### Case Selection

#### Management Science
- Zawacki, Hungary: a tradition of innovation amongst challenges
- Magic Films: the case of an Indian startup
- Information Technologies in Contemporary School Management System
- SADAPAG: NGO’s with organizational growth challenges
- Flight MH370: How can Malaysia deal with it?

#### Marketing
- VnamIk: from local cooperatives to international corporation
- Morocco’s Niwalis Group: dairying manufacturing in a developing country
- Relating Toyota
- Siddeki Fine Wines
- Dubai Mall: A Multipurpose destination in the Middle East
- Glostens: Positioning for International expansion
- Nissan: Suzuki India Limited: The Codino
- McDonald’s breakfast launch (France)
- The growing pressures on Group 0’s once-successful daily-deal business

#### Operations & Logistics
- The human factor in SS implementation: perspectives from Poland
- Implementing strategic shock to improve humanitarian aid response
- Bhel: Tobacco: vendor selection and vendor rating
- Entrepreneurship and engineering: the triumph of All India Warehousing Private Ltd.

#### Public Sector Management
- National Palace Museum and Service Innovations
- Coordinating cross-sector partnerships for water provision in Malawi

#### Strategy
- YC Company: decreasing profit margin in overseas market
- Feasting to FOTILE: growth of a family business
- HABIT: “Beat the Heat”
- Relink: corporate social responsibility at Si-mobil
- Mursah Dairy, Thailand’s first and only buffalo milk producer
- Made in India: Cisco Renewables Innovation
- Fundraising for Life: The Children’s Cancer Center of Lebanon
- Ab Forn Implement Company of Sweden: Diffusion of Innovation in China

#### Tourism & Hospitality
- Resort-based or Resource-based Tourism? A Case Study of Jamaica

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**Emerald-UCAS China-focused Teaching Case Competition**

Emerald与北京科院大学联合推出最佳中国管理学教学案例竞赛，所有参与者的案例将接受同行评审，最终评选出最佳案例一名，获奖者可以获得奖金$1500。
China Case Overview

在中国，企业面临的挑战和机遇都十分显著，但多数公司的治理结构仍然较为传统。这与西方公司，尤其是大公司，通常由政府控股的国有企业不同。那么，中国公司的治理行为是否有所相同呢？通过本案例的分析可以提供大家更好的理解。

Yongye Group: trust-based management

Yongye Group is a traditional company that is known for its trust-based management approach. In China, the company’s management policy is based on trust and respect for employees. The company’s leaders believe in empowering their employees and giving them the freedom to make decisions. This approach has led to a highly motivated workforce and a strong sense of loyalty among employees.

Hotel: Swimming with Sharks

Hotel: Swimming with Sharks is a popular hotel chain in China. The hotel is known for its high-quality service and luxurious accommodations. The hotel’s management philosophy is centered around providing exceptional customer service and fostering a culture of trust and respect among employees.

Environmental Management: Green Company

Environmental Management is a company that has made a commitment to sustainability. The company has implemented various initiatives to reduce its environmental impact, such as using renewable energy sources and reducing waste.

Human Resource Management: Talent Acquisition

Human Resource Management is a company that is known for its strong focus on talent acquisition. The company has implemented various strategies to attract and retain top talent, such as offering competitive salaries and incentives, providing training and development opportunities, and fostering a positive work environment.

International Business: Global Expansion

International Business is a company that is actively expanding its global footprint. The company has identified opportunities in the Asian market and is implementing strategies to enter these markets, such as establishing partnerships, offering localized products, and investing in local marketing campaigns.