

**Annexure II**

**Amity’s Cases in ‘The Case Centre bestselling cases’ List**

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| **Sl. No.** | **Title of the Cases** |
|  | ElasticRun: A Unique B2B e-Commerce Platform (Entrepreneurship) – Bestselling case in **2023** |
|  | e-Estonia: An Inspiration to the World (Economics, Politics and Business Environment) – Bestselling case in **2023, 2022, 2021, 2019, 2018, 2017, 2016, 2014 & 2013** |
|  | Samsung Smart School: Smart Integration of Education and Technology (Knowledge, Information and Communication Systems) – Bestselling case in **2023, 2022, 2021 & 2020** |
|  | Artificial Intelligence: Job Creator or Job Destroyer? (Knowledge, Information and Communication Systems) – – Bestselling case in **2023, 2022,** **2021 & 2019** |
|  | Global Himalayan Expedition: Touching Lives of Millions (Ethics and Social Responsibility) Bestselling case in **2023, 2022 &** **2021** |
|  | US Bank Promoting Psychological Safety at Work (Human Resource Management / Organisational Behaviour) Bestselling case in **2023** |
|  | McDonald's Caught Up in the Russia-Ukraine Crisis 2022 (Economics, Politics and Business Environment) – Bestselling case in **2023** |
|  | Floating Farms in Bangladesh: Disruptive Farming to Fight Climate Change (Economics, Politics and Business Environment) – Bestselling case in **2023** |
|  | Cape Town Water Crisis: What Lies Ahead? (Ethics and Social Responsibility) – Bestselling case in **2023** |
|  | Emojis in Business: Breaking Barriers in Communication (Marketing) – Bestselling case in **2023** |
|  | Facebook: A Paradise for Hackers? (Ethics and Social Responsibility) – Bestselling case in – **2023** |
|  | The Dark Side of Social Media (Ethics and Social Responsibility) – Bestselling case in **2022, 2021** |
|  | IBM's Big Data Analytics 'Watson' - Taking Artificial Intelligence to New Heights? (Knowledge, Information and Communication Systems) – Bestselling case in **2022 & 2021** |
|  | Brexit: The Right Move? (Economics, Politics and Business Environment) – Bestselling case in **2022** |
|  | Are Apple's Products Powered by Child Labour? (Ethics and Social Responsibility) – authored by Punithavathi Srikanth, ARC Chennai – **2022** |
|  | Netflix: Reinventing HR Policies (Human Resource Management / Organisational Behaviour) – Bestselling case in **2022 & 2021** |
|  | TransferWise: Making Sense of Money Transfer (Entrepreneurship) – Bestselling case in **2021** |
|  | Is Technology Abetting Terrorism? (Economics, Politics and Business Environment) – Bestselling case in **2021 & 2020** |
|  | Khan Academy: Reinventing Education through Technology (Knowledge, Information and Communication Systems) – Bestselling case in **2021 & 2020** |
|  | Australia: The Hot Spot for International Education (Economics, Politics and Business Environment) – Bestselling case in **2020 & 2019** |
|  | Sustainable Packaging Initiatives: A Reality Check (Ethics and Social Responsibility) – Bestselling case in **2020** |
|  | Walmart: The Retail Giant in Crisis (Strategy and General Management) – Bestselling case in **2020** |
|  | Reforms in Health Sector: Can India Scale up Success?  (Economics, Politics and Business Environment) – Bestselling case in **2019** |
|  | Retaining HiPos: An Organisational Challenge?  (Human Resource Management / Organisational Behaviour) – Bestselling case in **2018** |
|  | Samsung's Environmental Responsibility: Striking the Right Note for Corporate Survival (Ethics and Social Responsibility) – Bestselling case in **2017** |
|  | Pepsico India: On Road to Sustainable Development? (Ethics and Social Responsibility) – Bestselling case in **2016, 2015, 2014 & 2013** |
|  | Qatar: Poised for Success in Holding FIFA World Cup 2022?  (Economics, Politics and Business Environment) – Bestselling case in **2015 & 2014** |
|  | Pinterest: Social Media Success (Knowledge, Information and Communication Systems) – Bestselling case in **2013** |