

New Case Studies Added to Emerald Database: Real-World Insights for Your Studies

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The Busitema University Library is pleased to announce the latest addition of fresh, hand-picked case studies to our subscribed Emerald Database. These new resources offer invaluable real-world insights for students and researchers across multiple disciplines, including business, supply chain management, political science, and environmental studies.

Emerald Publishing, a world-leading publisher of academic journals and case studies, has just released a new selection of cases designed to bridge the gap between theory and practice. Thanks to the Busitema University Library's ongoing subscription, all students, faculty, and staff have free and immediate access to these materials. The latest update features a diverse range of compelling case studies from Emerald's Emerging Markets Case Studies and The CASE Journal, offering a rich variety of topics for academic exploration.

For students in business and supply chain management, the case "Finding the sweet spot to change during the digital transformation of a supply chain: Illovo Sugar Malawi" follows Sharon Bodole as she navigates the challenges of implementing a new digital Transport Management System in a resistant, emerging-market environment. This is complemented by the multi-part case "Digital Transformation of Food Security in Odisha: From Efficiency to Impact (A) and (B)," which examines how technology can be leveraged to improve public service delivery. Meanwhile, those focused on strategy and finance can delve into "The potential merger of Kroger and Albertsons...: identifying and quantifying synergies," a practical case in financial analysis asking students to forecast cash flows and evaluate the value of a major corporate merger. Further international business perspectives are offered in "DiDi's Growth in Latin America: Strategies for Success in Emerging Markets," an analysis of expansion strategies for a tech giant, and "Transparency and agility in a manufacturing SME: a control driven evolution," a case study on how small to medium enterprises can adapt their management controls.

The collection also provides timely material for political science and communications students. The case "Navigating the new political landscape: issues management at a Trump-era town hall" analyses how a political team manages a communications crisis and media fallout, offering lessons in strategic accountability and public relations. For those in environmental and entrepreneurship studies, "Nature-based entrepreneurship during climate change: a fly-fishing case on the Yellowstone River" explores the dilemmas faced by a solopreneur whose nature-based business is threatened by climate change and resource congestion. Finally, a fascinating look into the business of sports, governance, and stakeholder management can be found in "Turmoil at the bridge: Chelsea FC's ownership saga and its impact on the club's future."

Accessing these resources is simple and available 24/7 from anywhere on campus or via remote access. Users can begin by going to the Busitema University Library website and navigating to the "E-Resources" or "Databases" section. From there, clicking on "Emerald Database" or "Emerald Insight" will grant access to the platform, where one can search for the specific case titles mentioned above or browse their extensive collection by subject area. If accessing from off-campus, users may be prompted to log in with their university student or staff credentials.

The library encourages all students, particularly those in the Faculties of Management Sciences, Agriculture and Environmental Sciences, and Humanities and Social Sciences, to explore these new cases. They are an excellent resource for group discussions, assignments, and gaining a competitive edge in future careers. For any assistance with accessing the database, please visit the library or contact a librarian.

Best wishes,

The Busitema University Library Team