



eCases

Emerging Markets Case Studies

Local insight with global relevance

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



Editor-in-chief: Dr Michael Goldman

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

New for 2019

- Worldwide case writing competitions
- Spanish language cases
- Short cases (2-3,000 words)

At a
glance

Over 700 cases
from 71 countries
covering
13 subjects

Subject Coverage

Accounting
& Finance

Economics

Entrepreneurship

Environmental
Management

Human Resource
Management

International
Business

Management
Science

Marketing

Operations &
Logistics

Organizational
Behaviour

Public Sector
Management

Strategy

Tourism &
Hospitality

How can your faculty benefit from Emerald eCases?

Teaching Notes



Each case is accompanied by a Teaching Note or Instructor's Manual which is made available to faculty but not to students. It outlines the key learning objectives and helps faculty plan how best to use the case, facilitating dynamic classroom discussion to help students develop analytical skills.

Peer Review



All Emerald cases are peer reviewed after submission to ensure maximum value in the classroom. Feedback tells us that high quality cases are adopted more frequently, and that demonstrating the rigour of the submission and review process supports the growing number of case writers, keen to demonstrate the quality and impact of their publications.



Classroom Tested

All authors are asked to ensure their cases have been tested in the classroom before they go into review. Using the case with students first allows the author to revise elements in direct response to feedback and the impact the case has had in terms of discussion and analysis.

Focused on rising economy markets and authentic organizations

You will find cases that represent 71 countries, focused predominantly on those with rising economies.

We seek to ensure we publish cases from small-to-medium enterprises through to large multinationals to more accurately reflect the working environment a student is likely to face. We regularly commission new special issues to highlight cases in hot topics and emerging trends.

We also have supply agreements in place with global organizations such as Universidad Argentina de la Empresa (UADE) and The American University in Cairo, School of Business El Khazindar Business Research and Case Center (KCC).



Over 700 cases

How to purchase

Emerging Markets Case Studies

- Perpetual access to content published during your subscription period
- Access to previous yearly content dating back to 2011
- Purchase individual yearly volumes from 2011-2018

Get on the case...

To get access to case studies for your classes, get your **Librarian** on the case or speak with your **Local Business Manager**.

Helping you develop responsible managers

Relevant business scenarios and teaching resources for your classroom.



eCase
Collection



The CASE
Journal



Emerging Markets
Case Studies



About us

For over 50 years, research impact has sat at the heart of Emerald's business. Our core ethos is making a difference through research, and we are proud of our heritage supporting the communication of research for policy and practice.

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