch
1330-1415	Lecture and Q&A: Case Teaching and Writing (Part I)
1415-1500	Group Exercise: Anatomy and Adaptation of an Ivey Case (Preparation)  Case 1: <i>Renault-Nissan Alliance: Will Further Integration Create More Synergies?</i> Case 2: <i>Alibaba Group: Technology, Strategy, and Sustainability</i> Case 3: <i>Tencent: The WeChat Red Envelope Initiative</i> Case 4: <i>Transforming the Business Service Portfolio at Global Consultancy</i> (Optional background reading: <i>The Long-Tail Strategy for IT Outsourcing, MIT Sloan Management Review</i> )
1500-1515	Coffee Break
1515-1630	Discussion: Anatomy and Adaptation of a Case
1630-1730	Exercise: Developing a Mini Case from Scratch

### WEDNESDAY – JULY 4, 2018

0830-0900	Refreshment
0900-0945	Lecture and Q&A: Case Teaching and Writing (Part II)
0945-1045	<i>Demo: Event-Based Case Development</i>
1045-1100	Coffee Break
1100-1230	Discussion: Case Ideas Based on the Demo
1230-1330	Lunch
1330-1430	Exercise: Your Case Ideas
1430-1530	Group Practice: Developing Your Own Cases and Teaching Notes  <ul style="list-style-type: none"> <li>- Presentation of Case</li> <li>- Introduction of Teaching Plan</li> <li>- Discussion and Feedback</li> </ul>
1530-1545	Coffee Break
1545-1700	Group Practice: Developing Your Own Cases and Teaching Notes  <ul style="list-style-type: none"> <li>- Presentation of Case</li> <li>- Introduction of Teaching Plan</li> <li>- Discussion and Feedback</li> </ul>

## REGISTRATION FORM

### PARTICIPANT'S DETAILS

Name:		
Designation:		
Company Name:		
Company Address:		
Contact	<b>(Office)</b>	<b>(Mobile)</b>
Email		

### PAYMENT BY COMPANY

Contact Person:	
Designation	
Department	
Phone Number	
Email Address	

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### REGISTRATION FEE

Early Bird Fee (ends on 5 June)	Normal Fee (after 5 June)
Fees: RM 3150.00	Fees: RM 3500.00
0% GST	0% GST
<input type="checkbox"/> <b>RM 3150.00</b>	<input type="checkbox"/> <b>RM 3500.00</b>

Confirmation of registration is upon receipt of full payment

**DEADLINE FOR REGISTRATION: 25 June 2017**

Email the proof of payment (remittance advice) to Elma Berisha at [elma.berisha@aif.org.my](mailto:elma.berisha@aif.org.my) or fax to +603 2787 1900

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### TERMS & CONDITIONS

1. Confirmation of seat is upon receipt of full payment.
2. To enjoy the early bird rate, payment must be received on or before 5 June 2018, failing which you will be charged the normal fee.
3. Full payment must be received on or before 25 June 2018, otherwise your seat may be released.
4. All payment to be made in Ringgit Malaysia (RM) only.

5. All payment to be made payable to Asian Institute of Finance Berhad.
6. All registration cancellations must be received in writing via email ([research@aif.org.my](mailto:research@aif.org.my)) before 15 June 2018 and will be refunded 50% of the registration fee.
7. Cancellation after 15 June 2018 is not eligible for refund.
8. There is no refund if delegates fail to attend on the day.
9. If delegate have registered and fail to attend on the day, delegate will have to pay the 100% of the registration fee.
10. Replacement delegates are only allowed for attendees within the same organisation. All replacement notification must be received in writing via email to [research@aif.org.my](mailto:research@aif.org.my) before 15 June 2018.
11. The organisers reserve the right to make changes to the venue, date or speaker, including but not limited to, cancellation of the event warranted by whatsoever circumstances or reasons.