



6.13. Preparation of teaching Cases

A. CAYm3 - 2021-22

S. No	Name of the Authors	Title of the case studies	Name of the Book Chapter	ISBN Number	Publisher	Volume/ Month/ Year
1	Dr T A M Hameed Kan Dr. A. Appu	Evaluating Online Web Studio Ltd: Strategic Insights For Launching A Premier English Daily Media Platform Case Study	Advances in Literature, Social Science, Commerce and Management	978-93-91768-78-2	Bhumi Publishing	Volume I June 2022
2	Dr. S G Balaji Dr. S.Vinoth	Strategic Growth and Hospitality Excellence: An In-Depth Case Study on Lemon Tree Hotels	Advances in Literature, Social Science, Commerce and Management	978-93-91768-78-2	Bhumi Publishing	Volume I June 2022
3	Dr. B Latha Lavanya Dr. W. Shabeena Shah	Margin-Free Retailing In India: A Strategic Case Study On Discount Sales	Advances in Literature, Social Science, Commerce and Management	978-93-91768-78-2	Bhumi Publishing	Volume I June 2022



B. CAYm2 - 2022-23

S. No	Name of the Authors	Title of the case studies	Name of the Book Chapter	ISBN Number	Publisher	Volume/ Month/ Year
1	Dr. A. Appu Dr D.Charumathi	Exploring Investment Opportunities In India: A Comprehensive Case Study	Advances in Literature, Social Science, Commerce and Management	978-93-88901-33-8	Bhumi Publishing	Volume 4 April 2023
2	Dr. S G Balaji Mrs. Anees Fathima	Exploring The Indian Mobile Handset Market: Dynamics, Growth, And Competitive Landscape Case Study	Advances in Literature, Social Science, Commerce and Management	978-93-88901-33-8	Bhumi Publishing	Volume 4 April 2023
3	Dr. S.Vinoth Mrs S Sumiya	Revolutionizing Restaurant Operations: A Detailed Case Study On The Automation Of The Dining Experience	Advances in Literature, Social Science, Commerce and Management	978-93-88901-33-8	Bhumi Publishing	Volume 4 April 2023



C. CAYm1 - 2023-24

S. No	Name of the Authors	Title of the case studies	Name of the Book Chapter	ISBN Number	Publisher	Volume/ Month/ Year
1	Dr T A M Hameed Kan Dr. A. Appu	Influencers of B-School Selection Criteria: A Case Study	Research and Reviews in Literature, Social Sciences, Education, Commerce and Management	978-93- 95847- 70-4	Bhumi Publishing	Volume 3 April 2024
2	Dr. Catherine Julie Aarthi. C. Dr. J.Priyadarshini	Voltech India Ltd. Revival Strategy: A Case Study	Research and Reviews in Literature, Social Sciences, Education, Commerce and Management	978-93- 95847- 70-4	Bhumi Publishing	Volume 3 April 2024
3	Dr. Irudhayamary Dr. Nidhi Srivastava	Case Study on the Work- Out Process at General Electric	Research and Reviews in Literature, Social Sciences, Education,	978-93- 95847- 70-4	Bhumi Publishing	Volume 3 April 2024



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			Commerce and Management			
4	Dr. S G Balaji Dr S.Vinoth	Success Through Persistence: Conquering Sales Objections – A Case Study of Zerise Documentation	Research and Reviews in Literature, Social Sciences, Education, Commerce and Management	978-93-95847-70-4	Bhumi Publishing	Volume 4 April 2024
5	Dr. W. Shabeena Shah Dr. Anees Fathima M I	Shifting Landscapes: Aadhi's Progress in the Transforming Indian Retail Industry Case Study	Research and Reviews in Literature, Social Sciences, Education, Commerce and Management	978-93-95847-70-4	Bhumi Publishing	Volume 4 April 2024
6	Mr.M.S. Siranjeevi Dr.K. Sindhura	Navigating Cost Efficiency and Customer Satisfaction: A Supply Chain Challenge at Process Manufacturer Ltd:A Case Study	Research and Reviews in Literature, Social Sciences, Education, Commerce and Management	978-93-95847-70-4	Bhumi Publishing	Volume 4 April 2024



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7	Dr. G. Manickam Mrs.A. Nishath Sultana	Leveraging Technology to Drive Financial Growth: A Case Study of PNC Bank	Beyond Boundaries: Research in Humanities, Social Sciences, Commerce and Management	978-93- 95847- 70-4	Bhumi Publishing	Volume 2 June 2024
8	Dr D.Charumathi Dr Govindarajan	The Production of Alpha's "RAPIDO": An Analysis of the Case	Beyond Boundaries: Research in Humanities, Social Sciences, Commerce and Management	978-93- 95847- 70-4	Bhumi Publishing	Volume 2 June 2024
9	Dr. B Latha Lavanya Dr. Kalaivani Balaji	Achieving a Balance Between Performance and Personal Growth: The Rahim Limited Case Study	Beyond Boundaries: Research in Humanities, Social Sciences, Commerce and Management	978-93- 95847- 70-4	Bhumi Publishing	Volume 2 June 2024



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10	Dr M.Riaz Ahmed Mrs S Sumiya	Reclaiming Market Leadership: Samsung's Strategy for Customer Retention Case Study	Beyond Boundaries: Research in Humanities, Social Sciences, Commerce and Management	978-93- 95847- 70-4	Bhumi Publishing	Volume 2 June 2024
11	Dr. S G Balaji Dr.A.Appu Dr D.Charumathi	User E-Banking Adoption: A Chennai Public Sector Bank Case Study	Korea Review of International Studies	ISSN 1226- 4741	Global Research Institute Korea University	Volume 17 May 2024



D. CAY 2024-25

S. No	Name of the Authors	Title of the case studies	Name of the Book Chapter	ISBN Number	Publisher	Volume/ Month/ Year
1	Dr. Catherine Julie Aarthy. C. Dr. Kalaivani Balaji	Exploring Suhasini's Health Food Enterprise: A Case Study	New Trends of Business, Management & Commerce Studies	978-93-94375-22-4	Scripown Publications	Volume 4 December 2024
2	Dr T A M Hameed Kan Dr. A. Appu	Optimizing Student Room Allocation: A Case Study Approach	New Trends of Business, Management & Commerce Studies	978-93-94375-22-4	Scripown Publications	Volume 4 December 2024
3	Dr. Nidhi Srivastava Dr. Irudhayamary	Leadership Challenges and Employee Morale: The Case of Bank X	New Trends of Business, Management & Commerce Studies	978-93-94375-22-4	Scripown Publications	Volume 4 December 2024
4	Dr D. Charumathi Dr Govindarajan	Financial Strategy and Management at Esteemed Limited: A Case Study	New Trends of Business, Management & Commerce Studies	978-93-94375-22-4	Scripown Publications	Volume 4 December 2024
5	Dr. Babin Dhas D Dr. S G Balaji	Aston Martin's Expansion into the Indian Ultra-Luxury Car Market: A Case Study	New Trends of Business, Management & Commerce Studies	978-93-94375-22-4	Scripown Publications	Volume 4 December 2024



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6	Dr. W. Shabeena Shah Dr. B Latha Lavanya	Impact of Globalization on Indian Small-Scale Units: A Case Study	New Trends of Business, Management & Commerce Studies	978-93- 94375- 22-4	Scripown Publications	Volume 4 December 2024
7	Dr. G. Manickam Dr. Anees Fathima M I	Lehman Brothers' Business Strategy: A Case Study	New Trends of Business, Management & Commerce Studies	978-93- 94375- 22-4	Scripown Publications	Volume 4 December 2024
8	Mrs.A. Nishath Sultana Mrs S Sumiya	Management System at Zoho Pvt Ltd	New Trends of Business, Management & Commerce Studies	978-93- 94375- 22-4	Scripown Publications	Volume 4 December 2024
9	Dr.K. Sindhura Mr.M.S. Siranjeevi	Brand Value Creation At Whirlpool Corporation: A Case Study	New Trends of Business, Management & Commerce Studie	978-93- 94375- 22-4	Scripown Publications	Volume 4 December 2024
10	Dr M.Riaz Ahmed Mrs. Veena. s	Improving Organizational Efficiency: A Case Study	New Trends of Business, Management & Commerce Studies	978-93- 94375- 22-4	Scripown Publications	Volume 4 December 2024
11	Dr. Kalaivani Balaji Dr. Catherine Julie Aarthi. C.	Market Value of the Elevator Industry: A Case Study	Advances in Multidisciplinary Research and Development	978-81- 949634- 3-14	Scripown Publications	Volume 14 December 2024



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18	Mrs S Sumiya Mrs.A. Nishath Sultana	Novartis' Patent for Glivec: A Case Study	Advances in Multidisciplinary Research and Development	978-81- 949634- 3-14	Scripown Publications	Volume 14 December 2024
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20	Mrs. Veena. S Dr M.Riaz Ahmed	Cafe Coffee Day's Global Expansion: A Case Study	Advances in Multidisciplinary Research and Development	978-81- 949634- 3-14	Scripown Publications	Volume 14 December 2024