

# **Journal of Case Research**

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2. A Model for Enterprise Global Knowledge Management in an Indian Electrical Company  
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***Dr. Geeta Rana and Dr. Alok Kumar Goel***
3. Rohith Vemula Suicide Case –Unfolding the Lost Dream of a Philosopher  
*[Teaching Note is available on request]*  
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# Journal of Case Research

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Dear Readers,

We are happy to bring out the December 2018 issue of the Journal of Case Research, A Journal of Xavier University with the three teaching cases.

- **Hotstar: Decoding the Enigma by Aadithyaa**
- **A Model for Enterprise Global Knowledge Management in an Indian Electrical Company by Dr. Geeta Rana and Dr. Alok Kumar Goel**
- **RohithVemula Suicide Case –Unfolding the Lost Dream of a Philosopher by Dr. Kalpana Sahoo**

As the Economist (2015) puts it, inventors in the past were celebrated heroes, in the last decade several products and services have created a disruption in the basic ways that we live but have seen little celebration of the inventors behind them. Especially, in the last five years, software applications have transformed the way we find information to the way we travel, order food, find accommodation and even view entertainment but we have relatively little written about them. The first case looks at one such app-based service Hotstar which in the first year of its launch, had broken all records of online viewership. The case attempts to understand the reasons behind its humongous success. It may be used to generate rich discussions in courses in Digital Marketing, Strategic Management. Beyond its ability to generate classroom discussions, the case also makes for a good reading to understand dynamics of an embryonic digital business such as OTT.

The second case on Havells Enterprise Global Knowledge Management is a combination of modernity and traditionalism. The traditional element in the case is the business content but the modernity stems from the business context. It describes the advanced and interesting ways in which Havell's the electronic equipment manufacturing business has

been able to motivate and stimulate knowledge sharing. In a knowledge economy, where capturing, utilization, retention and generation of new knowledge becomes the new source of competitive advantage, the Havell's case on enterprise Global Knowledge Management can be used to generate discussions in courses, in Knowledge Management, Organizational Culture and Change. It has the potential to help the class understand and discuss metrics used to monitor the progress of change management initiatives.

The third case on Rohith Vemula is based on the sensitive issue of student suicides. While multiple perspectives have been presented in the media analysing the issue, from political and social angles, there has been relatively lesser emphasis on the psychological issues. The case is an attempt to correct the anomaly. The case may be used in courses in Organizational Behaviour and Psychology to understand the influences of the larger structures such as family and society that may impact an individual's behaviour in an organization.

We hope these array of cases that look at both the hard and soft aspect of business management would make for interesting reading. While, the issue begins with a case that looks at the harder technology aspect, it then graduates into a case that looks at a combination of both technology and people before finally ending with a case that delves deep into the soft psychological aspect to understand why people behave the way they do.

Wishing you all Happy Reading and a Happy New Year!

With Warm Regards,

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