

Mohd Amirul Kasyful Nur bin Zulkifli

From: Perpustakaan Sultanah Bahiyah
Sent: 26 Mac 2017 13:02
To: UUM - All Staff; UUMstudentgroup
Subject: Emerald Emerging Market Case Studies (EEMCS)



26 MARCH 2017 | 27 JAMADILAKHIR 1438H

UUM : UNIVERSITI PENGURUSAN TERKEMUKA" **(THE EMINENT MANAGEMENT UNIVERSITY)**

Assalamu'alaikum wbt and Greetings,

YBhg Dato' Seri / Datin / Prof. / Assoc. Prof. / Dr. / Sir / Mdm.

Below is the information on **EEMCS** access that UUM have for this subscription year from 1/1/2017 – 31/12/2017.

Local insight with global relevance

Emerging Markets Case Studies is a digital collection of peer-reviewed teaching case studies focusing on business decision making and management in global markets.

Written by professionals working in or closely with global markets, Emerging Markets Case Studies can be used in the classroom to help develop skills in decision making, collaboration and problem solving.

Emerald Emerging Markets Case Studies provides well-researched, instructive, and multimedia online cases about the most interesting organizations in complex emerging market contexts to faculty developing effective managers globally.

Well Researched

We welcome cases developed from multiple sources, employing rigorous research methodology, including primary data sourced and signed-off by the organization involved. Quality cases developed from secondary sources are not excluded, but should make a significant contribution beyond the initial secondary sources.

Instructive

We welcome cases and especially teaching notes that apply comprehensive and recent theoretical perspectives and empirical findings. Teaching notes should detail appropriate learning activities and be finalized after at least one teaching of the case. Teaching objectives and course topics should cover one or more of the main Business and Management subject areas.

Multimedia

We welcome submissions that combine a well-written case study with supporting video material integrated into the teaching note, such as YouTube interviews or background clips that contribute to student learning.

Interest

We welcome case studies of industry-leading companies demonstrating new management practices, or important management theory. These companies could include emerging market champions that dominate the local competitive landscape or multinationals that are charting an internationalization strategy from an emerging market home country.

Emerging Market Context

We welcome submissions based on companies from the approximately 30 countries regularly highlighted in the various BRICs, Next 11, CIVETS, 10 Big, Eagles, G3s, and Dynamic Markets Index rankings

For more details, please click at the links below

http://www.emeraldgrouppublishing.com/products/case_studies/eemcs.htm

For the full title listing of case studies:

http://www.emeraldgrouppublishing.com/products/case_studies/pdf/emcs_listing.pdf

Thank you.

=====

FROM:

**PERPUSTAKAAN SULTANAH BAHİYAH
UNIVERSITI UTARA MALAYSIA**

TEL: 04-928 3627

FAX: 04-928 3613

E-MAIL: uumlib@uum.edu.my

WEBSITE: <http://www.lib.uum.edu.my>



Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.