

Title Listings



Case Title	Region	Subject	
Emerging Markets Case Studies published in 2011			
1	A "Big Bath" in China: accounting and corporate governance	China	Accounting and Finance
2	Fraud at the Central Bank of Tanzania	Africa	Accounting and Finance
3	Reporting and evaluation in a data communication firm	South East Asia	Accounting and Finance
4	The UAE Islamic Bank	Middle East	Accounting and Finance
5	Synergy between ISA and Manual Auditing Practises at Jain Chowdhary & Co, India	India	Accounting and Finance
6	Auditor industry specialization in a MENA region country: lessons learnt from PricewaterhouseCoopers – Egypt	Africa	Accounting and Finance
7	Financial closure of Bengaluru International Airport Limited	India	Accounting and Finance
8	Introducing innovation in a housing development firm in Malaysia	South East Asia	Built Environment
9	Dream or doom dome	South East Asia	Built Environment
10	Green Management and Environmental Sustainability: A Case of ITC Green Center	India	Built Environment
11	Privatization of Malaysian Property Development Projects	South East Asia	Built Environment
12	LifeSpring Hospitals: a social innovation in Indian healthcare	India	Entrepreneurship
13	Alcohol consumption ad nauseam – without any consequences?: How to launch an alcohol-reducing product on the market	Eastern Europe	Entrepreneurship
14	Bridging the divide between diaspora investment interest and action	Africa	Entrepreneurship
15	Building Brazilian Citizenship in the Context of Poverty, Waste, Drugs and violence: The Social Entrepreneurship Project of Marli Medeiros	South America	Entrepreneurship
16	Fun 2 Fit Aerobics: The Misadventures of Amy and Azi and a Malaysia start up	South East Asia	Entrepreneurship
17	Global loans in entrepreneurship (GLIE): ready, set, disaster	South East Asia	Entrepreneurship
18	Gold Valley Chemical Corporation Dubai	Middle East	Entrepreneurship
19	ihere.tv -Thailand's Online Media Entrepreneurs	South East Asia	Entrepreneurship
20	PETAWRAP: the Indian grilled wraps	India	Entrepreneurship
21	Piping Hot Dogs: A case of a Malaysian franchise	South East Asia	Entrepreneurship
22	The changing landscape for Chinese small business: the case of "Bags of Luck"	China	Entrepreneurship
23	Touché solutions – response to "Y" generation.	Eastern Europe	Entrepreneurship
24	Emerging entrepreneurship in Cuba	South America	Entrepreneurship
25	Gazi: what's next?	Eastern Europe	Entrepreneurship
26	GOONJ – success through innovation	India	Entrepreneurship
27	Vasili	Eastern Europe	Entrepreneurship
28	Abraaj Capital Limited: celebration of entrepreneurship (CoE)	Middle East	Entrepreneurship
29	Advanced Technology Investment Company (ATIC): a destination, global champion	Middle East	Entrepreneurship
30	Decision making in creating the world's first smartphone	China	Entrepreneurship
31	The Hangzhou Wahaha Group: an insight into diversification strategy of China's private enterprises	China	Entrepreneurship
32	SenseHere: a born global start-up based in the UAE	Middle East	Entrepreneurship
33	Al-Maha mobile shop	Middle East	Entrepreneurship
34	Twiga Hosting Ltd – providing affordable information and communication technologies services to small and medium enterprises	Africa	Entrepreneurship
35	VSL collaborative online business events	India	Entrepreneurship
36	Homegrown Kenya: the horticultural industry under fire on CSR.	Africa	Environmental Management
37	RML: market intelligence in India with mobile SMS intervention.	India	Environmental Management
38	What's cooking: Indonesia's Kerosene to LPG conversion programme	South East Asia	Environmental Management
39	Affordable solar solutions to replace diesel gensets	India	Environmental Management
40	SELCO: lighting rural India	India	Environmental Management
41	Road to Kamaka: the struggles of poverty and desertification	Africa	Environmental Management
42	EnviroServe: The Green Company in the UAE	Middle East	Environmental Management
43	GOONJ: the power of cloth	India	Environmental Management
44	Axel Springer's sustainability entrepreneurialism in Russian wood supply: just a CSR fad or real change in the makings?	Eastern Europe	Environmental Management
45	Advanced Systems, Egypt: IT outsourcing in a highly competitive market	Africa	Human Resource Management
46	Culture, career and more: the case of Dilip Roy at IHI (India) Pvt. Limited, a subsidiary of Itsun China	India	Human Resource Management

Case Title	Region	Subject	
47	Ethihad: contributing to the UAE vision through Emiratisation	Middle East	Human Resource Management
48	Industrial relations in Botswana – workplace conflict: behind the diamond sparkle	Africa	Human Resource Management
49	Kulula.com, South Africa – a case study	Africa	Human Resource Management
50	Newly empowered: experiences of young leaders in Vietnam	South East Asia	Human Resource Management
51	Production Services Network (PSN) Emirates rising up to the people challenge	Middle East	Human Resource Management
52	Talent management and succession planning in emerging Asia	South East Asia	Human Resource Management
53	Talent management at Telekom Malaysia Berhad	South East Asia	Human Resource Management
54	The glowing business growth and darkness beneath: Tirupur knitwear cluster of India	India	Human Resource Management
55	The perception of employer value propositions and the contrast between Dutch and Chinese graduates: A case study of TNT	China	Human Resource Management
56	Implications for recruitment in a multinational organization: a case study of human resource management in the United Arab Emirates	Middle East	Human Resource Management
57	Quota for the employment of disabled people in Russia: strategies for compliance	Eastern Europe	Human Resource Management
58	Bridging Western management theories and Japanese management practices: case of the Toyota Way model	South East Asia	International Business
59	Al Ain Dairy: market expansion	Middle East	International Business
60	Aquachemie LLC – expansion in Qatar	Middle East	International Business
61	Assess your business model strategy to sustain	Eastern Europe	International Business
62	Behind the veil	Pakistan	International Business
63	From traditional manufacturing towards virtual servi-manufacturing: Gabriel's journey	China	International Business
64	Global operations at Aalborg Industries – context, configuration, and capabilities	Europe	International Business
65	Market Entry of a Western Company in the Middle East	Middle East	International Business
66	Precision Air Services Ltd – jostling for position in Tanzanian airspace	Africa	International Business
67	UAE Exchange Centre LLC: business level strategies	Middle East	International Business
68	Woolworths South Africa: making sustainability sustainable	Africa	International Business
69	Kaspersky Lab: from Russia with anti-virus	Eastern Europe	International Business
70	Can Bilcare's anti-counterfeiting Technologies handle the Menace of Counterfeit?	India	International Business
71	China's Rippo of Zippo: expanding the costs of pirated intellectual property	China	International Business
72	Changing business culture: theory and practice in typical emerging markets	South America	International Business
73	An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia)	South East Asia	International Business
74	Chang'an Automobile and the Chinese automotive industry	China	International Business
75	Reaching the bottom of the pyramid: micro life insurance in India	India	International Business
76	Cilantro Café goes global: reflections on internationalization in Egypt 2.0	Africa	International Business
77	Hay Group in the Middle East	Middle East	Management Science
78	Namibia's Damara Culture Center: a case study	Africa	Management Science
79	Oilfield Services – the Abu Dhabi branch	Middle East	Management Science
80	The Dubai Tennis Ball Machine	Middle East	Management Science
81	Zwack, Hungary: a tradition of innovation amidst challenges	Eastern Europe	Management Science
82	Al Ain Dairy: managing demand and supply	Middle East	Management Science
83	Teaching farmers to hunt – developing commercial skills at BDO Hungary	Eastern Europe	Management Science
84	Kulula.com: now anyone can fly in South Africa	Africa	Marketing
85	"Race"-ing ahead! – Just a storm in the tea cup?	India	Marketing
86	ABIL's dilemma: to brand or not to brand in India.	India	Marketing
87	Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment	India	Marketing
88	BBMCI: setting up a distribution channel in India	India	Marketing
89	Dubai mall: a multipurpose destination in the Middle East	Middle East	Marketing
90	Giordano: positioning for international expansion	South East Asia	Marketing
91	Jumeirah Group, UAE	Middle East	Marketing
92	King's Biscuits Berhad: crafting the next move?	South East Asia	Marketing
93	Managing word of mouth: the referral incentive programme that backfired	South East Asia	Marketing
94	Mobile marketing at Turkcell: Turkey's leading mobile operator	Eastern Europe	Marketing
95	MTN South Africa: one group, one vision, one brand	Africa	Marketing
96	Prabhar Oil Company, and distribution challenges in the Indian lubricants industry	India	Marketing
97	Promoseven Sports Marketing	Middle East	Marketing
98	The Banyan Tree: branding the intangible	South East Asia	Marketing
99	The Chilean wine industry: new international strategies for 2020	South America	Marketing
100	TMH - Pitching for WOMAD	Middle East	Marketing
101	UST Global, India: delivering software service solutions	India	Marketing
102	BioScience Argentina: BioMobile and the telemedicine market	South America	Marketing
103	Sharjah Football Club (UAE): still kings?	Middle East	Marketing
104	Punascha: marketing strategies of a Bengali publisher	India	Marketing

Case Title	Region	Subject	
105	Round two: repositioning the Tata Nano	India	Marketing
106	FieldTurf Tarkett India: challenges and opportunities in new markets	India	Marketing
107	Corporate brand building at SRF: challenge of selecting the brand consultant	India	Marketing
108	Gulfire: in line of fire	Middle East	Marketing
109	Sinolink Fine Wines	China	Marketing
110	Customer asset management at DHL in Asia	South East Asia	Operations and Logistics
111	Economic Zones World (EZW) – supply chain strategy	Middle East	Operations and Logistics
112	Enabling excellence in operations through technological innovation	India	Operations and Logistics
113	Launch and closure of an Indian cement plant: Decision making at Arco Ltd and EGL, its Associate	India	Operations and Logistics
114	Strategic buying at National Foods, Pakistan – a recipe for success	Pakistan	Operations and Logistics
115	The human factor in 5S implementation: perspectives from Poland	Eastern Europe	Operations and Logistics
116	Noor Dubai Foundation: managing blindness in developing countries	Middle East	Operations and Logistics
117	Kiwanis Pancake Day – a service operations management case study	North America	Operations and Logistics
118	XL Pharmaceutical – effective operation and logistics	Middle East	Operations and Logistics
119	Bharat Petroleum Company Limited's (BPCL), India one-stop truck shop (OSTS) retailing format	India	Operations and Logistics
120	Leading change: story of Mumbai Rail Vikas Corporation	India	Public Sector Management
121	Renewal of Fijian post and telecommunications: challenging the organizational change option	South East Asia	Public Sector Management
122	University of Wollongong in Dubai: creating a private university in the public interest	Middle East	Public Sector Management
123	Yutong Bus, China: management buy-out	China	Strategy
124	Aztec Fluids & Machinery: issues in managing growth in India	India	Strategy
125	Conglomerate diversification through cross-continent acquisition: Vedanta weds Cairn India	India	Strategy
126	D crop protection Malaysia: competition from generic herbicides	South East Asia	Strategy
127	Deal of the day at Cherry.ee	Eastern Europe	Strategy
128	Emerging Technologies, UAE	Middle East	Strategy
129	Garuda Indonesia: To becoming a distinguished airline	South East Asia	Strategy
130	General Motors India (2009)	India	Strategy
131	Gloria Jean's Coffee in Malaysia	South East Asia	Strategy
132	Halonix Limited – the product portfolio dilemma	India	Strategy
133	Not for profit – for revenues in Eastern Europe: The Birch House Zoo	Eastern Europe	Strategy
134	Rethink: corporate social responsibility at Si.mobil	Eastern Europe	Strategy
135	The Premium Industries Group Dubai	Middle East	Strategy
136	The transformation process of AGD, Argentina	South America	Strategy
137	Vodafone Egypt (A): the investment decision	Africa	Strategy
138	Mydin transformation focus: leadership and organisational change	South East Asia	Strategy
139	HAIER: "Beat the Heat"	Middle East	Strategy
140	Alpha: en route from "Power"-less to "Power"-ful	India	Strategy
141	Shavteli Winery: where to go from here?	Eastern Europe	Strategy
142	Quality Tailors, Textiles and Embroidery (QTTE)	China	Strategy
143	Air Jamaica ... more than a national airline	North America	Tourism and Hospitality
144	Ginger – Smart Basics™	India	Tourism and Hospitality
145	Scandic Hotel Chain in the Baltic – a case of strategic marketing	Eastern Europe	Tourism and Hospitality
146	The Accra Beach Hotel: block booking of capacity during a peak period	North America	Tourism and Hospitality
147	The Oberoi resorts: luxury redefined	India	Tourism and Hospitality
148	Jumeirah Group: STAY DIFFERENT™	Middle East	Tourism and Hospitality
149	Ethihad Airways: reputation management – an example of the Eyjafjalajökull Iceland volcano	Middle East	Tourism and Hospitality
150	Marketing of the dark: "Memento Park" in Budapest	Eastern Europe	Tourism and Hospitality
Emerging Markets Case Studies published in 2012			
1	Soliton Technologies – financing growth in uncertain times	India	Accounting and Finance
2	Fundación arteBA: supporting visual artists by promoting the art market	South America	Accounting and Finance
3	KK Metals: CNC process costing	India	Accounting and Finance
4	Väätsa Agro AS financial distress	Eastern Europe	Accounting and Finance
5	Ommune IT Solutions: make or break	India	Accounting and Finance
6	High rise in Ho Chi Minh City	South East Asia	Accounting and Finance
7	Future internet: on a continuous path for achieving "a vision beyond expectations"	Middle East	Entrepreneurship
8	Discovery Ltd: entrepreneurship in its DNA	Africa	Entrepreneurship
9	Team Computers: positioning to grow	India	Entrepreneurship
10	Landscaping and decoration: beauty in the desert	Africa	Entrepreneurship
11	Nike Davies-Okundaye: building a family social enterprise	Africa	Entrepreneurship

Case Title	Region	Subject	
12	Sinthu Creation	South East Asia	Entrepreneurship
13	Car-sharing: a feasible business expansion at Hangzhou Omnipay?	China	Entrepreneurship
14	Phanindra Sama: founding redBus	India	Entrepreneurship
15	Financing technology startups: an entrepreneur's dilemma	India	Entrepreneurship
16	Noah Wealth Management	China	Entrepreneurship
17	A new business model to Chinese style agricultural industrialization	China	Entrepreneurship
18	To die with dignity – hospice care for the poor in India	India	Environmental Management
19	A day to remember!	India	Human Resource Management
20	Performance management at Bolts' convenience stores	India	Human Resource Management
21	The dream's door: a case of a MNC in Poland	Eastern Europe	Human Resource Management
22	Finding, training, and keeping best service workers	Africa	Human Resource Management
23	Shraddhanand Mahila Ashram: a quest for a future filled with dreams	India	Human Resource Management
24	Outdoor experiential training as a catalyst for success	India	Human Resource Management
25	Marketing and production conflict at Dandiraz Electrical Company, Zimbabwe	Africa	Human Resource Management
26	Role of "haraam" practices on behavior and performance of employees: a case study of business organization	Pakistan	Human Resource Management
27	Dilemma in hiring	India	Human Resource Management
28	Tips & Toes: a total reward strategy fuels growth	Middle East	Human Resource Management
29	AngloGold Ashanti: the dawning of a new age	Africa	Human Resource Management
30	A "hotel within a hotel" in Bangkok	South East Asia	Human Resource Management
31	Training and development at BPOLAND	India	Human Resource Management
32	Yongye Group: trust-based management	China	Human Resource Management
33	Automating attendance recording of contingent labours at a large construction site	India	Human Resource Management
34	Welcome to Pointsoft family	India	Human Resource Management
35	Growing pains: problems in the performance appraisal of China's state-owned enterprises transformed from governmental organizations	China	Human Resource Management
36	Corruption by design? L'ArtiMarché's struggles in Russia	Eastern Europe	International Business
37	Buyer-seller relationship – challenge in export marketing for The Handicrafts and Handlooms Export Corporation (HHEC)	India	International Business
38	Tax me not: Vodafone's plea to India	India	International Business
39	Short run stabilization and long run competitiveness: the Latvian case	Eastern Europe	International Business
40	Uncertainties in business environment – political exigencies versus economic realities: the saga of Zimbabwe Iron & Steel Company (ZISCO)	Africa	International Business
41	Partnering for business transformation: the Wipro Consulting Services story	India	International Business
42	Kopy Luwak: a conservation strategy for global market	South East Asia	International Business
43	Fashioning corporate social responsibility	Western Europe	International Business
44	Delays in probing case irks workers, AMARA, Zimbabwe	Africa	International Business
45	Drop-offs in the Asian electronics market: unloading Bolipps and Canssonic	India	International Business
46	CSR in banking in emerging markets – stakeholder perspective	Eastern Europe	International Business
47	GranuLab (C): internationalizing GranuMaS	South East Asia	International Business
48	Magic Films: the case of an Indian start-up	India	Management Science
49	Mobile marketing at Telenor Pakistan – a MAD strategy?	Pakistan	Marketing
50	Managing natural gas business: a case of Bharat Natural Gas Company Limited	India	Marketing
51	Vinamilk: from local cooperatives to international corporation	South East Asia	Marketing
52	Prayer rooms: an augmented or expected benefit? Senayan City Mall Jakarta	South East Asia	Marketing
53	International market expansion of "Jintan Nude" in Thailand	South East Asia	Marketing
54	Bank Z's communication dilemma during Turkey's 2001 crisis	Eastern Europe	Marketing
55	San Antonio: assessing the key account management system	South America	Marketing
56	AFP Innova: competing in a tender for new affiliates	South America	Marketing
57	HCL Care: harnessing the out of warranty ICT service market	India	Marketing
58	"One life, one chance": Cordlife Sciences India Pvt. Ltd. Preserving the precious gift	India	Marketing
59	Fast Trax – the Indian QSR chain	India	Marketing
60	Lubrax by Petrobras	South America	Marketing
61	Ren-Er Co: how to be successful with marketing plan	South America	Marketing
62	Social media marketing at Reebok India – the dilemma of ROMI and beyond	India	Marketing
63	VNFPP Ltd: using holistic marketing in a small enterprise context	India	Marketing
64	Morocco's Novatis Group: diaper manufacturing in a developing country	Africa	Marketing
65	McDonald's breakfast launch dilemma	Pakistan	Marketing
66	"Doing" the act: Lenovo and corporate reputation	India	Marketing
67	Taj: I will prevail. Exemplifying customer service in times of crisis	India	Marketing
68	Vodafone marketing communications	India	Marketing
69	Feeding the hungry surfers: www.justeat.in	India	Marketing

Case Title	Region	Subject	
70	Never innovate to compete rather innovate to change the rules of the game	India	Marketing
71	Should "Tbgo" be dropped from UCF's product portfolio?	India	Marketing
72	Coping with capacity expansion: Go-Goal Hydro's panache	India	Operations and Logistics
73	Health Pharma: managing supply chain	India	Operations and Logistics
74	Implementing strategic stock to improve humanitarian aid response	Eastern Europe	Operations and Logistics
75	Supply issues in ACPL – an electrical manufacturing company	India	Operations and Logistics
76	ProdVal – production challenges!	India	Operations and Logistics
77	The rule of traffic forecasting in railway logistics: the case of the central corridor in East Africa	Africa	Operations and Logistics
78	E-commerce capabilities of a Ghanaian used car retailer	Africa	Strategy
79	Tata Power Delhi Distribution Ltd: measuring beyond the metrics	India	Strategy
80	Kesineni Tours and Travels	India	Strategy
81	Strategy for water pump maintenance in Peakland	China	Strategy
82	A tough choice	Eastern Europe	Strategy
83	Lights out for Capital Mills Limited (CML)!	South America	Strategy
84	Innovation and development cooperation in Central America and Caribbean. Mission impossible?	South America	Strategy
85	Tin Mining, Inc.: the paradox of organizational capabilities	South America	Strategy
86	Financial turnaround of Indian Railways (A)	India	Strategy
87	Financial turnaround of Indian Railways (B)	India	Strategy
88	Strategic change for sustainability in Thai Commercial Bank	South East Asia	Strategy
89	Satya Bharti School Program: the kaizen way	India	Strategy
90	The Indian television broadcasting industry 2012	India	Strategy
91	Daiichi Sankyo's generic (mis) adventure: the Ranbaxy takeover	India	Strategy
92	Global Synfuels' financial and strategic appraisal of a coal-to-liquid project	India	Strategy
93	Janalakshmi Financial Services Private Limited: strategic innovation to achieve financial inclusion	India	Strategy
94	Ethical decision making in a critical development phase	China	Strategy
95	Feixiang to FOTILE: growth of a family business	China	Strategy
96	Crediamigo: partnering with Vivacred?	South America	Strategy
97	Why are China's companies doing overseas M&As? The case of Geely and Volvo	China	Strategy
98	Colchones Eldorado: dreaming of innovating	South America	Strategy
99	"They don't just cater, they care" – a case on Sakthi's Kitchen Pvt Ltd	India	Tourism and Hospitality
100	Denbigh Showground: a potential "agri-cultural" attraction concept for tourism in Jamaica	North America	Tourism and Hospitality
Emerging Markets Case Studies published in 2013			
1	Tata Power Ltd: innovation in financing growth	India	Accounting and Finance
2	Does supply-demand law work for ICBC's stock price?	China	Accounting and Finance
3	Hero Cycles: operating break-evens	India	Accounting and Finance
4	Assessing algorithms for selecting countries to market new products to low-income consumers	South America	Accounting and Finance
5	"Eldorado" family: the survival and succession plan	South America	Entrepreneurship
6	I have a dream: Ayuvayur Pharmaceuticals	India	Entrepreneurship
7	World is classroom: the case of Univexcellence.com	India	Entrepreneurship
8	A social entrepreneur's journey: leading a foundation across cultures	South America	Entrepreneurship
9	Just Falafel: a success story of an international expansion	Middle East	Entrepreneurship
10	After 12	India	Entrepreneurship
11	TARA Trade: a marketing challenge in Lebanon	Middle East	Entrepreneurship
12	EHBH Pvt. Ltd. - A Step Towards Creation of a Unique Business Model	India	Entrepreneurship
13	Yogen Früz: It`s all about ü	Middle East	Entrepreneurship
14	FragraAroma: Accord in Business, Concord in Family	India	Entrepreneurship
15	Selling? That`s easy!	South America	Entrepreneurship
16	Practo Technologies: The online way of life!	India	Entrepreneurship
17	Kevin Otieno-Onyango: Business and Technology Dilemma (A)	Africa	Entrepreneurship
18	Fuala: A Success Story of an Entrepreneur	Middle East	Entrepreneurship
19	xCRUZA's Portable Solar Cooker: Eco-Entrepreneurism Challenges in Argentina	South America	Entrepreneurship
20	Sustainability as an imperative and an opportunity: the case of Infosys Limited	India	Environmental Management
21	City Developments Limited: A Journey In Sustainable Business Development	South East Asia	Environmental Management
22	Anhui Xuanjiu Group: creating happiness for employees	China	Human Resource Management
23	Anand Automotive Limited: leadership development process for creating strategic impact	India	Human Resource Management
24	Transcribe and Tally: jugaad in action	India	Human Resource Management
25	Where The Process FailsThere The Business Learn Customer Value...!!	South East Asia	Human Resource Management
26	Between Local and Global Approach: Need for Diffused Model of HRM - Case of SHIFA International Hospital	Pakistan	Human Resource Management

Case Title	Region	Subject
27 Human Resource Management in the Changing Business Environment of the Indian Construction Industry: A Case Study	India	Human Resource Management
28 Global Outsourcing - USTC's Entry Into India: HR Issues	India	Human Resource Management
29 ABC Development Organization	India	Human Resource Management
30 Trustee Meeting: Where Did Mukti Go Wrong?	India	Human Resource Management
31 To Give or Not to Give?: The Ethics of Small Business Philanthropy	South America	Human Resource Management
32 A Messy Picture	India	Human Resource Management
33 Going international through successful partnerships: the case of GIAS	Africa	International Business
34 Grundfos LIFELINK: solving the base of the pyramid tangle?	Eastern Europe	International Business
35 KPJ Healthcare: service internationalization	South East Asia	International Business
36 Values-Based Organization - Ritz Carlton Abu Dhabi Hotel	Middle East	International Business
37 Citizen Chen: A challenging test for bilateral diplomacy	China	International Business
38 Economics behind the Internationalization of Biocon India Ltd.	India	International Business
39 Employing CSR in SME development to survive Arab Spring fluctuations – the case of Egypt: General Authority for Investment (GAFI)	Africa	Management Science
40 "Way Smarter": Valuair in the budget airline industry	South East Asia	Management Science
41 Financial Risk Analysis of Cambodia Kamchay Hydropower BOT Project	South East Asia	Management Science
42 FIAT: a good product with a wrong strategy	India	Marketing
43 Aavaran: creating niche through contemporary traditional textiles	India	Marketing
44 Customer centricity for growth – Yes Bank experience	India	Marketing
45 Anandam's woodstove technology	India	Marketing
46 Ocean World Water Park: destination marketing challenge	India	Marketing
47 Value communication: low-cost marketing initiatives for "Guru Ki Bani 58282"	India	Marketing
48 Can Bharat Bazar sustain its growth? The story of an Indian retail giant	India	Marketing
49 Customer retention at Hyundai Motor India Ltd	India	Marketing
50 New world wines in the UK market: re-thinking the right strategies for 2020	South America	Marketing
51 Mumbai Indians: A Case on Social Media Marketing	India	Marketing
52 Maruti Ertiga launch in India by new Category creation	India	Marketing
53 GranuLab: positioning GranuMaS in the bone graft substitute industry	South East Asia	Marketing
54 100% Great Songs – Reverse Positioning of Delta FM Radio, Indonesia	South East Asia	Marketing
55 Skyworth TV: channel dynamics and growth in China's rural market	China	Marketing
56 Marketing Brand Aava: Not as Simple as Water	India	Marketing
57 Architecting MexGro: Introducing On-line Experience for Shopping Ethnic Products	South America	Marketing
58 I can do better: Mexican Direct Sellers of Beauty Products	South America	Marketing
59 Recalling Toyota	South East Asia	Marketing
60 Royal Enfield Motorcycles: Reviving The Brand	India	Marketing
61 Mountain Dew	India	Marketing
62 Web Portals Division in a Quandary	Pakistan	Marketing
63 Bharat Tobacco: vendor selection and vendor rating	India	Operations and Logistics
64 Entrepreneurship and engineering: the triumph of All India Warehousing Private Ltd	India	Operations and Logistics
65 Farming the "white gold" in a world heritage city	South East Asia	Public Sector Management
66 CSR as an Organizational Routine: Bintulu Development Authority	South East Asia	Public Sector Management
67 From strategy to numbers: how to penetrate overseas market for ChinaSoft, when Chinese ITO and BPO industry being re-structured in 2012	China	Strategy
68 YC Company: decreasing profit margin in overseas market	China	Strategy
69 Self-sustaining grassroots organizations: a real option? The case of Corporación Picacho con Futuro	South America	Strategy
70 Thai Beverage Public Company Limited: Thailand leader, global challenger	South East Asia	Strategy
71 KPJ Healthcare: the first 30 years	South East Asia	Strategy
72 UMW Holdings: sustaining a centennial corporation	South East Asia	Strategy
73 Shopping Centre Europa – When Threats Become Opportunities	Eastern Europe	Strategy
74 Launch of Roulette – A Premium Brandy in India by JDPL	India	Strategy
75 Reboot Computers: Bridging Digital Divide – The Green Way	India	Strategy
76 Meru Cabs: Past Perfect and Future Tense	India	Strategy
77 A Mexican Edutainment Business Model: KidZania	South America	Strategy
78 Vikas Spool Private Limited	India	Strategy
79 Infosys limited: Is it still the Indian IT bellwether?	India	Strategy
80 Sun International: can a blue ocean strategy change the future fortunes of this South African leisure group?	Africa	Tourism and Hospitality
Emerging Markets Case Studies published in 2014		
1 Corporate management in receivership: the case of Uchumi supermarkets	Africa	Accounting and Finance
2 Investment in non-Sharia compliant instruments wrecks TH's noble reputation: a challenge to regain public confidence	Pakistan	Accounting and Finance
3 Bharat Heavy Electricals Ltd.: growth strategies for the future	India	Accounting and Finance

Case Title	Region	Subject
4 The financial viability of the Yamuna Expressway	India	Accounting and Finance
5 First Telecom: Insourcing vs. Outsourcing	India	Accounting and Finance
6 The Transnet Pipeline Case Study	Africa	Accounting and Finance
7 Alicia Meneces and the challenges of Aguablanca	South America	Accounting and Finance
8 Raizcorp: planting the seeds for entrepreneurial growth and prosperity	Africa	Entrepreneurship
9 Royal Transportation Management System – journey to success	Middle East	Entrepreneurship
10 Surviving challenges: a case of DK Exports on family business	India	Entrepreneurship
11 Surabaya Zoo: a social enterprise on the cross road	South East Asia	Entrepreneurship
12 One agricultural family's story	Pakistan	Entrepreneurship
13 Transforming a vocational centre to a management institute: a case study on Carreograph	India	Entrepreneurship
14 Social entrepreneurship: answering "the call of nature"	Africa	Entrepreneurship
15 Social Intrapreneurship at Natura	South America	Entrepreneurship
16 XPLANT: Entrepreneurship Challenges for Student Entrepreneurs	India	Entrepreneurship
17 Nuru International: Empowering farmers to fight extreme poverty	Africa	Entrepreneurship
18 Socio-business responsibility in the Gulf Arab states: The case of the Pearl Initiative	Middle East	Entrepreneurship
19 The damned dam	India	Environmental Management
20 Environment Agency Abu Dhabi (EAD) Paperless Day Initiative: Case Study	Middle East	Environmental Management
21 Rising from the ashes: Satyam's story	India	Human Resource Management
22 Laura at Panevežys Juozas Balciūnas Gymnasium	Eastern Europe	Human Resource Management
23 Force Automotive – breach of code of conduct	India	Human Resource Management
24 Decoding the strike at Bajaj Auto's Chakan plant: a negotiator's framework	India	Human Resource Management
25 Talent management at Steelcase Manufacturing Malaysia: managing performance	South East Asia	Human Resource Management
26 The Love-smitten Director: Workplace Romance or Sexual Harassment?	South East Asia	Human Resource Management
27 Integration challenges at Trident Chemicals Limited	India	Human Resource Management
28 Empowerment or Exploitation: The Case of Women Employment System in India's Textile and Clothing Industry	India	Human Resource Management
29 International market expansion and diversification opportunities for KBB Resources Berhad Malaysia	South East Asia	International Business
30 Etihad Airlines: growth through successful strategic partnerships	Middle East	International Business
31 Business in Developing Countries: Globalization of a Large Emerging Market Bank	Middle East	International Business
32 Seven Sisters: Wine and Womanhood	Africa	International Business
33 Sainsbury's in Egypt	Africa	International Business
34 Knowledge management practices of an IT company	India	Management Science
35 Evaluating The Business Value of IT Requirements	India	Management Science
36 From mines to minds: addressing the skills gap in Sierra Leone	Africa	Management Science
37 Emotional dimensions of intra-family transmission: Moroccan Shipping, a team adrift	Africa	Management Science
38 Dr Reddy's Laboratories Ltd.: creating a competitive advantage through an empowered workforce	India	Management Science
39 Kulim Land Office Malaysia: Success with Effective Leadership Style	South East Asia	Management Science
40 Authentic Leadership: The Case of Miloud Chaabi, a Shepherd who became a Business Legend	Africa	Management Science
41 Information Technologies in Contemporary School Management System	Eastern Europe	Management Science
42 Storm – The Story of OrangleInc	India	Management Science
43 Pakistan Accumulators(PVT) Limited (PAL) -Third World perspective	Pakistan	Management Science
44 Kick Andy, The Oprah Winfrey TV Show of Indonesia	South East Asia	Marketing
45 Mysore Sandal Millennium, the launch of India's most expensive soap	India	Marketing
46 Aachi – spicing up a growth trajectory	India	Marketing
47 Miraaya: the trendy women's wear brand	India	Marketing
48 AIESEC – The 'Experience Pakistan' Challenge	Pakistan	Marketing
49 Radiance: Pricing dynamics in Indian fireworks industry	India	Marketing
50 Easy Access: A Case Study on Rural Marketing	India	Marketing
51 Dove Hair Oil: Marketing in India	India	Marketing
52 The Indian Airline industry – Will the flight be smooth?	India	Marketing
53 Alianza: Pricing to Enter the Pension Industry	South America	Marketing
54 Wooing fans back into Ghana stadia – in the wake of the globalization of football	Africa	Marketing
55 Shaheen Ballpoints: a project of the Shaheen Group[1]	Pakistan	Marketing
56 The Millionaires Club: poised for growth in the United Arab Emirates	Middle East	Marketing
57 Efficient lighting: reactivating the market through consumer stimulus	South America	Marketing
58 Customer acquisition at Abhyudaya Co-operative Bank Ltd	India	Marketing
59 Costly moves: a strong brand, Dentonic loses it's power	Pakistan	Marketing
60 Flipkart: Journey of an Indian e-Commerce Start-up	India	Marketing
61 A Global Brand in a Local Market	Europe	Marketing

Case Title	Region	Subject	
62	Princely Jets (Pvt) Ltd - The Air Ambulance	Pakistan	Marketing
63	Stakeholder-oriented service excellence: the case of Ajman Free Zone Authority of United Arab Emirates	Middle East	Public Sector Management
64	SAP Labs India: co-innovation in public procurement system	India	Public Sector Management
65	Setting-up schools of excellence: the role of public private partnerships in emerging economies	India	Public Sector Management
66	CASEN Survey: Statistical and methodological misleads in key public policy in Chile	South America	Public Sector Management
67	Should my NGO go on a "pork barrel diet"? The case of the Priority Development Assistance Fund in the Philippines	South East Asia	Public Sector Management
68	National Palace Museum and Service Innovations	South East Asia	Public Sector Management
69	Zayed Al Hussaini Group: the road ahead for the family business in the UAE	Middle East	Strategy
70	Musoni Microfinance Kenya: IT-enabled business model	Africa	Strategy
71	Made in India: Cisco reroutes innovation	India	Strategy
72	A dilemma of terracotta professional – the case of implementing information systems in a terracotta unit	India	Strategy
73	Millennium Company Ltd: overcoming tough times	India	Strategy
74	e-Pay Malaysia: the next 10 years	South East Asia	Strategy
75	DMCC: Transformation of a Government Linked Firm in Dubai	Middle East	Strategy
76	Achieving E-commerce Benefits in a Garment Manufacturing Firm	Africa	Strategy
77	Malaysia Airlines: In search of sustainable business model	South East Asia	Strategy
78	Zaidi Oil: The SAP ERP Dilemma	Africa	Strategy
79	Enhancing competitiveness through MNC-local firms co-opetitive relationships	South East Asia	Strategy
80	Resort-based or Resource-based Tourism? A Case Study of Jamaica	North America	Tourism and Hospitality
Emerging Markets Case Studies published in 2015			
1	Leasing or Borrowing and Buying Decision: A Case of Bright Soap Factory	Pakistan	Accounting and Finance
2	GEZ Petrol Station: CVP analysis and spread sheet modelling for planning and decision making	South East Asia	Accounting and Finance
3	Islamic Cross Currency Swap (ICCS): Hedging against Currency Fluctuations	South East Asia	Accounting and Finance
4	Ar-Rahnu (Pawn-broking) in Al-Qamari Bank Berhad	South East Asia	Accounting and Finance
5	Road to Default: Tracoma Holding Berhad Bai Bithaman Ajil Debt Securities (BaIDS)	South East Asia	Accounting and Finance
6	The power shift: will it help? Micro privatization of power distribution business	India	Accounting and Finance
7	Yes Bank: Innovation in Money Transfer	India	Accounting and Finance
8	Real Sound Lab: Issuing a €300,000 Bond	Eastern Europe	Accounting and Finance
9	Control and Structure in a Professional Service Firm	South East Asia	Accounting and Finance
10	Innoz Technologies: The Powerhouse of Innovation	India	Entrepreneurship
11	Intrim Business Associates: Taking on Global Consulting Goliaths	India	Entrepreneurship
12	Evans Wadongo: Bridging the Electricity Divide in Kenya	Africa	Entrepreneurship
13	Bangkok Beer & Beverages: In pursuit of growth	South East Asia	Entrepreneurship
14	PUKAR: An 'Alice' in Wonderland	India	Entrepreneurship
15	ARAMEX PJSC: Carving a Competitive Advantage in the Global Logistics and Express Transportation Service Industry	Middle East	Entrepreneurship
16	The Express Tribune: Touching the Tricky Price Point	Pakistan	Entrepreneurship
17	LAMMTARA PICTURES: Creating a Cultural Entertainment Organization – The way forwards	Middle East	Entrepreneurship
18	Slices: What is Next?	Middle East	Entrepreneurship
19	An Heir for a Business at Kurniawan Security: A Mere Baton Passing?	South East Asia	Entrepreneurship
20	BloodConnect: Enriching lives	India	Entrepreneurship
21	PN Rao Fine Suits – Nine Decades of Family Business	India	Entrepreneurship
22	Fall of Smart Organic Fertilizer: Can It Be Revived?	South East Asia	Entrepreneurship
23	Reviving the Brassware Industry in Moradabad, India	India	Entrepreneurship
24	Strategizing business in times of crisis: the story of Sarawak layered cake	South East Asia	Entrepreneurship
25	The boat is rocked - Employees' grumbles: A case of decision dilemma	South East Asia	Entrepreneurship
26	MocDoc.in: Choreographing Online Healthcare Kingdom	India	Entrepreneurship
27	Avtar I-WIN: Creating Flexi-Careers	India	Entrepreneurship
28	Unforeseen Bumps on the Road of Entrepreneurship	India	Entrepreneurship
29	Nisarg Nirman: The social farming venture from India	India	Entrepreneurship
30	Bahia Aventuras: Ecotourism in Central America-Staying Alive	South America	Entrepreneurship
31	Hotelvp: Swimming with Sharks	China	Entrepreneurship
32	The HR manager who proved his worth	India	Human Resource Management
33	Maruti Manesar Lockout: The Flip Side of People Management	India	Human Resource Management
34	Managing the women managers: A case study of paper bag makers	India	Human Resource Management
35	Group medical Takaful for Universiti Utara Malaysia (UUM) staff in 2011	South East Asia	Human Resource Management
36	M-Pesa: An evolution in organisational strategy	Africa	Human Resource Management
37	General Electric: How GE worked to transform oncology healthcare in the Kingdom	Middle East	International Business
38	PEPSICO MEA: The role of packaging in brand activation	Middle East	International Business

Case Title	Region	Subject	
39	Financing the foreign trade: The case of an India textile exporter	India	International Business
40	Y International Group (YIG): Surviving Vietnam's anti-China riots in 2014	South East Asia	International Business
41	Mongolian Mining Mayhem	South East Asia	International Business
42	Research and development in Dubai - Impression et Enregistrement des Résultats (IER): Cross-Cultural Management	Middle East	Management Science
43	Airosonic Travels Private Limited: Staying competitive through IT development	India	Management Science
44	SADRAG: NGOs with organizational growth challenges	India	Management Science
45	Flight MH370: How can Malaysia deal with it	South East Asia	Management Science
46	Maruti Suzuki India Limited: The Celerio	India	Marketing
47	MIDCOM : A strategic initiative in Middle East and Africa	Middle East	Marketing
48	Fastrack: Pushing the Boundaries of Brand Extension	India	Marketing
49	Urea-Mollases Mineral Block: It is Time to Make a Decision	South East Asia	Marketing
50	Renault Duster: Dusting Away Competition or Facing a Dust Storm?	India	Marketing
51	Americana Group: KFC in Mecca	Middle East	Marketing
52	The Journey of Chumbak: From Mail to Mall - Leveraging social media networks for on-going dialogues with the customers	India	Marketing
53	ALLISCO: Pricing multiple joint products	India	Marketing
54	It's not just a cup of 'Tea': Building consumer brand relationship	India	Marketing
55	Boycott and Racism : A loaf of bread is just a loaf of bread	South East Asia	Marketing
56	The growing pressures on Groupon's once-successful daily-deal business	China	Marketing
57	Voice of the Customer in the Design of Organized Retail Stores	India	Marketing
58	Tata Wiron : Branding Galvanized Wires	India	Marketing
59	Critical Design Characteristics for Online Retail Stores in India	India	Marketing
60	Bank Islam: Marketing of Islamic Banking Products	South East Asia	Marketing
61	The Changing Dynamics in the Worldwide Mobile Phone Market: Creating Excellence Through Innovation Management and Collaborative Relationships	India	Operations and Logistics
62	Coordinating cross-sector partnerships for water provision in Malawi	Africa	Public Sector Management
63	Albania: Which Way Forward?	Eastern Europe	Public Sector Management
64	Service Innovation by Dubai Airport: The Battle to Remain Competitive	Middle East	Strategy
65	Mastering the art of managing a conglomerate business empire in Myanmar	South East Asia	Strategy
66	Doing Business in the Non-ferrous Metals Industry: How to Survive on a Mature Market in Crisis	Eastern Europe	Strategy
67	Alo Farm Implement Company of Sweden: Diffusion of Innovation in China	China	Strategy
68	GEA Group – Doing Business in the Middle East	Middle East	Strategy
69	RedBus: Looking Up to the Clouds	India	Strategy
70	KKCL: Exploring Growth Opportunities	India	Strategy
71	Public Private Partnership in Delhi Tourism - A Case Study Of Delhi Tourism and Transport Development Corporation (DTTDC)	India	Strategy
72	Mahindra Powerol: Powering entrepreneurial growth within a corporate group	India	Strategy
73	Micromax Informatics Ltd: Marketing Strategy for emerging markets	India	Strategy
74	The beginning of the end of Chinese Surrogate Manufacture? Cool-Comfort Shoes International Company Limited and its Ace-of-Biz	China	Strategy
75	Fundraising For Life: The Children's Cancer Center of Lebanon	Middle East	Strategy
76	LIBANPOST: A Successful strategy for a Private-Public Partnership	Middle East	Strategy
77	Yes Bank: Bringing sustainability in agriculture through Public-Private Partnerships (PPPs)	India	Strategy
78	Murrah Dairy, Thailand's first and only buffalo milk producer	South East Asia	Strategy
79	Medknow Publications: a Success Model in the Digital Era	India	Strategy
80	Cognizant India: Reinventing the value proposition	India	Strategy
Emerging Markets Case Studies published in 2016			
1	An investment decision dilemma	India	Accounting and Finance
2	Aras Design and Multimedia Centre (ADMC): it's pricing strategy for video internet market training	Asia	Accounting and Finance
3	Asia Pulp & Paper: a balanced balance sheet?	Asia	Accounting and Finance
4	CareCross Health: Private Healthcare for Workers	Africa	Accounting and Finance
5	First Telecom – India 2.0 strategy	India	Accounting and Finance
6	The future of the UCL's internet services department	Africa	Accounting and Finance
7	Ariika - a successful implementation of information and communication technology by Egyptian entrepreneurs	Africa	Entrepreneurship
8	Arusha women entrepreneur: reducing poverty through job creation and sustainable income for smallholder farmers	Africa	Entrepreneurship
9	Baker Street	Pakistan	Entrepreneurship
10	Commercialization of the coconut dehusker and defibering machine: don't lose your courage Md Akhir	South East Asia	Entrepreneurship
11	Essay Gifts: gifting for greater good	Africa	Entrepreneurship
12	ICON stores: managing a new business venture	Pakistan	Entrepreneurship
13	Kamal Reggad and e-commerce entrepreneurship in Morocco	Africa	Entrepreneurship
14	Kilusun: protecting beyond the sun	Africa	Entrepreneurship

Case Title	Region	Subject	
15	Last mile farm inputs: farm shop delivers	Africa	Entrepreneurship
16	LOTS Charity Foundation – transitioning into a social enterprise	Africa	Entrepreneurship
17	Mlouma : to connect the agricultural products market players	Africa	Entrepreneurship
18	mSims: decision-making in scaling up a small business	China	Entrepreneurship
19	OSCAR Foundation: empowering lives through football	India	Entrepreneurship
20	SMCH - the innovative pediatric care hospital from India	India	Entrepreneurship
21	Social enterprising by and for women in East Africa	Africa	Entrepreneurship
22	Strategies for growth of a family business operating in the Macedonian wine industry	Eastern Europe	Entrepreneurship
23	The empire that Xoliswa built: entrepreneurship case study	Africa	Entrepreneurship
24	WELL: keeping the social mission alive	Western Europe	Entrepreneurship
25	Yeayyy.com: venturing into mobile app business	South East Asia	Entrepreneurship
26	Helenvale's Recycling Initiative - catalysing community driven social entrepreneurship	Africa	Entrepreneurship
27	BCA'S employer branding – the challenge ahead	South East Asia	Human Resource Management
28	KTS Saving and Credit Society: managing communication	Africa	Human Resource Management
29	Cost of employee loyalty@Anand Finance	India	Human Resource Management
30	Downsize or rightsize? Changing KESC to K-Electric (Case A)	Pakistan	Human Resource Management
31	Indian Railways: rail ways for Indians	India	Human Resource Management
32	The paradox of development.The challenges of a French subsidiary vis-à-vis its Latin-American corporate headquarters	Western Europe	Human Resource Management
33	Corruption in Russia: IKEA's expansion to the East (A-D)	Western Europe	International Business
34	Middle East luxury retail sector –opportunities or uncertainties in the future?	Africa	International Business
35	The Snow Festival: what went wrong?	South East Asia	International Business
36	Vodafone Egypt (B), managing corporate cultural change and organizational performance	Middle East	International Business
37	Leading change towards sustainable green coal mining	Africa	Management Science
38	AaramShop.com reinventing the e-grocery wheel in India	India	Marketing
39	An analysis of financial inclusion initiatives at Odisha Gramya Bank	India	Marketing
40	Baby dreams: pricing for products and apparel	South East Asia	Marketing
41	BOS Brands: challenges of internationalisation	Africa	Marketing
42	Building the BrightRock brand through change	Africa	Marketing
43	Can IKEA adapt its service experience to India?	Western Europe	Marketing
44	Delhi traffic police:social media for better traffic management	India	Marketing
45	Evo TV	India	Marketing
46	Future Group's new move: Big Bazaar Direct	India	Marketing
47	Hyundai Motors India Limited: positioning towards market leadership	India	Marketing
48	Improving customer satisfaction by increasing the reach: Life Insurance Corporation of India	India	Marketing
49	My experience of laptop purchase	India	Marketing
50	Pediasure: children's health problem now a history!	Pakistan	Marketing
51	Reviving heritage brands – the case of Petrodvorets watch factory	Eastern Europe	Marketing
52	SEWA-competing in the Chikankari market	India	Marketing
53	Solid Africa's industrial kitchen: the dilemma	Africa	Marketing
54	Strategic management in cartelized environment: case of Hisham Packaging, Dubai	India	Marketing
55	Veet: facing a cultural challenge in Pakistan	Pakistan	Marketing
56	A-CAT'S health: operational parameters	India	Operations and Logistics
57	Distromed Bioclean Pvt. Ltd.	India	Operations and Logistics
58	Measuring waste to reduce waste in CTP	South America	Operations and Logistics
59	Indian Railways - World's Largest Commercial Employer's Social Capital Inventory	W. Europe/ India	Public Sector Management
60	A strategic use of technology: case of Vodafone Egypt	Middle East	Strategy
61	Case A- GMR: diversifying for growth	India	Strategy
62	Case B (Sequel) - GMR: deciding future alliance strategy for airports	India	Strategy
63	CSR as a strategy in Tata Power Delhi Distribution Limited	India	Strategy
64	Data-driven innovation at the Grupo Pellas SER company	South America	Strategy
65	Electronic Arts: gambling on the future of video games	North America	Strategy
66	Etihad Rail: a new way to change a business landmark in the United Arab Emirates	Middle East	Strategy
67	From chaos of steel cycles to the promise of 'joy of building': Tata Tiscon eyeing the next big leap	India	Strategy
68	Hacienda Flandes: the ups and downs of a Colombian coffee farm	South America	Strategy
69	Himalaya: head-to-heel herbal healthcare	India	Strategy
70	I cross my heart, hope to live: LPCI Insurance Company's dilemma in protecting mutual interests in Mexico	South America	Strategy
71	IFA's expansion in Asia – destination India	India	Strategy

Case Title	Region	Subject
72 LV Prasad Eye Institute: managing corporate social responsibility partnerships	India	Strategy
73 Osklen: the aesthetics of social change	W. Europe & N. America	Strategy
74 Preserving the delicate balance to manage a thriving business in South Africa – the adventure of OneLogix	S.E. Asia & Africa	Strategy
75 Private label outsourcing at MegaTex– necessity, accessory or a parasite?	India	Strategy
76 Returnpack: the integrator of the beverage can recycling process	Eastern Europe	Strategy
77 Riding the waves of change: story of Brunes Ltd	Eastern Europe	Strategy
78 Royal India Food Retail: struggling to stay fresh	India	Strategy
79 Selling groceries through the cloud in a Tier II city in India	India	Strategy
80 The future of petroleum business at RIL – to stay or to exit	India	Strategy
81 Value based e-health care - a case study of Tata Memorial Centre	India	Strategy
82 When debt comes knocking	India	Strategy
Emerging Markets Case Studies published in 2017		
1 Zoono mobile money: investing for impact (cases A and B)	South Africa	Accounting and Finance
2 Equity research and valuation: Jet Airways	India	Accounting and Finance
3 Just Fresh: fresh juices from the desert!	United Arab Emirates	Entrepreneurship
4 Designers project: Afrotouch Brands	Nigeria	Entrepreneurship
5 Trashy Bags: sustainability crisis of a sustainable business	Ghana	Entrepreneurship
6 Ibrahim - the cassava starch processor	Nigeria	Entrepreneurship
7 Incubator or accelerator – a tech start-up's dilemma	India	Entrepreneurship
8 Calculating social return on investment: Bookbridge learning center	Germany	Entrepreneurship
9 Unjani "clinics in a container": social franchising in South Africa	South Africa	Entrepreneurship
10 Sakhumzi Restaurant: exploring new avenues	South Africa	Entrepreneurship
11 Decisional dilemma in maintaining industrial peace in PSU in India	India	Human Resource Management
12 Overcoming the HR challenge: a case of merger of Kotak Mahindra Bank and ING Vysya Bank	India	Human Resource Management
13 Communicative sensitivity in palliative care: a case on the "Happiness Angels" of Rajbala Foundation	India	Human Resource Management
14 Marriage versus career: a dilemma for professional women	Pakistan	Human Resource Management
15 FATMOLS lodges of Zambia: reaching international travelers	India	Human Resource Management
16 "Monica and Friends": the challenge to internationalize	Brazil	International business
17 Bitter taste: an agency agreement in Vietnam goes awry	Japan	International Business
18 With your headphones on: go global or stay local?	Poland	International Business
19 Contextual leadership of a multi-partner approach to health care innovation	South Africa	Management Science
20 Area Collaboration at Nedbank: cultivating culture through contextual leadership	South Africa	Management Science
21 Hockey India League: remnants of India's long lost glory	India	Marketing
22 Peri-Peri Original: the expansion decision in Pakistan	Pakistan	Marketing
23 Aileron Lighting: the sales promotion question	India	Marketing
24 5FM: youth radio in the digital age	South Africa	Marketing
25 Compressors Asia Limited: transformation to project marketing firm?	India	Marketing
26 Haseen Habib: 50 years in fire protection services	Pakistan	Marketing
27 Mio Amore: surviving brand change in transition economy	India	Marketing
28 Cricket South Africa's Protea Fire brand	South Africa	Marketing
29 Candy Confectioneries Pvt Limited (CCL)	India	Marketing
30 Naini Papers: capacity dilemma	India	Operations and Logistics
31 Akshaya Patra (Bhilai): purchasing and supply management	India	Operations and Logistics
32 CORE PDS: empowering the poor	India	Public Sector Management
33 Due Diligence: Plantation Shutters®, South Africa	South Africa	Strategy
34 COMFED: the new challenges of diversification	India	Strategy
35 Pantanjali: an Indian FMCG on growth path	India	Strategy
36 Dilemma of 'Make in India' for Dalmec industrial manipulator S.P.A, Italy	India	Strategy
37 Dainik Jagran: sustaining leadership in the newspaper industry	India	Strategy
38 Niyogi books: making a difference in the Indian book publishing industry	India	Strategy
39 Sugaholic adventure: "personalizing it with sweetness"	United Arab Emirates	Strategy
40 Sharjah: a heritage destination in its growth and development	United Arab Emirates	Tourism and Hospitality

Please note these listings are to be used as a guide only and are subject to change.

Last updated: 7 August 2017

About Emerald Publishing

Emerald offers a range of products, services and resources that have been developed to support you. We strive to ensure that Emerald content is relevant, high quality and delivered through a simple and intuitive platform. Below are additional offerings that will enhance your Emerald portfolio and add real value to your organization.

eJournal Collections

A leading library of management research

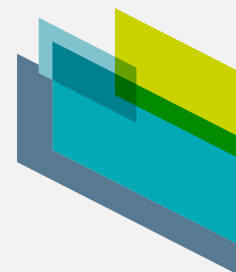
Over 160,000 articles from more than 300 journals by end of 2017, Emerald eJournals combine research rigour with practical relevance to showcase the most relevant topics from the leading thinkers within their field.



eBook Collections

Research at your fingertips

Bringing together over 1,600 eBooks, the Emerald eBook collections are a cost-effective way of instantly expanding library holdings and increasing usage through an award winning platform alongside journals.



Backfiles Collections

Preserving over 100 years of management research online

A lifetime investment for your institution, Emerald Backfiles will significantly enhance your library's offering by providing access to over 125,000 articles from more than 260 journals dating back to 1898.



eCase Collection

Real world business scenarios for the classroom

An annual single subscription provides unlimited access for students and faculty to a growing digital library of over 1500 real world case studies on a wide range of industries spanning the business and management disciplines from across the globe.



Contact us

For any enquiries about our databases, content or services, please contact us at:
Emerald Publishing Limited, Howard House, Wagon Lane, Bingley, United Kingdom BD16 1WA
T + 44 (0) 1274 777700 **F** + 44 (0) 1274 785201 **E** emerald@emeraldinsight.com

For office locations and representatives worldwide including: Australia, Brazil, China, India, Japan, Korea, Malaysia, South Africa, Taiwan, UAE, and USA, please visit: emeraldgroupublishing.com/offices

Connect with us through social media

 [@emeraldglobal](https://twitter.com/emeraldglobal)  [/emeraldpublishing](https://facebook.com/emeraldpublishing)

 [/company/34137](https://linkedin.com/company/34137)  [/EmeraldPublishing67](https://youtube.com/EmeraldPublishing67)

Emerald and Emerald Publishing are both trading names of Emerald Publishing Limited.
Registered in England no. 3080506

