

# 'Extra-caution must in developing management case studies'

## **Our Bureau**

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There is a need for extra caution while developing case studies in management research, according to Prof M Rammohan Rao, Dean Emeritus, Indian School of Business.

In his inaugural address at a round table on management research organised by the Institute for Public Enterprise (IPE) here on Wednesday, Prof Rao said there was a possibility of case studies being

wrong. "Many case studies are done on the basis of information given by the Chief Executive Officers. But what is the guarantee that they are truthful? If the information is wrong then the study will also be wrong," he said.

Prof Abad Ahmad, of the University of Delhi, said constant research was needed in management as was the case with medicine.

"Management practices are interdisciplinary and they draw heavily from other dis-

ciplines as and when required. As of now, management schools are far more innovative than their counterparts in other disciplines in learning methodologies," he said.

Mr Sekhar Agarwal, President, Federation of Andhra Pradesh Chambers of Commerce and Industry (Fapcci), asked the management schools to design industry-relevant research projects.

"For example, IPE can take up research projects on how

to make Andhra Pradesh the most industrialised State in the country or how to achieve power surplus," he said.

Dr R K Mishra, Director, IPE, said the management research scenario in the country was in a "deplorable state."

About 18,000 Ph.Ds are done in sciences every year while social sciences bring in about 7,000 theses. But in management, the number of Ph.Ds are less than 200 per annum," he said.