



Case Study Title Page

Case study Title	
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Author Name	
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[Repeat for other authors]

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<p>Author Biographies (Optional. No longer than 60 words per author)</p>	
<p>Acknowledgments (if applicable)</p>	

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This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision making. The author/s may have disguised names; financial and other recognizable information to protect confidentiality.

<p>Keywords</p>	
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Structured Abstract

Subject Area	
Study Level/Applicability	
Case Overview	
Expected Learning Outcomes	
Supplementary Materials	

Subject code (Select one from the following):

- CSS 1: Accounting and Finance
- CSS 2: Built Environment
- CSS 3: Entrepreneurship
- CSS 4: Environmental Management
- CSS 5: International Business
- CSS 6: Human Resource Management
- CSS 7: Management Science
- CSS 8: Marketing
- CSS 9: Operations and Logistics
- CSS 10: Public Sector Management
- CSS 11: Strategy
- CSS 12: Tourism and Hospitality

