AAPBS

# Case Center

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*Together we make a differerence !*

AAPBS CASE CENTER

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# 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 en hance 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 class-room discussion have found that case studies can provide a rich basis or 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 in a team. What cases can do that lectures cant is to test whether students are cap-able 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-Paci c case stu dies 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 basic 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.**

## PARTNERSHIP WITH emerald PUBLISHING

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+ download to date. CASE Journal, the ofcial 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.

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

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

**AIM**
Philippines
Jikyeong Kang *(member)*

**Keio University**
Yokohama, Japan
Hiroshi Takagi *(member)*

**Fudan University**
China
Booping Yu *(member)*

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

**University of Otago**
Otago, New Zealand
Sergio Biggeman *(member)*

# 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.

## 01. CASE WORKSHOPS

actively promotes the development and use of case studies in the class-room and enhance the quality of case teaching and writing.

## 02. CASE JOURNAL COMPILATIONS

Members can log-in to their AAPBS member account to download cases on their Members Resources page.