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Authored by academics specializing in developing economies, these case studies arm graduates with authentic examples of organizational challenges in emerging markets, and inspire strategies designed to tackle the business problems of the future.

Editor-in-chief: Dr Michael Goldman

Emerging Markets Case Studies is led by Michael Goldman, an Associate Professor in the Sport Management Program at the University of San Francisco and Adjunct Faculty at the University of Pretoria’s Gordon Institute of Business Science. Michael has worked with students and clients in South Africa, India, Kenya, Nigeria, and the United States and has published articles and case studies in the California Management Review, European Sport Management Quarterly, International Journal of Sport Management and Sponsorship and Emerging Markets Case Studies.

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