

# Journal of Case Research

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## Editorial

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## Teaching Case

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*Amit Tripathy and N.M. Leepsa*
2. Indian Cement Industry: The business environment [Teaching Note is available on request]  
*Purna Prabhakar Nandamuri, Mukesh Kumar Mishra and G. Vijayudu*
3. Rev7 in Singapore [Teaching Note is available on request]  
*Naren Kashyap and Mary Rani Thomas*

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**June, 2017**

Dear Readers,

We are happy to bring out the June 2017 issue of the Journal of Case Research, a journal of Xavier University with the three teaching cases.

- **Ola Consolidating to dominate the cab hiring market** by *Amit Tripathy and N.M. Leepsa*
- **Indian Cement Industry: The business environment** by *Purna Prabhakar Nandamuri, Mukesh Kumar Mishra and G. Vijayudu*
- **Rev7 in Singapore** by *Naren Kashyap and Mary Rani Thomas*

Technology has facilitated the evolution of what in modern parlance is known as the ‘gig economy’, ‘on demand’ economy or ‘sharing’ economy. This economy where online intermediaries connect customers with suppliers has led to digital disruption of the way a business is conducted. This has generated some academic interest with Uber and Airbnb receiving attention from the western press. Indian examples have been relatively absent. The current case study looks at the case of Ola, a big disruptor in the travel space in India and the way it has grown. This case has the potential to generate stimulating discussions on a current topic pertaining to the financial dimensions involved in growing through acquisitions.

To take the discussions into the Indian business context deeper and wider, the second case on the Indian cement industry is an apt case. While retaining focus on a traditional sector, it discusses relevant changes happening in the external business environment and analyses internal competition. It raises relevant questions on strategic analysis of an industry using various strategic frameworks and deciding on the industry’s attractiveness for a new entrant. The last case is an interesting case on the marketing of a revolutionary chewing gum in a country which has strict regulations in place and legal action is taken for the use of chewing gum. Presenting a business dilemma in Singapore, a country known for its impeccable cleanliness and stringent penalty for even a tourist carrying a chewing gum into the country, the case presents facts about an interesting product that could pass these laws without drawing sanctions. There could therefore be a rich potential demand for the product. For facilitators wanting to use a novel context and discuss the basics of marketing in that context, the case could prove to be ideal for raising questions on promotion, pricing, selling etc.

Wishing you all Happy Reading!

With Warm Regards,

Prof. Mousumi Padhi

Editor

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