

Case Studies Published in International Text Books

(2009 - December 2012)

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. 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.
11. International Marketing, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3e, 2010, UK, "*L'Oreal: Buildin g a Global Cosmetic Brand*", A. Mukund and V. Sarvani.
12. International Marketing, Pervez Ghauri and Philip Cateora, McGraw-Hill Education, 3e, 2010, USA, "*TetraPak's Packaging Innovations*", A. Mukund and V. Sarvani
13. International Marketing, Pervez Ghauri and Philip Cateora, McGraw-Hill Education, 3e, 2010, UK, "*Apple's Inc's iPhone Maintain its initial Momentum*", Debapratim Purkayastha and Hadiya Faheem

14. International Marketing, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3e, 2010, UK, *“UGG Boots: Australian Generic Product to Global Luxury Brand”*, Debapratim Purkayastha and Indu P and Syeda Maseeha
15. Business Ethics and Corporate Social Responsibility, Paul Griseri and Nina Seppala, Cengage Learning EMEA, 2010, UK, *“Lifebuoy 'Swasthya Chetna': Unilever's Social Marketing Campaign”*, Debapratim Purkayastha and Rajiv Fernando
16. Business Ethics and Corporate Social Responsibility, Paul Griseri and Nina Seppala, Cengage Learning EMEA, 2010, UK, *“IKEA's Social and Environmental Responsibility Initiatives”*, Vivek Gupta and Komal Chary
17. Multinational Management, Cullen and Parboteeah, Cengage Learning, Inc./Nelson Education Ltd., 5e., 2010, USA, *“Tata Motors and Fiat Auto: Joining Forces”*, S.S.George, Sachin Govind and Namratha V.Prasad
18. Strategic Management Formulation, Implementation, & Control, Pearce and Robinson, McGraw-Hill / Irwin, 12e, 2010, UK, *“MTV Networks: The Arabian Challenge”*, Debapratim Purkayastha
19. Strategic Management, John Pearce and Richard Robinson, McGraw-Hill's publication, 10e, 2010, *“From KaZaa to Skype”*, Kalyani Vemuri and Phani Madhav T.
20. Strategy: Process, Content, Context, Bob de Wit and Meyer, Cengage Learning EMEA, 4e, 2010, UK, *“HP's Strategy and Operations under Carly Fiorina and Mark Hurd”*, S.S.George, Shirisha Regani and Smitha Moganty
21. Strategy: Process, Content, Context, Bob de Wit and Meyer, Cengage Learning EMEA, 4e, 2010, UK, *“Starbucks in US: Too Much Coffee Spilling All Over?”* Shanul Jain and Muthu Kumar R
22. The Psychology of Work and Organizations, Stephen A. Woods and Michael West, Cengage Learning EMEA, 2010, UK, *“Designer Exports”*, Gayatri Devi. N
23. 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
24. 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
25. 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
26. 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
27. 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
28. 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

29. 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
30. Strategic Management: Competitiveness and Globalization -Concepts and Cases, Hitt, Ireland, Hoskisson, Volberda, Morgan and Reinmoeller, Cengage Learning EMEA, 2011, 1e, 2011, UK, "*PSA Peugeot Citroën – Strategic Alliances for Competitive Advantage*", S.S.George and Sachin Govind.
31. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, 2011, USA, "*Coco-Cola India's Social Responsibility Strategy*", Debapratim Purkayastha and Hadiya Faheem, Runner-up in the oikos Global Case Writing Competition, Switzerland
32. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, 2011, USA, "*Afrigator: A Killer Start-up in Africa*", Debapratim Purkayastha and Syeda Maseeha Qumer
33. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, 2011, USA, "*Toyota Motor Company: Losing its Quality Edge?*" Debapratim Purkayastha and Syeda Maseeha Qumer
34. Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw Hill, 2011; 18 e, 2011, USA, "*Problems at China Airlines*", Debapratim Purkayastha, Monjori Samanta and Hadiya Faheem
35. 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
36. 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
37. 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
38. Strategic Management and Business Policy: Toward Global Sustainability, Thomas L. Wheelen and J. David Hunger, Prentice Hall, 13e, 2011 USA, "*JetBlue Airways: Growing Pains?*", S.S. George and Shirisha Regani
39. 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
40. Brand Management, Klobber and North, Pearson, 1e, 2011, South Africa, "*Improving Sales Force Effectiveness: Bayer's Experiment with New Technology*", Debapratim Purkayastha
41. 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
42. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*MTV Networks: The Arabian Challenge*", Debapratim Purkayastha
43. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*eBay in Japan*", Indu P, Sachin Govind

44. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*Alibaba: Competing in China & Beyond*", Debapratim Purkayastha and Hadiya Faheem
45. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*Ratan Tata: Leading the Tata Group into the 21st Century*", Debapratim Purkayastha and T. Sessa Sai"
46. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*Indian BPOs Waking Up to the Philippines Opportunity?*", Debapratim Purkayastha and Barkha Modi"
47. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*YouTube LLC's Strategy in India*", Debapratim Purkayastha
48. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*Acer's Growth Strategies*", Debapratim Purkayastha
49. International Management: Managing Across Borders and Cultures, Helen Deresky, Prentice Hall, 7e, 2011, USA, "*Aditya Birla Group's Growth Strategy*", Debapratim Purkayastha and T. Sessa Sai
50. 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.
51. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Treading On That Fine Line?: Caselets In Marketing Ethics", Debapratim Purkayastha.
52. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Decision Making Under Uncertainty and Risk", Amar Nath Mitra and Debapratim Purkayastha.
53. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Social Responsibility Of Multi-National Corporations: Tackling E-Waste In Emerging Markets", Debapratim Purkayastha.
54. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Tackling Workplace Obesity: An Ethical Dilemma For The Us Employers", V Dadhwal, J Thadamalla, and K Suresh.
55. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Gap Inc's Ethical Procurement Practices", Vivek Gupta and Indu Perepu.
56. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "KFC in India: Ethical Issues", Vivek Gupta and Aparna K.
57. Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA, "Reebok: Managing Human Rights Issue Ethically", Vivek Gupta and Prashanth K.
58. 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.
59. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Google's Orkut in Breazil: What's so Social about it?", R Muthukumar and Shanul Jain.
60. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "MTV Networks: The Arabian Challenge", Debapratim Purkayastha.

61. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Alibaba in 2011: Competing in China & Beyond", Debapratim Purkayastha and Hadiya Faheem.
62. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Carrefour's Misadventures in Russia", P Indu and Vivek Gupta.
63. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Foreign Investment in Chinese Banking Sector", S Chaudhuri.
64. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Indra Nooyi: A Transcultural Leader", Amrit Chauduari and Debapratim Purkayastha.
65. 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.
66. 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.
67. International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8e, 2014, USA, "Expatriate Management at AstraZeneca", Debapratim Purkayastha.