

# Journal of Case Research

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## Editorial

Message from Editor's desk

## Teaching Case

1. Artificial Intelligence: Transforming Supply Chain Management  
*[Teaching Note is available on request]*  
***Manas Tripathi, Sachin***
2. A Predicament for Kushal Enterprises  
*[Teaching Note is available on request]*  
***Rekha Narang, Pranay Karnik, Rashmi Gharia***
3. The Science in Motivation *[Teaching Note is available on request]*  
***Sadhna Dash***

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# Journal of Case Research

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Dear Readers,

Greetings !!

We are happy to bring out the December 2020 issue of the Journal of Case Research, Journal of Xavier University with the three teaching cases.

- **Artificial Intelligence: Transforming Supply Chain Management by *Manas Tripathi and Sachin***
- **A Predicament for Kushal Enterprises by *Rekha Narang, Pranay Karnik and Rashmi Gharia***
- **The Science in Motivation by *Sadhna Dash***

As the year 2020 comes to an end, the pandemic has brought to the surface the resilience and perseverance of human beings in face of extreme crisis or ‘landscape scale’ crisis as McKinsey consultants would term it. It has revealed mankind’s enormous capacity to adapt to a new way of living and working. It reminds one of Darwin’s theory of the survival of the fittest. And as usual, human beings would find newer methods and tools to live, work and play in the new dynamics. The cases in this issue are evocative of sustainability and survival in the long term. Of course, the sustainability and survival in this case is contextualised around the world of business.

In a bid to sustain the growth amidst increasing competition, the first case is of a business that is considering the usage of Artificial intelligence for improving its Supply Chain Management. Based around an FMCG company which relies on its supply network and the case is about the various touchpoints in its supply chain that can be improved using AI. The case can be used in courses on Applications of Artificial Intelligence, Supply Chain Management, Technology in Business etc. The case can help to generate class discussion around how AI can be used to make businesses more efficient and effective. It will help readers to delve into dialogues on hard and soft structural aspects of implementing a change.

The second case is about a proprietorship company in the interesting business of fasteners led by middle-aged entrepreneur who has his ideas of managing the business which is being challenged by his son. This case is also about the head of the company focusing on

sustainability and not rocking the boat too much while the US educated son would like to have pursue an aggressive strategy of growth. The case discusses the various processes in a fastener business and can be used to analyse and discuss new market opportunity, new-market entry, diversification in courses on Marketing Strategy, Strategic Management etc.

The third case presents the interesting story of a high potential employee who is highly skilled and talented but is demotivated. The case discusses how lack of motivation levels can lead an employee on a path of aberrant behaviour and finally out of the organisation. While the earlier cases delved into organizational sustainability, the last case presents an interesting contrast of individual sustainability in an organization or issues with commitment. The case can be used in courses on Organizational Behaviour, Motivation at Work, Discipline Management etc. The case also completes the loop on use of technology in business that started with the first case and discusses how technology too can be fooled by deviant employees.

Wishing you all Happy Reading!

With Warm Regards,

Prof. Mousumi Padhi

Editor

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