

Apeejay School of Management

List of Published Cases and Teaching Notes Published July 2015-March 2019

2018-19

Sl. No.	Faculty	Case	Publication
1	Neeraj Singhal & Amit Sareen	Crafting Vision and Mission Statements the Right Way	Case Centre, UK
2	Shweta Jha & Kamal Kishore	Exit of a Professional	Case Centre, UK
3	Srirang Jha	Breaking the Unholy Alliance of Vested Interests: An Engineer's Tribulations	Case Centre, UK
4	Sudhir Naib	Narendra Modi's Leadership and India's Demonetisation	India Case Research Centre, AIMA
5	Sudhir Naib	India's Demonetization Juggernaut: Towards a Lasting Change	India Case Research Centre, AIMA

2017-18

6	Sudhir Naib	Groupe PSA: Reentering India	Ivey Publishing
7	Rajneesh Mahajan	Operations Management at Bhole Baba Milk Food Industries (Dholpur) Pvt Ltd	Case Centre, UK

2016-17

8	Shweta Jha & Kamal Kishore	Pyramid on Shaky Ground	Case Centre, UK
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2015-16

9	Shweta Jha & Srirang Jha	Fair and Lovely Illusion of a Murky Knowledge Studio	Case Centre, UK
10	Shweta Jha & Alok Saklani	Silver Lining in the Cloud: Spreading the Wings at Fashion Vista	Case Centre, UK