



AWARD-WINNING

Eighteen of our teaching cases have been recognised in global competitions.

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Winner: 2021 Emerald/AABS case study competition

Cape Union Mart: Digital transformation and customer experience during a crisis

Aldi Schoeman, Professor Geoff Bick, Claire Barnardo

2

Winner: 2020 EFMD case writing competition, African Business

Medical cannabis: Afriplex's diversification and integration strategy in an undefined market

Stefan Christiaan Nel, Professor Mikael Samuelsson, Sarah Boyd

3

Winner: 2020 EFMD case writing competition, Inclusive Business Model

Silulo Ulutho Technologies: Scaling a social enterprise in South Africa

James Chiswell, Associate Professor Warren Nilsson, Professor Geoff Bick, Sarah Boyd

4

Winner: 2020 CEEMAN/ Emerald case writing competition

Biotronik: Bypassing the commodity trap of medical devices in South African healthcare

Stephanie Barden & Professor Geoff Bick

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Winner: 2020 Emerald/AABS case study competition

Triggerfish Animation Studios: The challenges of financing digital entertainment

Craig Lowman, Associate Professor Mikael Samuelsson, Professor Geoff Bick

6

Winner: 2019 CEEMAN/ Emerald case writing competition

Drink The Duchess: Marketing challenges and opportunities encountered when SMEs internationalise

Fran Heathcote & Professor Geoff Bick

7

Winner: 2018-2019 Emerald/AABS case study competition

UCOOK: Growth challenges faced by a small to medium-sized South African venture

Jeanné Odendaal & Professor Geoff Bick

8

Winner: 2018 EFMD case writing competition, African Business

Vitalite Zambia Ltd: The intersection of solar energy technology and mobile money in Zambia (case A & B)

Vimendree Perumal, Professor Ralph Hamann, Dr John Fay, Peter Munthali, Sarah Boyd

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Winner: 2017 EFMD case writing competition, African Business

Lonmin Plc: Mining and responsible investment – dangerous liaisons?

Marilize Putter & Associate Professor Stephanie Giamporcaro

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3rd place: 2017-2018 Emerald/AABS case study competition

Responsible investment at Old Mutual: A case of institutional entrepreneurship

David Leslie & Associate Professor Stephanie Giamporcaro



AWARD-WINNING

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Top 9: 2018 CEEMAN/ Emerald case writing competition

Silulo Ulutho
Technologies: African social enterprise driving inclusive business practice

Dr Eckard Smuts, Sophia Campello Beckwith, Ncedisa Nkonyeni, Ella Scheepers, Dr François Bonnici

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Top 9: 2018 CEEMAN/ Emerald case writing competition

Mitchell's Brewery:
Entrepreneurship challenges in the South African craft beer industry

Fezile Sidubi & Professor Geoff Bick

13

Winner: 2016-2017 Emerald/AABS case study competition

The evolution of Lean Thinking at K-Way:
Where to next?

Fatima Hamdulay & Himanshu Vidhani

14

Winner: 2017 African Governance Showcase competition

African Bank Investment Ltd (ABIL): A South African corporate governance failure

Matthew Marrian & Associate Professor Stephanie Giamporcaro

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Top 10: 2017 CEEMAN/ Emerald case writing competition

African Bank Investment Ltd (ABIL): A South African corporate governance failure

Matthew Marrian & Associate Professor Stephanie Giamporcaro

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Winner: 2015-2016 Emerald/AABS case study competition

BOS Brands: Challenges of internationalisation

Chris Human & Professor Geoff Bick

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Winner: 2016 CEEMAN/Emerald case writing competition

Zoona mobile money: Investing for impact (case A & B)

John Bazley, Cynthia Schweer Rayner, Professor Thomas Hellmann & Aunnie Patton Power

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Winner: 2014-2015 Emerald/AABS case study competition

M-Pesa: An evolution in organisational strategy

Dr Linda Ronnie & Mariam Cassim



We are delighted to see strong cases coming from South Africa, strengthening case writing capabilities in the region and bringing local relevance to the classroom. Congratulations to UCT GSB for winning for the second year in a row. "Biotronik" is truly a great case with a strong teaching note and potential application beyond healthcare and beyond borders."

**Professor Danica Purg,
CEEMAN President**