

The CASE Journal

The official journal of the Case Association

Present students with a modern interpretation of discussion-based teaching, and equip the next generation of business professionals with the acumen to solve strategic problems in enterprise. This double-blind, peer-reviewed collection is endorsed by The CASE Association, who nurture authors to craft quality case research, and promote case studies as the catalyst for powerful classroom discussion.

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Practical application

Cases can be used in classroom situations to stimulate learning and add practical knowledge. To support this, every recent case is accompanied with complementary teaching notes compiled by teaching faculty from some of the world's best business schools. TCJ provides teaching professionals with unrestricted access to a wealth of quality case studies to ensure that their courses remain up-to-date and tailored to the evolving needs of their students.

Cases:

- Engage students through active learning and examples of real business issues
- Focus on strategic markets and business theory, allowing students to transform managerial knowledge into practice
- Encourage entrepreneurial thinking and critical exploration through class activities
- Equip students with essential skills required for a competitive job market and career development
- Present students with a modern interpretation of discussion-based teaching
- Cover a wide range of industries and company sizes

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Acceptance rate at 30% to ensure consistently high quality content. Only 4-6 case studies accepted per issue.

For more information please visit:
http://www.emeraldgroupublishing.com/products/case_studies

Who will benefit from TCJ?

Teachers: supports MBA, Masters and Undergraduate management programmes.
Business professionals: assists business decision making through practical cases.
Students: highlights real-world, international management in practice.
Librarians: reinforces the strength of the library collection.

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Key Cases

Qihoo 360: Building a "free" business model

Discusses Qihoo 360's free business model, how it used this model to overpower competitors, and how it evolved over time.

Daily Bread - a gourmet pursuit

Outlines how Arjun Sekri, a professional-turned-entrepreneur, set out to establish the first branded gourmet industrial bakery in Bengaluru, India.

Coffee, Costs, and Competition: A Case Exercise for Managerial Accounting

Illustrates the implications of the business challenges faced by an on campus student run convenience store when an internationally known coffee company opened a competing store.

How do you solve a problem Like Lucinda?

Explores issues of conflict and struggle in organizations and the range of passive and active resistance practices that occur.

The logo change at Gap North America

Explores the strategic, marketing, and branding challenges faced by Gap, a brand within the Gap Inc. house of brands.

Under Armour: Taking on the Goliaths

Traces Under Armour from its founding in 1996 through 2008 when the company entered the hyper-competitive non-cleated athletic footwear market.

Restructuring at Suzlon Energy Ltd

Examines the ambitious growth strategy of Suzlon, an Indian company specializing in non-conventional (wind) energy.

Bibliographic information

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