

# Call for Teaching Business Cases



## New for 2011

## Emerald Emerging Markets Case Studies

In response to increasing demands from business educators for quality-controlled teaching cases focusing on global developing economies, Emerald Group Publishing is delighted to announce the 2011 launch of its Developing and Emerging Markets Case Studies Collection.

As the global economic dominance shifts away from Europe, Australia and the USA, business schools turn their focus to understanding management in developing and emerging markets. This quality collection from Emerald aims to be the resource of choice for management educators worldwide.

We are now seeking authors, associations and experienced case teachers interested in contributing to the Developing and Emerging Markets Case Studies Collection.

Case studies with a focus on management issues in Asia, Africa, Eastern Europe and Latin America are welcome. We are also considering cases focusing on diasporic communities and ethnic minority groups. Cases from all management disciplines are welcomed, including but not limited to:

- Human Resource Management
- Entrepreneurship

- Strategy
- Marketing
- Operations and Logistics
- Management Science
- Accounting and Finance
- Tourism and Hospitality
- The Built Environment
- Public Sector Management.

If you are currently lecturing at undergraduate and/or postgraduate level and have written cases focusing on the above regions for use with your students, why not share these with an international audience?

For full submission requirements, or further information, please contact Adam Sutcliffe at [asutcliffe@emeraldinsight.com](mailto:asutcliffe@emeraldinsight.com) or Editor Dr Amran Rasli at: [m-amran@utm.my](mailto:m-amran@utm.my)

Further information regarding the collection including author guidelines can be found at: [www.emeraldinsight.com/products/case\\_studies/index.htm](http://www.emeraldinsight.com/products/case_studies/index.htm)