

## Case Studies Published in International Text Books

1. Cases in Strategic Management: An Integrated Approach, Charles W. L. Hill, Gareth R. Jones, Cengage Learning, Inc./Nelson Education Ltd, 9e Edition, 2009, UK, "Tata Motors' Acquisition of Jaguar and Land Rover", Indu Perepu Vivek Gupta, Finalist in the John Molson MBA Case Writing Competition, 2008-2009, Canada.
2. Strategic Information Systems Management, Kevin Grant, Ray Hackney and David Edgar, Cengage Learning EMEA, 1e, 2009, UK, "Knowledge Sharing Initiatives at the World Bank - Creating a Knowledge Bank", Shirisha Regani, Sanjib Dutta.
3. Strategic Management, Charles W. L. Hill, Gareth R. Jones, Cengage Learning, Inc./Nelson Education Ltd, 9e, 2009, UK, "Tata Motors' Acquisition of Jaguar and Land Rover", Indu Perepu, Vivek Gupta, Finalist in the John Molson MBA Case Writing Competition, 2008-2009, Canada.
4. Strategic Management, Charles W. L. Hill, Gareth R. Jones, Cengage Learning, Inc./Nelson Education Ltd, 9e, 2009, USA, "Globalization Strategy of McDonald's Corporation", Pummy Chatterjee, Indu Perepu, Debapratim Purkayastha.
5. Strategic Management, Charles W. L. Hill, Gareth R. Jones, Cengage Learning, Inc./Nelson Education Ltd, 9e, 2009, USA, "Starbucks: Back to Basics?" Sachin Govind and S S George, First Prize in the John Molson MBA Case Writing Competition, Canada.
6. Strategic Management and Competitive Advantage, Barney-Hesterly, Prentice Hall, 3e, 2009, USA, "JetBlue Airways: Growing Pains?" Shirisha Regani, S S George.
7. The Dynamics of International Strategy, Susan Segal-Horn and David Faulkner, Cengage Learning EMEA, 1e, 2009, UK, "Toyota's Globalization Strategies", Neela Radhika A, A Mukund.
8. Marketing Management, Rajan Saxena, McGraw- Hill Education (India) Pvt Ltd, 4e, 2009, India, "Sunsilk Gang of Girls': Hindustan Lever Limited's Online Social Networking Initiative in India", Debapratim Purkayastha, Rajiv Fernando.
9. The Global Corporation: Effective and Ethical Practices, A Case Book, Laura P. Hartman, Patricia H. Werhane, Routledge / Taylor & Francis Book Group, 2009, UK, "The Johnson & Johnson Tylenol Controversies", D Sirisha Vivek Gupta.
10. Marketing Management, Laura P. Hartman, Patricia H. Werhane, Routledge / Taylor & Francis Book Group 2009, "Sunsilk Gang of Girls': Hindustan Lever Limited's Online Social Networking Initiative in India," Debapratim Purkayastha, Rajiv Fernando.
11. The Global Corporation: Effective and Ethical Practices, A Case Book, Charles W. L. Hill, Gareth R. Jones Cengage Learning, South-Western College Pub; 9 edition, 2009, "The Johnson & Johnson Tylenol Controversies," D Sirisha, Vivek Gupta.
12. Managing the Sustainable Enterprise, Custom Book , Charles W. L. Hill, Gareth R. Jones, Cengage Learning, South-Western College Pub; 9 edition, 2009, "Ecomagination at Work: GE's Sustainability Initiative," Shirisha Regani, S S George.
13. Course Material: ENBUS 630.CEL (Enterprise Marketing), Charles W. L. Hill, Gareth R. Jones, Cengage Learning, South-Western College Pub; 9 edition, 2009, "Body Shop Brand: Repositioning to Target the 'Masstige' Segment and Impact of its Acquisition L'Oréal'," Debapratim Purkayastha, Rajiv Fernando.

14. Effective Case Analysis: Techniques for Success in Case-based Learning and Examinations Custom book: Barney-Hesterly, Prentice Hall, 3 edition, 2009, “ ‘JetBlue Airways' Customer Service Fiasco,” Shirisha Regani.
15. International Master in Business Administration, Course Material, Susan Segal-Horn and David Faulkner, Cengage Learning EMEA, 1 edition, 2009, “Wal-Mart’s German Misadventure,” K Subhadra, Sanjib Dutta.
16. Business Ethics and Corporate Social Responsibility, Kevin Grant, Ray Hackney and David Edgar, Cengage Learning EMEA, 2010, “Lifebuoy 'Swasthya Chetna': Unilever's Social Marketing Campaign,” Debapratim Purkayastha, Rajiv Fernando.
17. Business Ethics and Corporate Social Responsibility, Pervez Ghauri and Philip Cateora, McGraw-Hill Education, 3 edition, Europe, Middle East, & Africa, 2010, “IKEA's Social and Environmental Responsibility Initiatives,” Komal Chary, Vivek Gupta.
18. Multinational Management , Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3 edition, Europe, Middle East, & Africa, 2010, “Tata Motors and Fiat Auto: Joining Forces,” Namratha V Prasad, Sachin Govind, S S George.
19. Strategic Management Formulation, Implementation, & Control, Pervez Ghauri and Philip Cateora , McGraw- Hill Education, 3 edition, Europe, Middle East, & Africa, 2010, MTV Networks: The Arabian Challenge Debapratim Purkayastha.
20. Strategic Management, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3 edition, Europe, Middle East, & Africa, 2010, “From KaZaa to Skype,” Kalyani Vemuri, T Phani Madhav.
21. Strategy: Process, Content, Context: : An International Perspective, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3 edition, Europe, Middle East, & Africa, 2010, “HP’s Strategy and Operations under Carly Fiorina and Mark Hurd,” Smitha Moganty, Shirisha Regani, S S George.
22. Strategy: Process, Content, Context: An International Perspective, Paul Griseri and Nina Seppala, Cengage Learning EMEA, 2010, “Starbucks in US: Too Much Coffee Spilling All Over?,” Shanul Jain, R Muthukumar.
23. The Psychology of Work and Organizations, Paul Griseri and Nina Seppala, Cengage Learning EMEA, 2010, “Designer Exports”s.
24. The Psychology of Work and Organizations, Cullen/Parboteeah, Cengage Learning, Inc./Nelson Education Ltd., 5 edition, 2010, “Need For Training Sales Personnel In Insurance,” D G Prasad, H K Singhal.
25. International Marketing, 3rd edition, Pearce & Robinson, McGraw-Hill / Irwin, 12 edition, 2010, “FedEx Vs. UPS- Competing with Contrasting Strategies in China,” Vivek Gupta.
26. International Marketing, 3rd edition, John Pearce & Richard Robinson, McGraw-Hill’s Publication, 10 edition, 2010, “L’Oreal: Building a Global Cosmetic Brand,” V Sarvani, A Mukund.
27. International Marketing, 3rd edition, Bob de Wit and Meyer, Cengage Learning EMEA, 4 edition, 2010, “Tetra Pak’s Packaging Innovations,” V Sarvani, A Mukund.

28. International Marketing, 3rd edition, Stephen Woods and Michael West, Cengage Learning Business Press; 1st edition, 2010, Apple's Inc's iPhone Maintain its initial Momentum, Hadiya Faheem, Debapratim Purkayastha.
29. International Marketing, 3rd edition, Stephen Woods and Michael West, Cengage Learning Business Press; 1st edition, 2010, "UGG Boots: Australian Generic Product to Global Luxury Brand," Syeda Maseeha Qumer, Indu Perepu, Debapratim Purkayastha.
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32. Multinational Management, Edition 5, Pervez Ghauri and Philip Cateora, 1st March, 2010, McGraw- Hill Education, U.K, "Tata Motors and Fiat Auto: Joining Forces," Namratha V Prasad, Sachin Govind, S S George.
33. Strategic Management, 10th edition, Pervez Ghauri and Philip Cateora, 2010, McGraw- Hill Education, U.K, "From KaZaa to Skype," Kalyani Vemuri, T Phani Madhav.
34. The Global Corporation: Effective and Ethical Practices, A Case Book, Pervez Ghauri and Philip Cateora, 2010, McGraw- Hill Education, U.K, "The Johnson & Johnson Tylenol Controversies," D Sirisha, Vivek Gupta.
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38. Strategic Management and Competitive Advantage, Pearce & Robinson, McGraw-Hill / Irwin, 2010, "JetBlue Airways: Growing Pains?," Shirisha Regani, S S George.
39. Toyota's Globalization Strategies, McGraw-Hill, 2010, Neela Radhika A, A Mukund, " The Dynamics of International Strategy," John Pearce & Richard Robinson.
40. International Marketing, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3e, 2010, UK, "FedEx Vs. UPS- Competing with Contrasting Strategies in China", Vivek Gupta, Second Prize at the Eighth Regional Asia-Pacific Case Competition in Hong Kong.
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53. The Psychology of Work and Organizations, Stephen A. Woods and Michael West, Cengage Learning EMEA, 2010, UK, "Need For Training Sales Personnel in Insurance", H.K.Singhal and D.G.Prasad.
54. Social Entrepreneurship and Sustainability, Hamschmidt, Pirson and Greenleaf, The oikos, "Trevor Fields and the PlayPumps of Africa", Debapratim Purkayastha, First prize in the Oikos Global Case Writing Competition, Switzerland, 2009-2010, Volume 2, 2011, Switzerland.
55. Social Entrepreneurship and Sustainability, Hamschmidt, Pirson and Greenleaf, The oikos, "WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers", Debapratim Purkayastha and Hadiya Faheem", Winner in the EFMD Case Writing Competition: 'Best of the Best' (Overall Winner), Brussels, Volume 2, 2011, Switzerland, Third prize in the Oikos Global Case Writing Competition, Switzerland.
56. Social Entrepreneurship and Sustainability, Hamschmidt, Pirson and Greenleaf, The oikos, "KickStart: A Business Model to Tackle Poverty", S. S. George and V. Namratha Prasad, Volume 2, 2011, Switzerland.

57. Social Entrepreneurship and Sustainability, Hamschmidt, Pirson and Greenleaf, The oikos, "Fabio Rosa - Bridging the Electricity Divide in Brazil", Vivek Gupta and A. Harish, Winner in the EFMD Case Writing Competition, 2011-2012, Volume 2, 2011, Switzerland.
58. Social Entrepreneurship and Sustainability, Hamschmidt, Pirson and Greenleaf, The oikos, "Business Model Innovation by Better Place: A Green Ecosystem for the Mass Adoption of Electric Cars", Ramalingam Meenakshisundaram and Besta Shankar, Third prize in the oikos Global Case Writing Competition, Switzerland, Volume 2, 2011, Switzerland.
59. Strategic Management: Competitiveness and Globalization -Concepts and Cases, Hitt, Ireland, Hoskisson, Volberda, Morgan and Reinmoeller, Cengage Learning EMEA, 1e, 2011, UK, "Toyota: The Once-in-a-Century Challenge", Debapratim Purkayastha and Syeda Maseeha Qumer, Finalist in the John Molson Case Writing Competition, 2009-2010.
60. Strategic Management: Competitiveness and Globalization -Concepts and Cases, Hitt, Ireland, Hoskisson, Volberda, Morgan and Reinmoeller, Cengage Learning EMEA, 2011, 1e, UK, "PSA Peugeot Citroën – Strategic Alliances for Competitive Advantage", S.S.George and Sachin Govind.
61. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, USA, "Coco-Cola India's Social Responsibility Strategy", Debapratim Purkayastha and Hadiya Faheem, Runner-up in the oikos Global Case Writing Competition, Switzerland.
62. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, USA, "Afrigator: A Killer Start-up in Africa", Debapratim Purkayastha and Syeda Maseeha Qumer.
63. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, USA, "Toyota Motor Company: Losing its Quality Edge?" Debapratim Purkayastha and Syeda Maseeha Qumer.
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65. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, 2011, USA, "Cemex's Cost of 'Globalised' Growth – The Cash Crunch?", Nagendra V Chowdary, Saradhi Kumar Gonela and Vivek.M.V.
66. Strategic Management and Business Policy: Toward Global Sustainability, Thomas L. Wheelen and J.David Hunger, Prentice Hall, 13e, 2011, USA, "Starbucks Coffee Company: The Indian Dilemma", Ruchi Mankad, Joel Sarosh Thadamalla .
67. Strategic Management and Business Policy: Toward Global Sustainability, Thomas L. Wheelen and J. David Hunger, Prentice Hall, 13e, 2011, USA, "Reorganizing Yahoo!", Vivek Gupta and Indu P.
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69. Strategic Management and Business Policy: Toward Global Sustainability, Thomas L. Wheelen and J.David Hunger, Prentice Hall,, "The Future of Gap Inc", Mridu Verma, 13e, 2011, USA.

70. Brand Management, Klobber and North, Pearson, 1e, 2011, South Africa, "Improving Sales Force Effectiveness: Bayer's Experiment with New Technology", Debapratim Purkayastha.
71. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "The Bribery Scandal at Siemens AG", Debapratim Purkayastha, and Rajiv Fernando and Bharath Krishna.
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93. International Management: Managing Across Borders and Cultures, Helen Deresky Prentice Hall, 7 edition, 2011, YouTube LLC's Strategy in India, Debapratim Purkayastha.
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106. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Cisco's Organizational Structure and its Collaborative Approach to Decision Making", Debapratim Purkayastha.
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114. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "BlackBerry in International Markets: Balancing Business Interests and Host Nation's Security Concerns", Debapratim Purkayastha, Hepsi Swarna and Saradhi Kumar Gonela.



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121. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Mahindra & Mahindra (B): An Emerging Global Giant?", Syeda Maseeha Qumer, Vandana Jayakumar and Vara Vasanthi.
122. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "After the Breakup: The Troubled Alliance between Volkswagen and Suzuki", Debapratim Purkayastha and Syed Abdul Samad.
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124. Strategy: Process, Content, Context, 5th Edition, B De Wit, Cengage Learning EMEA, 2014, "Tata Groups Growth Strategies", Hadiya Faheem, G V Muralidhara.
125. Strategy: Process, Content, Context, 5th Edition, B De Wit, Cengage Learning EMEA, 2014, "Nokia-Microsoft Alliance: Joining Forces in the Smartphone", Adapa Srinivasa Rao, Debapratim Purkayastha.
126. The African Diaspora, Godfrey T Vincent, Cognella, San Diego 2014, "The South African Economy: Coping with the Legacy of Apartheid", Sachin Govind, Barnali Chakraborty, S S George.
127. What's the Story?', Beth Jannery & Daniel Walsch, Cognella Inc, 2014, "CNN, The World's First 24-hour News Channel's 25th Year: The Challenging Times", Sujatha Pampana, T Phani Madhav.
128. Introduction to Business, (UK Custom book), Carolyn Ashe, Cognella, Inc., 2013, USA, "Tata Steel: In Quest of Globalisation", Abhijit Sinha, P Agarwal.
129. Strategic Management: An Integrated Approach Theory & Cases, Carolyn AsheCognella, Inc., 2013, USA "Tata Group's Growth Strategies", Hadiya Faheem, G V Muralidhara.

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