Title listings for

Emerging Markets Case Studies



Emerald | Insight

Case	title	Region	Subject
Eme	rging Markets Case Studies published in 2011		
	A "Big Bath" in China: accounting and corporate governance	China	Accounting & Finance
	Fraud at the Central Bank of Tanzania	Africa	Accounting & Finance
	Reporting and evaluation in a data communication firm	South East Asia	Accounting & Finance
	The UAE Islamic Bank	Middle East	Accounting & Finance
	Synergy between ISA and Manual Auditing Practises at Jain Chowdhary & Co, India	India	Accounting & Finance
	Auditor industry specialization in a MENA region country: lessons learnt from PricewaterhouseCoopers – Egypt	Africa	Accounting & Finance
	Financial closure of Bengaluru International Airport Limited	India	Accounting & Finance
	Introducing innovation in a housing development firm in Malaysia.	South East Asia	Built Environment
	Dream or doom dome	South East Asia	Built Environment
)	Green Management and Environmental Sustainability: A Case of ITC Green Center	India	Built Environment
	Privatization of Malaysian Property Development Projects	South East Asia	Built Environment
)	LifeSpring Hospitals: a social innovation in Indian healthcare.	India	Entrepreneurship
3	Alcohol consumption ad nauseam – without any consequences?: How to launch an alcohol-reducing product on the market	Eastern Europe	Entrepreneurship
	Bridging the divide between diaspora investment interest and action	Africa	Entrepreneurship
5	Building Brazilian Citizenship in the Context of Poverty, Waste, Drugs and violence: The Social Entrepreneurship Project of Marli Medeiros	South America	Entrepreneurship
;	Fun 2 Fit Aerobics: The Misadventures of Amy and Azi and a Malaysia start up	South East Asia	Entrepreneurship
\exists	Global loans in entrepreneurship (GLIE): ready, set, disaster	South East Asia	Entrepreneurship
T	Gold Valley Chemical Corporation Dubai	Middle East	Entrepreneurship
	ihere.tv -Thailand's Online Media Entrepreneurs	South East Asia	Entrepreneurship
\top	PETAWRAP: the Indian grilled wraps	India	Entrepreneurship
	Piping Hot Dogs: A case of a Malaysian franchise	South East Asia	Entrepreneurship
7	The changing landscape for Chinese small business: the case of "Bags of Luck"	China	Entrepreneurship
1	Touché solutions – response to "Y" generation.	Eastern Europe	Entrepreneurship
\forall	Emerging entrepreneurship in Cuba	South America	Entrepreneurship
1	Gazi: what's next?	Eastern Europe	Entrepreneurship
\forall	GOONJ – success through innovation	India	Entrepreneurship
\forall	Vasili	Eastern Europe	Entrepreneurship
\forall	Abraaj Capital Limited: celebration of entrepreneurship (CoE)	Middle East	Entrepreneurship
\forall	Advanced Technology Investment Company (ATIC): a destination, global champion	Middle East	Entrepreneurship
\forall	Decision making in creating the world's first smartphone	South East Asia	Entrepreneurship
\forall	The Hangzhou Wahaha Group: an insight into diversification strategy of China's private enterprises	China	Entrepreneurship
\forall	SenseHere: a born global start-up based in the UAE	Middle East	Entrepreneurship
\forall	Al-Maha mobile shop	Middle East	Entrepreneurship
	Twiga Hosting Ltd – providing affordable information and communication technologies services to small and medium enterprises	Africa	Entrepreneurship
7	VSL collaborative online business events	India	Entrepreneurship
7	Homegrown Kenya: the horticultural industry under fire on CSR.	Africa	Environmental Managemen
1	RML: market intelligence in India with mobile SMS intervention.	India	Environmental Managemen
\forall	What's cooking: Indonesia's Kerosene to LPG conversion programme	South East Asia	Environmental Management
7	Affordable solar solutions to replace diesel gensets	India	Environmental Managemen
\forall	SELCO: lighting rural India	India	Environmental Managemen
7	Road to Kamaka: the struggles of poverty and desertification	Africa	Environmental Managemen
7	EnviroServe: The Green Company in the UAE	Middle East	Environmental Managemen
7	GOONJ: the power of cloth	India	Environmental Managemen
	Axel Springer's sustainability entrepreneurialism in Russian wood supply: just a CSR fad or real change in the makings?	Eastern Europe	Environmental Management
7	Advanced Systems, Egypt: IT outsourcing in a highly competitive market	Africa	Human Resource Managem
	Culture, career and more: the case of Dilip Roy at IHI (India) Pvt. Limited, a subsidiary of Itsun China	India	Human Resource Managem

Clase March Clase March Clase March Clase March Marc	Case	a title	Region	Subject
Route of the control of the contro				-
Mental Description Marian Pressure Narragement Marian Pressure Narragement New York Pressure Reportment of Surging Insiders in Vertram Model East Human Resource Narragement Tester Instrugement and successed parties in Pressure				
Policy Processed Recognization of Vision Recognization (Control Processed Recognization (Control Recognization Recognization) Policy Control Recognization (Control Recogniz				
Formation Services Network (PSN) Fernistes rating up to the people cinings Tatlet management and succession planning in energing (Asia Tatlet management and succession planning in energing (Asia Tatlet management and succession planning in energing (Asia The planning planning and				
Part management and succession journals an emerging Asia Tearl management at Haldern Maleylas Berhard Tap prospection at Haldern Maleylas Berhard Tap prospection of employer value proposable for an employer and distriness breasth. They include Automated Prospections and the contrast between Durich and Chinese graduates. A class study of TNT Tap prospection of employer value proposables and the contrast between Durich and Chinese graduates. A class study of TNT Tap prospection of employer value proposables and the contrast between Durich and Chinese graduates. A class study of TNT Tap prospection of employer value proposables and the contrast between Durich and Chinese graduates. A class study of TNT Tap prospection of employers value propagations a case study of human resource management in the United Arab Entitlates. Tap propagation of classifier propagations are contrast to the propagation of classifier propagations are contrast to the propagation of classifier propagations. Tap propagation of classifier propagations are contrast to the propagation of contrast to the propagation of contrast to the propagation of contrast			Middle East	
Section Sect			South East Asia	
Feb The procedure of employer value propositions and the contrast between Durch and Chinese graduates. A contrast recovery of TNI The procedure of employer value propositions and the contrast between Durch and Chinese graduates. A contrast recovery of TNI The procedure of the process of the Toyola Way The procedure of the process of the Toyola Way The Procedure of the Process of the Toyola Way The Procedure of the Process of the Toyola Way The Procedure of the Process of the Toyola Way T	53		South East Asia	
case study of TNT	54		India	
the United And Emirates 50 Couls for the employment of idiabled people in Russis: strategies for compliance 51 Ranging Western management theories and Japanese management practices: case of the Toyota Way model. 52 AN An Daily: market expansion. 53 AN An Daily: market expansion. 54 An Daily: market expansion in Outstr 55 AN An Daily: market expansion in Outstr 56 Assess your business model strategy to sustain 57 Assess your business model strategy to sustain 58 British the vill 59 British the vill 50 British the vill 50 British the vill 51 Assess your business model strategy to sustain 52 British vill 53 British vill 54 Orbital controlled instructionary of the vill 55 British the vill 56 British vill 57 British vill 58 British vill 59 British vill 50 Briti	55		China	Human Resource Management
Beautiful Design Western management theories and Japanese management practices: case of the Toyota Way model.	56		Middle East	Human Resource Management
model. A Alin Diary: market expansion in Cater A Agree your business model strategy to sustain Barberd the real! A Assess your business model strategy to sustain Barberd the real! From traditional manufacturing towards virtual servi-manufacturing: Gabrie's journey China international business Barberd the real! From traditional manufacturing towards virtual servi-manufacturing: Gabrie's journey China international Business From traditional manufacturing towards virtual servi-manufacturing: Gabrie's journey China international Business Alface Gabrie operations at Authory International Puriness Middle East International Business Middle East International Business Alface Traditional Manufacturing towards virtual servi-manufacturing: Gabrie's journey Africa International Business Producin Art Services Ltd. – Joseph grotal service grows Producin Art Services Ltd. – Joseph grotal service grows Wookworts and inconstructing for possition in Transmin airspace Alface Barberg Vollage and the Category Wookworts and inconstructing for possition in Transmin airspace Model East International Business Middle East International Business Alface International Business Alface International Business An unforgettable journey: a story of corporate-social transformation in Huntanion Trouble (Malaysia) An unforgettable journey: a story of corporate-social transformation in Egypt 2.0 An unforgettable journey: a story of corporate-social transformation in Egypt 2.0 An unforgettable journey: a story of corporate-social transformation in Egypt 2.0 An unforgettable journey: a story of corporate-social transformation in Egypt 2.0 An unforgettable journey: a story of corporate-social transformation in Egypt 2.0 An unforgettable	57	Quota for the employment of disabled people in Russia: strategies for compliance	Eastern Europe	Human Resource Management
All Dany; market expansion in Oatar Aproximation of Equations (Control Control Contro	58		South East Asia	International Business
Againshmin LLC – expansion in Catar	_			
Eastern Europe Informational Business				
Bezil Behind the well From traditional manufacturing towards virtual servi-manufacturing: Cabriel's journey China International Business Friedrich Traditional manufacturing towards virtual servi-manufacturing: Cabriel's journey China International Business Middle East Middle East International Business Middle East Middle East International Business Middle East International Business Middle East International Business Middle East International Business International Business Business International Business Internat				
From traditional manufacturing towards virtual servi-manufacturing: Gabriel's journey Global operations at Asiborg industries – context, configuration, and capabilities Global operations at Asiborg industries – context, configuration, and capabilities Market Erring of a Western Company in the Middle East Middle		,		
Cobal operations at Ashborg Industries - context, configuration, and capabilities				
Market Entry of a Western Company in the Middle East International Business Procision Air Services Ltd – jostiling for position in Tranzanian airspace Air Committed International Business (Inc.) UAE Exchange Centre Ltd.: Duminess Revenitariateliges Middle East Middle East International Business (Inc.) UAE Exchange Centre Ltd.: Duminess Revenitariateliges Middle East Air Middle East Middl				
Precision Air Services Ltd – josting for position in Tanzanian airspace Middle East international Business Middle East international Business Wootwerther LtC: business level stategies Middle East International Business Modern South Africa: maring justainabilis y usatianabile Africa International Business International Business International Business International Business International Business International Business India International Business India International Business India International Business International Busine				
67 UAE Exchange Centre LLC: business level strategies 68 Woolworths South Africa: making sustainability sustainabile 69 Kaspensiy Lab: from Russia with anti-virus 60 Kaspensiy Lab: from Russia with anti-virus 60 Kaspensiy Lab: from Russia with anti-virus 61 Kaspensiy Lab: from Russia with anti-virus 62 Rabinesis Lab: from Russia with anti-virus 63 Kaspensiy Lab: from Russia with anti-virus 64 Kaspensiy Lab: from Russia with anti-virus 65 Russia Silping business anti-virus 66 Reaching the section of the pyramid: micro life Insurance in India 66 Changing business culture: theory and practice in typical emerging markets 67 Changing Automobile and the Chinese automother Industry 68 Reaching the bottom of the pyramid: micro life Insurance in India 69 Cliantro Caté goes global: reflections on internationalization in Egypt 2.0 60 Cliantro Caté goes global: reflections on internationalization in Egypt 2.0 61 Hay Group in the Middle East 61 Management Science 62 Middle East 63 Middle East 64 Management Science 65 The Dubai Tomins Ball Machine 65 The Dubai Tomins Ball Machine 66 The Dubai Tomins Ball Machine 67 The Dubai Tomins Ball Machine 68 All-Lis Gleimma: to brand or not to brand and supply 68 All-Lis Gleimma: to brand or not to brand in India 69 All All Daily managing demand and supply 60 All did East 60 Management Science 61 Marketing 61 Marketing 62 Marketing 63 Pace-ring ahead — Just a storm in the lea cup? 64 India Marketing 65 Realtry managing demand and supply 66 Middle East 67 Management Science 68 All-Lis Gleimma: to brand or not to brand in India 68 All-Lis Gleimma: to brand or not to brand in India 69 Dubu mali: a multipropose destination in the lea cup? 60 Marketing 61 Marketing 61 Marketing 62 Marketing 63 Marketing 64 Marketing 65 Marketing 66 Marketing 66 Marketing 67 Promoseven Sports Marketing 68 Marketing 69 Marketing or Marketing 60 Marketing 60 Marketing 60 Mar				
Monitor South Africa: making sustainability sustainable				
Raspersky Lab: from Russia with anti-virus Can Bilacare's anti-counterfeiting Tochnologies handle the Menace of Counterfeit? India International Business Changing business culture: theory and practice in typical emerging markets China's Rippo of Zippoe synapting the costs of pirated intellectual property China and International Business Changing business culture: theory and practice in typical emerging markets Au nuforgetable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) Au nuforgetable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) Au nuforgetable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) Au nuforgetable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) Au nuforgetable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) Changing an Automobile and the Chinese automotive industry China International Business Reaching the bottom of the pyramid: micro life insurance in India India India International Business Middle East Management Science A Airica Marketing Dubai Tennis Ball Machine Middle East Management Science A Airica Marketing Middle East Management Science A Airica Marketing Middle East Management Science Middle East Managem				
To Can Bilcare's anti-counterfeiting Technologies handle the Menace of Counterfeit? India International Business International Business Changing Dusiness culture: theory and practice in typical emerging markets South America International Business An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) Antica International Business International Business Antica International Business Middle East Management Science Middle East Management Science Middle East Management Science Middle East Middle East Management Science Middle East Middle East Middle East Management Science Management Science Management Science Management Science Middle East Middle East Middle East Middle East Management Science Middle East Management Science M				
China's Rippo of Zippo: expanding the costs of pirated intellectual property Changing business culture: theory and practice in typical emerging markets An unforgatible journey; a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgatible journey; a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgatible journey; a story of corporate-social transformation of Huntsman Tioxide (Malaysia) China An unforgatible journey; a story of corporate-social transformation of Huntsman Tioxide (Malaysia) China An unforgatible journey; a story of corporate-social transformation of the pyramid: micro life insurance in India International Business China Cliantro Café goes global: reflections on internationalization in Egypt 2.0 Africa International Business Middle East Management Science Alice East Management Science				
Changing business culture; theory and practice in typical emerging markets South America International Business				
An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia) China International Business All Chang an Automobile and the Chinese automotive industry Reaching the bottom of the pyramid: micro (life insurance in India India International Business Africa International Business Africa International Business Middle East Management Science Management Science Middle East Management Science Management Science Management Science Management Science Marketing Middle East Management Science Management Science Management Science Management Science Marketing Middle East Management Science Management Science Marketing Marketing Marketing Middle East Marketing Middle Ea				
China International Business				
Reaching the bottom of the pyramid: micro life insurance in India India International Business				
Cilantro Café goes global: reflections on internationalization in Egypt 2.0 Africa International Business				
Hay Group in the Middle East Management Science				
78 Namibia's Damara Culture Center: a case study Africa Management Science 79 Olifield 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 dillerma: to brand or not to brand in India. India Marketing 87 Ballapur Industries Ltd: aligning marketing strategy in a turbulent environment India Marketing 89 Bubai mall: a multipurpose destination in the Middle East Middle East Middle East 90 Giordano: positioning for international expansion South East Asia Marketing 91		5 5		
79 Oiffield 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 Dainy: 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 90 Libusi mali: a multipurpose destination in the Middle East Middle East 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 96 Prabhar Oil Company, and distribution challenges in the Indian lubricants industry India Marketing 97 Promoseven Sports 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 102 BioScience Argentina: BioMobile and the telemedicine market 103 Sharjah Football Club (UAE): still kings? Middle East Marketing 104 Punascha: marketing strategies of a Bengali publisher 105 FieldTurf Tarkett India: challenges and opportunities in new markets		* '		
The Dubai Tennis Ball Machine				
Zwack, Hungary: a tradition of innovation amidst challenges Eastern Europe Management Science				
82 Al Ain Dairy: managing demand and supply 83 Teaching farmers to hunt – developing commercial skills at BDO Hungary 84 Kulula.com: now anyone can fly in South Africa 85 "Race"-ing ahead! – Just a storm in the tea cup? 86 ABIL's dilemma: to brand or not to brand in India. 87 Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment 88 BBMC: setting up a distribution channel in India 89 Dubai mail: a multipurpose destination in the Middle East 80 Glordano: positioning for international expansion 90 Glordano: positioning for international expansion 91 Jumeirah Group, UAE 92 King's Biscuits Berhad: crafting the next move? 93 Managing word of mouth: the referral incentive programme that backfired 94 Mobile marketing at Turkcell: Turkey's leading mobile operator 95 MTN South Africa: one group, one vision, one brand 96 Prabhar Oil Company, and distribution challenges in the Indian Iubricants industry 97 Promoseven Sports Marketing 98 The Banyan Tree: branding the intangible 99 The Chilean wine industry: new international strategies for 2020 100 TMH - Pitching for WOMAD 101 UST Global, India: delivering software service solutions 102 BioScience Argentina: BioMobile and the telemedicine market 103 Sharjah Football Club (UAE): still kings? 104 Marketing 105 Round two: repositioning the Tata Nano 106 FieldTurf Tarkett India: challenges and opportunities in new markets 107 FieldTurf Tarkett India: Challenges and opportunities in new markets 108 FieldTurf Tarkett India: Marketing 109 FieldTurf Tarkett India: challenges and opportunities in new markets 109 FieldTurf Tarkett India: Challenges and opportunities in new markets 100 FieldTurf Tarkett India: challenges and opportunities in new markets 101 India Marketing 102 FieldTurf Tarkett India: challenges and opportunities in new markets 106 FieldTurf Tarkett India: challenges and opportunities in new markets 107 FieldTurf Tarkett India: challenges and opportunities in new markets				
83 Teaching farmers to hunt – developing commercial skills at BDO Hungary 84 Kulula.com: now anyone can fly in South Africa 85 "Race"-ing ahead! – Just a storm in the tea cup? 86 ABIL's dilemma: to brand or not to brand in India. 87 Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment 88 BBMCI: setting up a distribution channel in India. 89 Dubai mall: a multipurpose destination in the Middle East 80 Giordano: positioning for international expansion 81 Jumeirah Group, UAE 82 King's Biscuits Berhad: crafting the next move? 83 Managing word of mouth: the referral incentive programme that backfired 84 South East Asia 85 Marketing 86 Middle East 86 Middle East 87 Middle East 88 Marketing 89 Middle East 80 Middle East 80 Marketing 80 South East Asia 80 Marketing 80 King's Biscuits Berhad: crafting the next move? 80 South East Asia 81 Marketing 82 King's Biscuits Berhad: crafting the next move? 83 South East Asia 84 Marketing 85 MTN South Africa: one group, one vision, one brand 86 Prabhar Oil Company, and distribution challenges in the Indian lubricants industry 87 Promoseven Sports Marketing 88 The Banyan Tree: branding the intangible 89 The Chilean wine industry: new international strategies for 2020 80 South East Asia 80 Marketing 81 Middle East 81 Marketing 82 Marketing 83 Marketing 84 Modile East 85 Marketing 86 Prabhar Oil Company, and distribution challenges in the Indian lubricants industry 86 India 87 Marketing 88 Marketing 89 The Chilean wine industry: new international strategies for 2020 80 South East Asia 80 Marketing 80 Middle East 81 Marketing 81 Middle East 81 Marketing 82 Marketing 83 Marketing 84 Modele East 85 Marketing 86 Middle East 86 Marketing 87 Promoseven Sports Marketing 88 Marketing 89 The Chilean wine industry: new international strategies for 2020 80 South East Asia 80 Marketing 80 Middle East 80 Marketing 81 Marketing 81 Middle East 81 Marketing 82 Marketing 83 Marketing 84 Marketing 85 Ma				
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 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 </td <td></td> <td>****</td> <td></td> <td></td>		****		
85 "Race"-ing ahead! – Just a storm in the tea cup? 86 ABIL's dilemma: to brand or not to brand in India. 87 Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment 88 BBMCI: setting up a distribution channel in India 89 Dubai mall: a multipurpose destination in the Middle East 90 Giordano: positioning for international expansion 91 Jumeirah Group, UAE 92 King's Biscuits Berhad: crafting the next move? 93 Managing word of mouth: the referral incentive programme that backfired 94 Mobile marketing at Turkcell: Turkey's leading mobile operator 95 MTN South Africa: one group, one vision, one brand 96 Prabhar Oil Company, and distribution challenges in the Indian Iubricants industry 97 Promoseven Sports Marketing 98 The Banyan Tree: branding the intangible 99 The Chilean wine industry: new international strategies for 2020 100 TMH - Pitching for WOMAD 101 UST Global, India: delivering software service solutions 102 BioScience Argentina: BioMobile and the telemedicine market 103 Round two: repositioning the Tata Nano 104 FieldTurf Tarket India: challenges and opportunities in new markets 105 FieldTurf Tarket India: challenges and opportunities in new markets 106 FieldTurf Tarket India: challenges and opportunities in new markets 107 India Marketing 108 FieldTurf Tarket India: challenges and opportunities in new markets 109 India Marketing 100 FieldTurf Tarket India: challenges and opportunities in new markets 100 India Marketing			-	
86 ABIL's dilemma: to brand or not to brand in India. 87 Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment 88 BBMCI: setting up a distribution channel in India 89 Dubai mall: a multipurpose destination in the Middle East 89 Giordano: positioning for international expansion 90 Giordano: positioning for international expansion 91 Jumeirah Group, UAE 92 King's Biscuits Berhad: crafting the next move? 93 Managing word of mouth: the referral incentive programme that backfired 94 Mobile marketing at Turkcell: Turkcy's leading mobile operator 95 MTN South Africa: one group, one vision, one brand 96 Prabhar Oil Company, and distribution challenges in the Indian lubricants industry 97 Promoseven Sports Marketing 98 The Banyan Tree: branding the intangible 99 The Chilean wine industry: new international strategies for 2020 90 South America 91 Marketing 92 The Chilean wine industry: new international strategies for 2020 91 South America 92 Marketing 93 Managing for wOMAD 94 Mobile marketing at turkcell: and the telemedicine market 95 South East Asia 96 Marketing 97 Promoseven Sports Marketing 98 The Banyan Tree: branding the intangible 99 South East Asia 90 Marketing 90 The Chilean wine industry: new international strategies for 2020 90 South America 91 Marketing 91 UST Global, India: delivering software service solutions 91 India 92 Marketing 93 Marketing 94 Mobile East 95 Marketing 96 Middle East 96 Marketing 97 Marketing 97 Promaseven Sports Marketing 98 Marketing 99 Middle East 99 Marketing 90 Marketing 90 Marketing 90 Marketing 90 Marketing 91 Marketing 91 Marketing 92 Marketing 93 Marketing 94 Mobile East 95 Marketing 96 Marketing 97 Marketing 98 Marketing 99 Marketing 99 Marketing 99 Marketing 90 Marketing 90 Marketing 90 Marketing 90 Marketing 91 Marketing 91 Marketing 92 Marketing 93 Marketing 94 Mobile East 95 Marketing 96 Marketing 97 Marketing 97 Marketing 98 Marketing 98 Marketing 99 Marketing 99 Marketing 99 Marketing 99 Marketing 99 Marketing 90 Marketing 90 Marketing 90 Marke				
Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment India Marketing Dubai mall: a multipurpose destination in the Middle East Middle East Marketing Giordano: positioning for international expansion South East Asia Marketing Jumeirah Group, UAE Middle East Marketing King's Biscuits Berhad: crafting the next move? South East Asia Marketing Marketing Managing word of mouth: the referral incentive programme that backfired South East Asia Marketing Mobile marketing at Turkcell: Turkey's leading mobile operator Eastern Europe Marketing MTN South Africa: one group, one vision, one brand Africa Marketing Prabhar Oil Company, and distribution challenges in the Indian lubricants industry India Marketing Promoseven Sports Marketing Middle East Marketing The Banyan Tree: branding the intangible South East Asia Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing UST Global, India: delivering software service solutions India Marketing UST Global, India: delivering software service solutions BioScience Argentina: BioMobile and the telemedicine market South America Marketing Warketing Middle East Marketing Marketing Punascha: marketing strategies of a Bengali publisher India Marketing Round two: repositioning the Tata Nano India Marketing				
BBMCI: setting up a distribution channel in India				
Giordano: positioning for international expansion South East Asia Marketing Jumeirah Group, UAE Middle East Marketing King's Biscuits Berhad: crafting the next move? South East Asia Marketing Managing word of mouth: the referral incentive programme that backfired South East Asia Marketing Mobile marketing at Turkcell: Turkey's leading mobile operator Mobile marketing at Turkcell: Turkey's leading mobile operator Eastern Europe Marketing MTN South Africa: one group, one vision, one brand Prabhar Oil Company, and distribution challenges in the Indian lubricants industry Promoseven Sports Marketing The Banyan Tree: branding the intangible The Chilean wine industry: new international strategies for 2020 South America Marketing ThH - Pitching for WOMAD Middle East Marketing Middle East Marketing Distribution india: delivering software service solutions India Marketing BioScience Argentina: BioMobile and the telemedicine market South America Marketing BioScience Argentina: BioMobile and the telemedicine market South America Marketing Distribution (JAE): still kings? Middle East Marketing Marketing Punascha: marketing strategies of a Bengali publisher India Marketing Round two: repositioning the Tata Nano India Marketing Marketing Marketing Marketing Marketing	88		India	
Jumeirah Group, UAE King's Biscuits Berhad: crafting the next move? South East Asia Marketing Marketing Marketing Eastern Europe Marketing Marketing Marketing Prabhar Oil Company, and distribution challenges in the Indian lubricants industry India Marketing Promoseven Sports Marketing The Banyan Tree: branding the intangible South East Asia Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing TMH - Pitching for WOMAD Middle East Marketing UST Global, India: delivering software service solutions India Marketing BioScience Argentina: BioMobile and the telemedicine market South America Marketing Marketing Sharjah Football Club (UAE): still kings? Middle East Marketing Marketing Round two: repositioning the Tata Nano India Marketing Marketing Marketing FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	89	Dubai mall: a multipurpose destination in the Middle East	Middle East	Marketing
South East Asia Marketing	90	Giordano: positioning for international expansion	South East Asia	Marketing
South East Asia Marketing	91		Middle East	
93Managing word of mouth: the referral incentive programme that backfiredSouth East AsiaMarketing94Mobile marketing at Turkcell: Turkcy's leading mobile operatorEastern EuropeMarketing95MTN South Africa: one group, one vision, one brandAfricaMarketing96Prabhar Oil Company, and distribution challenges in the Indian lubricants industryIndiaMarketing97Promoseven Sports MarketingMiddle EastMarketing98The Banyan Tree: branding the intangibleSouth East AsiaMarketing99The Chilean wine industry: new international strategies for 2020South AmericaMarketing100TMH - Pitching for WOMADMiddle EastMarketing101UST Global, India: delivering software service solutionsIndiaMarketing102BioScience Argentina: BioMobile and the telemedicine marketSouth AmericaMarketing103Sharjah Football Club (UAE): still kings?Middle EastMarketing104Punascha: marketing strategies of a Bengali publisherIndiaMarketing105Round two: repositioning the Tata NanoIndiaMarketing106FieldTurf Tarkett India: challenges and opportunities in new marketsIndiaMarketing	92		South East Asia	Marketing
Mobile marketing at Turkcell: Turkey's leading mobile operator Eastern Europe Marketing MTN South Africa: one group, one vision, one brand Africa Marketing Prabhar Oil Company, and distribution challenges in the Indian lubricants industry India Marketing Promoseven Sports Marketing Middle East Marketing The Banyan Tree: branding the intangible South East Asia Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing TMH - Pitching for WOMAD Middle East Marketing UST Global, India: delivering software service solutions India Marketing BioScience Argentina: BioMobile and the telemedicine market South America Marketing Marketing Sharjah Football Club (UAE): still kings? Middle East Marketing Marketing Marketing Marketing Marketing FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing			South East Asia	
MTN South Africa: one group, one vision, one brand Africa Marketing Prabhar Oil Company, and distribution challenges in the Indian lubricants industry India Marketing Promoseven Sports Marketing Middle East Marketing The Banyan Tree: branding the intangible South East Asia Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing TMH - Pitching for WOMAD Middle East Marketing UST Global, India: delivering software service solutions India Marketing BioScience Argentina: BioMobile and the telemedicine market South America Marketing Marketing Marketing Narketing Marketing Punascha: marketing strategies of a Bengali publisher India Marketing India Marketing Marketing FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	94		Eastern Europe	
Promoseven Sports Marketing Promoseven Sports Marketing Middle East Marketing South East Asia Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing Middle East Marketing Middle East Marketing Middle East Marketing Middle East Marketing Marketing Marketing Marketing Discience Argentina: BioMobile and the telemedicine market South America Marketing	95	MTN South Africa: one group, one vision, one brand	Africa	Marketing
The Banyan Tree: branding the intangible South East Asia Marketing The Chilean wine industry: new international strategies for 2020 South America Marketing Middle East Marketing UST Global, India: delivering software service solutions India Marketing BioScience Argentina: BioMobile and the telemedicine market South America Marketing Marketing Marketing Marketing Marketing Punascha: marketing strategies of a Bengali publisher India Marketing Marketing Marketing Marketing FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing Marketing	96	Prabhar Oil Company, and distribution challenges in the Indian lubricants industry	India	Marketing
The Chilean wine industry: new international strategies for 2020 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 105 Round two: repositioning the Tata Nano India Marketing India Marketing India Marketing India Marketing India Marketing	97	Promoseven Sports Marketing	Middle East	Marketing
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 105 Round two: repositioning the Tata Nano India Marketing 106 FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	98	The Banyan Tree: branding the intangible	South East Asia	Marketing
101 UST Global, India: delivering software service solutions 102 BioScience Argentina: BioMobile and the telemedicine market 103 Sharjah Football Club (UAE): still kings? 104 Punascha: marketing strategies of a Bengali publisher 105 Round two: repositioning the Tata Nano 106 FieldTurf Tarkett India: challenges and opportunities in new markets 107 India 108 Marketing 109 Marketing 100 Marketing 100 Marketing 100 Marketing 101 Marketing 102 Marketing 103 Marketing 104 Punascha: marketing strategies of a Bengali publisher 105 Round two: repositioning the Tata Nano 106 Marketing	99	The Chilean wine industry: new international strategies for 2020	South America	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 105 Round two: repositioning the Tata Nano India Marketing 106 FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	100	TMH - Pitching for WOMAD	Middle East	Marketing
103Sharjah Football Club (UAE): still kings?Middle EastMarketing104Punascha: marketing strategies of a Bengali publisherIndiaMarketing105Round two: repositioning the Tata NanoIndiaMarketing106FieldTurf Tarkett India: challenges and opportunities in new marketsIndiaMarketing	101	UST Global, India: delivering software service solutions	India	Marketing
104 Punascha: marketing strategies of a Bengali publisher India Marketing 105 Round two: repositioning the Tata Nano India Marketing 106 FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	102	BioScience Argentina: BioMobile and the telemedicine market	South America	Marketing
105 Round two: repositioning the Tata Nano India Marketing 106 FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	103	Sharjah Football Club (UAE): still kings?	Middle East	Marketing
106 FieldTurf Tarkett India: challenges and opportunities in new markets India Marketing	104	Punascha: marketing strategies of a Bengali publisher	India	Marketing
	105	Round two: repositioning the Tata Nano	India	Marketing
107 Corporate brand building at SRF: challenge of selecting the brand consultant 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

Case	title	Region	Subject
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 & Logistics
111	Economic Zones World (EZW) – supply chain strategy	Middle East	Operations & Logistics
112	Enabling excellence in operations through technological innovation	India	Operations & Logistics
113	Launch and closure of an Indian cement plant: Decision making at Arco Ltd and EGL, its Associate	India	Operations & Logistics
114	Strategic buying at National Foods, Pakistan – a recipe for success	India	Operations & Logistics
115	The human factor in 5S implementation: perspectives from Poland	Eastern Europe	Operations & Logistics
116	Noor Dubai Foundation: managing blindness in developing countries	Middle East	Operations & Logistics
117	Kiwanis Pancake Day – a service operations management case study	South America	Operations & Logistics
118	XL Pharmaceutical – effective operation and logistics	Middle East	Operations & Logistics
119	Bharat Petroleum Company Limited's (BPCL), India one-stop truck shop (OSTS) retailing format	India	Operations & 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	South America	Tourism & Hospitality
144	Ginger – Smart Basics™	India	Tourism & Hospitality
145	Scandic Hotel Chain in the Baltic – a case of strategic marketing	Eastern Europe	Tourism & Hospitality
146	The Accra Beach Hotel: block booking of capacity during a peak period	South America	Tourism & Hospitality
147	The Oberoi resorts: luxury redefined	India	Tourism & Hospitality
148	Jumeirah Group: STAY DIFFERENT™	Middle East	Tourism & Hospitality
149	Etihad Airways: reputation management – an example of the Eyjafjallajökull Iceland volcano	Middle East	Tourism & Hospitality
150	Marketing of the dark: "Memento Park" in Budapest	Eastern Europe	Tourism & Hospitality

Emerging Markets Case Studies published in 2012

	9 9		
1	Soliton Technologies – financing growth in uncertain times	India	Accounting & Finance
2	Fundación arteBA: supporting visual artists by promoting the art market	South America	Accounting & Finance
3	KK Metals: CNC process costing	India	Accounting & Finance
4	Väätsa Agro AS financial distress	Eastern Europe	Accounting & Finance
5	Ommune IT Solutions: make or break	India	Accounting & Finance
6	High rise in Ho Chi Minh City	South East Asia	Accounting & Finance
7	Future internet: on a continuous path for achieving "a vision beyond expectations"	Middle East	Entrepreneurship
В	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
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 Managemen
	1		

Case	title	Region	Subject
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	India	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	South East Asia	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?	India	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 60	Fast Trax – the Indian QSR chain	India South America	Marketing
61	Lubrax by Petrobras Ren-Er Co: how to be successful with marketing plan	South America	Marketing 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	India	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
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 & Logistics
73	Health Pharma: managing supply chain	India	Operations & Logistics
74	Implementing strategic stock to improve humanitarian aid response	Eastern Europe	Operations & Logistics
75	Supply issues in ACPL – an electrical manufacturing company	India	Operations & Logistics
76	ProdVal – production challenges!	India	Operations & Logistics
77	The rule of traffic forecasting in railway logistics: the case of the central corridor in East Africa	Africa	Operations & 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
		·	

Case	title	Region	Subject
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	Denbigh Showground: a potential "agri-cultural" attraction concept for tourism in Jamaica	South America	Tourism
100	"They don't just cater, they care" - a case on Sakthi's Kitchen Pvt Ltd	India	Tourism & Hospitality

Emerging Markets Case Studies published in 2013

LIII	ciging Markets dase Stadies published in 2010		
1	Tata Power Ltd: innovation in financing growth	India	Accounting & Finance
2	Does supply-demand law work for ICBC's stock price?	China	Accounting & Finance
3	Hero Cycles: operating break-evens	India	Accounting & Finance
4	Assessing algorithms for selecting countries to market new products to low-income consumers	South America	Accounting & 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	MENA	Entrepreneurship
14	FragraAroma: Accord in Business, Concord in Family	India	Entrepreneurship
15	Selling? That's easy!	Latin 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	Latin 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	Middle East	Human Resource Management
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	Latin 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

Case	title	Region	Subject
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	Latin America	Marketing
58	I can do better: Mexican Direct Sellers of Beauty Products	Latin 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	Middle East	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	Latin 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

4	Company to Management in Description The Company of Habitania Company of the	A.S1	Λ
	Corporate Management in Receivership: The Case of Uchumi Supermarkets	Africa	Accounting & Finance
2	Investment in Non-Sharia Compliant Instruments Wrecks TH's Noble Reputation: A challenge to regain public confidence	South East Asia	Accounting & Finance
3	BHEL: Growth Strategies for Future	India	Accounting and Finance
4	The Financial Viability of 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	Latin America	Accounting and Finance
3	Raizcorp: Planting the Seeds for Entrepreneurial Growth and Prosperity	Africa	Entrepreneurship
9	Royal Transportation Management System - Journey to Success	Middle East	Entrepreneurship
0	Surviving Challenges: A Case of DK Exports on Family Business	India	Entrepreneurship
1	Surabaya Zoo: a social enterprise on the cross road	South East Asia	Entrepreneurship
2	One Agricultural Family's Story	Middle East	Entrepreneurship
3	Social Entrepreneurship: Answering "the Call of Nature"	Africa	Entrepreneurship
4	Transforming a Vocational Centre to a Management Institute: A Case Study on Carreograph	India	Entrepreneurship
5	Social Intrapreneurship at Natura	Latin America	Entrepreneurship
6	XPLANT: Entrepreneurship Challenges for Student Entrepreneurs	India	Entrepreneurship
7	Nuru International: Empowering farmers to fight extreme poverty	Africa	Entrepreneurship
8	Socio-business responsibility in the Gulf Arab states: The case of the Pearl Initiative	Middle East	Entrepreneurship
9	The Damned Dam	India	Environmental Managemen

Case	e title	Region	Subject
20	Environment Agency Abu Dhabi (EAD) Paperless Day Initiative: Case Study	Middle East	Environmental Management
21	Laura at Panevezys Juozas Balcikonis Gymnasium	Eastern Europe	Human Resource Management
22	Rising From the Ashes: Satyam's Story	India	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	Southeast Asia	Human Resource Management
26	The Love-smitten Director: Workplace Romance or Sexual Harassment?	Southeast 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	India	Human Resource Management
	Industry		Trainian ressares 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 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	Creating Competitive Advantage through an Empowered Workforce	India	Management Science
39	Kulim Land Office Malaysia: Success with Effective Leadership Style	Southeast Asia	Management Science
40	Authentic Leadership: The Case of Miloud Chaabi, a Shepherd who became a Business Legend	Africa	Management Science
41	Pakistan Accumulators(PVT) Limited (PAL) -Third World perspective	Middle East	Management Science
42	Information Technologies in Contemporary School Management System	Eastern Europe	Management Science
43	Storm – The Story of OrangleInc	India	Management Science
44	AIESEC – The 'Experience Pakistan' Challenge	Middle East	Marketing
45	Kick Andy, The Oprah Winfrey TV Show of Indonesia	South East Asia	Marketing
46	Mysore Sandal Millennium, The Launch of India's Most Expensive Soap	India	Marketing
47	Aachi – Spicing up a Growth Trajectory	India	Marketing
48	Miraaya: The Trendy Women's Wear Brand	India	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	Latin America	Marketing
54	Efficient lighting: Reactivating the market through consumer stimulus	Latin America	Marketing
55			-
56	Customer Acquisition at Abhyudaya Co-operative Bank Ltd.	India	Marketing
	Wooing Fans Back into Ghana Stadia – In the Wake of Globalization of Football	Africa	Marketing
57	The Millionaires Club: Poised for growth in United Arab Emirates	Middle East	Marketing
58	Costly moves! A strong brand, Dentonic loses it's power	India	Marketing
59	Flipkart: Journey of an Indian e-Commerce Start-up	India	Marketing
60	A Global Brand in a Local Market	Africa	Marketing
61	Princely Jets (Pvt) Ltd - The Air Ambulance	Middle East	Marketing
62	Stakeholder-oriented Service Excellence: The Case of Ajman Free Zone Authority	Middle East	Public Sector Management
63	SAP Labs India: Co-innovation in Public Procurement System	India	Public Sector Management
64	Setting-up Schools of Excellence: The role of Public Private Partnerships in Emerging Economies	India	Public Sector Management
65	CASEN Survey: Statistical and methodological misleads in key public policy in Chile	Latin America	Public Sector Management
66	Should my NGO go on a "pork barrel diet"? The case of the Priority Development Assistance Fund in the Philippines	Southeast Asia	Public Sector Management
67	National Palace Museum and Service Innovations	Southeast Asia	Public Sector Management
68		Middle East	Public Sector Management Strategy
	Zayed Al Hussaini Group: The Road Ahead for the Family Business in the UAE		Strategy
69 70	Musoni Microfinance Kenya: IT-Enabled Business Model Made in India: Cisco Baroutes Innovation	Africa	Strategy
70	Made in India: Cisco Reroutes Innovation Shahoon Pallpoints: A Project of Shahoon Croup	India Middle Fast	Strategy
71	Shaheen Ballpoints: A Project of Shaheen Group	Middle East	Strategy
72	A Dilemma of Terracotta Professional – Case of Implementation of Information System in a Terracotta Unit	India	Strategy
73	e-Pay Malaysia: The Next 10 Years	Southeast Asia	Strategy
74	Millennium Company Ltd: Overcoming Tough Times	India	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	Southeast Asia	Strategy
78	Zaidi Oil: The SAP ERP Dilemma	Africa	Strategy
79	Enhancing competitiveness through MNC-local firms co-opetitive relationships	Southeast Asia	Strategy
80	Resort-based or Resource-based Tourism? A Case Study of Jamaica	Caribbean	Tourism & Hospitality

Case study competitions

In 2015 Emerald Emerging Markets Case Studies will publish successful cases from many competitions held in association with respected institutions and associations. Emerald is committed to developing new relationships and organising case writing competitions to bring you the latest teaching cases from around the globe. Some examples of competitions planned in 2015 are;

- University Chinese Academy of Sciences
- African Association for Business Schools
- Asian Society of Management and Marketing Research
- CEEMAN
- Singapore Management University
- Universiti Utara Malaysia
- Mahasarakham Business School

For details of Emerald's case writing competitions, visit:

www.emeraldgrouppublishing.com/research/awards/case_awards.htm