

# AWARD-WINNING CASES:

1

**Winner: 2019  
CEEMAN/Emerald  
case writing  
competition**

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

*Fran Heathcote &  
Professor Geoff Bick*

2

**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*

3

**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*

4

**Winner: 2017  
EFMD case writing  
competition, African  
Business**

Lonmin Plc: Mining  
and responsible  
investment – dangerous  
liaisons?

*Marilize Putter &  
Associate Professor  
Stephanie Giamporcaro*

5

**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*

6

**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*

7

**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*

8

**Winner: 2016-2017  
Emerald/AABS case  
study competition**

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

*Fatima Hamdulay &  
Himanshu Vidhani*

9

**Winner: 2017  
African Governance  
Showcase  
competition**

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

*Matthew Marrian  
& Associate Professor  
Stephanie Giamporcaro*

10

**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*

11

**Winner: 2015-2016  
Emerald/AABS case  
study  
competition**

BOS Brands: Challenges of  
internationalisation

*Chris Human &  
Professor Geoff Bick*

12

**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*

13

**Winner: 2014-2015  
Emerald/AABS  
case study  
competition**

M-Pesa: An evolution in  
organisational strategy

*Dr Linda Ronnie &  
Mariam Cassim*