



AAPBS

*Association of Asia-Pacific
Business Schools*

CASE CENTER 2016

Currently Hosted by:  **HKUST**
BUSINESS SCHOOL
香港科大商學院

www.aapbs.org

AAPBS

CASE CENTER

JOIN US

The AAPBS Case Center is an initiative by the members and for the members. We encourage and welcome AAPBS member schools to join forces in:

- Hosting case teaching and case writing workshops at your school with necessary support from the AAPBS Case Center.
- Sending your faculty members to participate in case teaching and case writing workshops co-organized by the AAPBS Case Center and the host schools.
- Developing your own quality case studies and distributing them through the AAPBS Case Center.
- Being the next host school for AAPBS Case Center or serving in the Case Committee.

We also welcome outside organizations to contact us if you wish to collaborate. *Together we make a difference!*

What is the AAPBS CASE CENTER?

The AAPBS Case Center is an initiative founded by a representative committee of AAPBS members in 2012. It serves as a centralized resource to enhance case teaching and case writing for AAPBS members schools and their faculty.

Why Case Teaching & Writing Important?

Case teaching and learning lets business schools balance academic excellence and practical relevance.

Professors interested in involving their students more fully in classroom discussion have found that case studies can provide a rich basis for developing students' problem solving and decision making skills. Teaching and learning from cases helps us organize and bring to life abstract and disparate concepts by forcing our students to make difficult decisions about real, complex human dilemmas and business issues. Working in groups on cases also helps students develop interpersonal skills and the capacity to work on a team. What cases can do that lectures can't is to test whether students are capable of bridging what they have been studying in our classes. By placing students in real situations and asking them to make critical decisions, case studies force students to connect their knowledge of facts with the need for evaluative skills.

What is our goal?

The goal of the AAPBS Case Center is to encourage and promote the development of quality Asia-Pacific case studies among AAPBS member schools, with the notion of "Asian cases, by Asians, for Asians".

How will we achieve our goal?

The objectives of the AAPBS Case Center include:

- Organizing case teaching and writing workshops across the Asia-Pacific Region.
- Establishing and promoting quality standards for case studies.
- Distributing quality case studies developed by AAPBS members.
- Collaborating with other organizations and individuals in conducting workshops, quality control and distribution of cases.


Organizational Structure of AAPBS Case Center

The Center is hosted by AAPBS member schools on a rotational basis with its first and current hosting school being HKUST Business School in Hong Kong. The intent to rotate the "hosts" on a periodical basis is to promote and encourage AAPBS member schools' involvement and shared responsibility. The Case Committee, which is the governing body of the Center, is currently comprised of a shared representation of AAPBS member schools. Professor Roger King of HKUST currently serves as the Chair of the Case Committee."

HKUST
Hong Kong
Roger King (chair)
Winnie Peng (member)



KAIST
Seoul, Republic of Korea
Betty Chung (member)
Kwangwoo Park (alternate)



AIM
Philippines
Francisco Roman (member)
Ricardo Lim (alternate)



Keio University
Yokohama, Japan
Satoshi Nakamura (member)



Fudan University
China
Baoping Yu (member)



Sasin Graduate Institute of Business Administration
Bangkok, Thailand
Yupin Patara (member)



Partnership with Emerald

In March 2016, AAPBS entered into an agreement with Emerald to publish cases by AAPBS members in Emerald Emerging Markets Case Studies and CASE Journal. Emerald Emerging Markets Case Studies is a digital collection of peer-reviewed teaching case studies focusing on business decision making and management in global emerging markets. It consists of over 480 case studies with teaching notes, with 140,000+ downloads to date. CASE Journal, the official journal of The CASE Association, offers over 135 cases with teaching notes mostly from North America but also accepts cases from other regions. It is an online, double-blind peer-reviewed journal spanning the full spectrum of business and management disciplines.

Case Workshops

Through organizing case teaching and case writing workshops, AAPBS Case Center actively promotes the development and use of case studies in the classroom and enhance the quality of case teaching and writing. Since 2009, six case workshops were organized with an additional two workshops forthcoming.

Year	Workshop	Host University
2009	Case Teaching and Writing	HKUST
2010	Case Writing	HKUST
2012	Case Teaching	HKUST
2013	Case Teaching and Writing	KAIST
2014	Case Writing	Fudan University
2015	Case Teaching and Writing	Chulalongkorn University
2016	Case Teaching and Writing	Keio University (July 14 and 15, 2016)
2017	Case Teaching and Writing	Institut Teknologi Brunei (Feb 27, 2017 Tentative)

AAPBS Secretariat
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