



## CEEMAN Case Writing Competition 2015 Shortlisted cases

Case title	Author name	Institution	Country
aaramshop.com: Reinventing the e-grocery wheel in India	Dr. Bikramjit Rishi, Ashish Kapoor, Mr. Sameer Bhatia	Institute of Management Technology; Mahindra Susten Private Limited; Tolexo Online Pvt. Ltd.	India
Ariika - A Successful Implementation of Information and Communication Technology by Egyptian Entrepreneurs	Dr. Nahed Amin Azab, Amira Nabil Mekkawy	The American University in Cairo	Egypt
Asia Pulp & Paper: A balanced balance sheet?	Mrs. Frances Chua, Professor Hector Perera, Mrs Frances Chua	Massey University, School of Accountancy; Macquarie University	New Zealand, Australia
Back to the Footure: The Changing Portuguese Footwear Industry	Mr. Pedro Sena-Dias; Professor Miguel Pina e Cunha; Professor Arménio Rego	The Lisbon MBA ; Nova School of Business and Economics ; Universidade de Aveiro	Portugal
Bank PHB: Rise of Mergers and Brands	Dr. Uchenna Uzo	Lagos Business School	Nigeria
BCA's employer branding – The challenge ahead	Dr. Eva Hotnaidah Saragih&Dr. Ningky Sasanti Munir, Gerald Pasolang, Dimas Maulana	PPM School of Management Research Center & Case Clearing House&PPM School of Management	India&Indonesia
Beauty Factory: Planning a Future in a Slow Economy	Dr. Nathalie Beatrice Chinje, Mr. Herb Payne	Wits Business School	South Africa
Brighto Paints: Expansion through Internationalization	Mr. Abdul Rafay	University of Management & Technology	Pakistan
Commercialization of the Coconut Dehusker and Defibering Machine: Don't Lose Your Courage Md Akhir	Dr. Rozhan Abu Dardak, Dr. Farzana Quoquab	Malaysian Agricultural Research and Development Institute; Universiti Teknologi Malaysia International Business School	Malaysia
Hacienda Flandes: Ups and Downs of a Colombian Coffee Farm	Asstistant Professor Ana Cristina Gonzalez&Mr Henry Ossa Vesga	Universidad Icesi&Ofixpres SAS	Colombia
Himalaya: Head-to-heel herbal healthcare	Dr. Srinivasan R	Indian Institute of Management Bangalore	India
Hotelvp: Swimming with Sharks	Professor Yan Gong, Professor Ramakrishna Velamuri, Dr Liman Zhao, Ms Liang Dong	China Europe International Business School	China
House of Montessori: Growth or Shutdown	Mrs. Mihan Samy, Dr. Ahmed Tolba, Mrs. Ghada Arafa	The American University in Cairo	Egypt



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I cross my heart, hope to live: dilemma in protecting mutual interests	Ms. Andree Marie López-Fernández, Prof. Dr Rajagopal	Instituto Tecnológico y de Estudios Superiores de Monterrey. EGADE Business School	Spain
Indian Railways - World's Largest Commercial Employer's Social Capital Inventory	Professor Vijay Pereira, Mr. Gopalakrishnan Narayanamurthy	Portsmouth Business School; Indian Institution of Management Kozhikode	UK, India
Johannesburg Stock Exchange (JSE): From Outdated to Outstanding	Ms. Stephanie Althea Townsend	University of the Free State (UFS), Business School	South Africa
Just Falafel is more than Just Falafel	Dr. Syed Zamberi Ahmad	Abu Dhabi University	UAE
Manchester United's potential IPO in Singapore	Dr. Ming Jian; Dr. Huai Zhang	Nanyang Technological University	Singapore
mSims: Decision-Making in Scaling up a Small Business	Ms. Nana Yaa Antwi-Gyamfi; Professor Mathew Tsamenyi	China Europe International Business School	China
Osklen: The Aesthetics of Social Change	Dr. Kim Poldner, Dr. Olga Ivanova, Dr. Oana Branzei	Institute for Organizational Psychology, University of St. Gallen; ICN Business School; Ivey Business School	Switzerland, France, Canada
Outsourcing Online Marketing: Dilemma in Partner Selection at Creating Values Pvt Ltd.	Mr Rik Paul, Dr. Jighyasu Gaur, Prof. Debapratim Purkayastha	IBS Hyderabad	India
PEDIASURE: Children's health problem now history!	Ms. Farah Naz Baig	Institution of Business Administration, Karachi	Pakistan
plusCSR: The Equity Bank Way	Mr. Chris Ike Ogbecchie	Lagos Business School	Nigeria
Preserving the Delicate Balance to Manage a Thriving Business in South Africa – the Adventure of OneLogix	Dr. Jenson Chong-Leng Goh, Professor Adrian Saville, Dr. Caren Scheepers	SIM University&GIBS, University of Pretoria	Singapore&South Africa
Returpack: The integrator of the beverage can recycling process	Dr. Peter Moricz, Associate Professor Gyorgy Drotos	Corvinus University of Budapest	Hungary
Riding the waves of change: Story of Brunel Ltd.	Professor Vasilika Kume; Associate Professor Ana Tomovska Misoska; Predrag Djordjevic	University of Tirana; University American College; University of Belgrade	Albania, Macedonia, Serbia
Strategies for winding-down a commercial bank - A case of the Slovenian Probanka	Mr. Bence Kiss-Dobronyi, Mr. Márton Kövesdy, Mr. Balázs Szabó&Mr. Ede Borbély	Corvinus University of Budapest&Boston Consulting Group	Hungary&USA
The First Tech House of Cards: A South African Investment Tale	Dr. Stephanie Giamporcaro	Graduate School of Business, University of Cape	South Africa



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The New Amby-The Second Debut	Prof. Atanu Adhikari, Dr. Srabanti Mukherjee	Indian Institute of Management, Kozhikode; Indian Institute of Technology Vinod Gupta School of Management	India
WELL: Keeping the Social Mission Alive	Miss Nitzan Merguei	Maastricht University	Netherlands