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 submitting them to the yearly AAPBS Case Journal for knowledge exchange in case teaching and writing among members.
- Being the next host school for the AAPBS Case Center or serving in the Case Committee.

CASE CENTER
www.aapbs.org

01. CASE WORKSHOPS
Actively promote the development and use of case studies in the classroom and enhance the quality of case teaching and writing.

02. CASE JOURNAL COMPILATIONS
Promote the best cases by members and among members. Members can log-in to their AAPBS member account to read the cases on their Members Resources page.

Together we make a difference

The AAPBS Case Center is an initiative founded by a representative committee of AAPBS members in 2012. It serves as a concerted effort to enhance case teaching and case writing for AAPBS member schools and their faculty.
WHY IS CASE TEACHING & LEARNING 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 on 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 capability to utilize teamwork. 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-life situations and asking them to make critical decisions, case studies enable students to connect business theories with their knowledge of facts while utilizing their analytical, organizational and communication 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 Asia-Pacific cases, for the world.

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.

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.

CONTACT

Winnie Peng
pengq@ust.hk

Betty Chung
bettychung@aapbs.org

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, currently comprises 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