



## **Indu Perepu**

### **Assistant Professor & Case author, IBS, IFHE Hyderabad.**

Indu Perepu is a Sr. Faculty Member at the Case Research Center, IBS Hyderabad. She has been associated with ICFAI for over 15 years. She has authored and co-authored over 400 Case Studies and has mentored 20 case writers. Cases authored / co-authored by Indu have won more than 30 international case awards on case writing from universities and institutions in the US, Canada, Belgium, Switzerland and the UK. Her case studies regularly feature among the annual Best-Selling Case Studies and Classic Case Studies of The Case Centre, UK, the world's largest repository of management case studies. Currently she is in the second position in The Case Centre's list of 'Top 50 Best Selling Case Authors' worldwide.

An experienced case author, Indu has seen many of her cases published in leading publications such as *Strategic Management and Business Analysis* and *Global Strategic Management*. Indu has also won two Awards from The Case Centre, the *Knowledge, Information and Communication Systems Management* category in 2011 and the *Human Resource Management/Organisational Behaviour* category in 2012.

Indu conducts workshops for the faculty members and corporate executives on writing and reviewing case studies, and for students on Analyzing and Learning from a case study. She brings along experience from a wide array of industries including logistics, Banking and Financial services, and post-experience management education.