

## Building business study cases

The Indian School of Business (ISB) announced that it would set up a centre for case development in Hyderabad. This follows the signing of a Memorandum of Understanding with the Richard Ivey School of Business (Ivey), University of Western Ontario. The aim is to improve the ability of Indian academics to write case studies and create a repository of cases. The MoU was signed by Ajit Rangnekar, dean, ISB and Carol Stephenson, dean, Ivey. "Indian companies have developed new business models, but there's a shortage of case studies to understand best practices," Rangnekar said.