

**Dear Sir/Ma'am,**

**Greetings from UCRC!**

Universal Case Research center (UCRC) is pleased to announce the **Case Study Conference and workshop from 24<sup>th</sup> November 2022 to 26<sup>th</sup> November 2022**. Participants in this case study conference and workshop will be exposed to the best practices of writing teaching cases, producing quality case studies, and case study development from concept design to the final stage.

**About Universal Business School (UBS) - Organising Institute.**

Universal Business School (UBS) was established in the year 2009 by CEOs, who have headed multibillion dollars MNCs in 100+ countries. UBS is also endorsed by 60 CEOs which makes it unique among other B-Schools. The founders have brought global best practices by establishing a fully residential campus of exceptional quality near Mumbai. Universal Business School is approved by AICTE, the Government of India, and accredited by NBA and AIU. UBS follows the 3E model, which stands for ETHICS, ENVIRONMENT, and EXPERIENTIAL LEARNING.

**About Universal Case Research Centre (UCRC)**

Universal Case Research Centre (UCRC) was established in the year 2021 on World Case Teaching Day at Universal Business School. It has been developed to meet the rising need for business-related research and educational resources and to create a database of cases that are context-rich and drawn from a wide range of disciplines and sectors.

Universal Case Research Centre has organized International and national case study conferences, and case study workshops. **The detail of the upcoming case study conference and workshop are given in the attached brochure along with the payment details.**

**Registration detail:**

The registration detail for the case study conference and workshop is available at <https://forms.gle/TNPiQByb6Ybcn52J8>

**We cordially invite you to participate in this case study conference & workshop and help to build cases that will add to the richness of original information.**

In case of any queries contact us at the given below email address.

[ubscsc2022@ubs.org.in](mailto:ubscsc2022@ubs.org.in)

**Looking forward to your participation.**

Best regards,

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**Universal Business School**

[www.universalbusinessschool.com](http://www.universalbusinessschool.com)