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Cambridge/Kent/Czinkota Competition
Winners Announced

(Washington D.C., September 16, 2019)- After lengthy evaluation, the prize winners in the **Cambridge/Kent/Czinkota Competition** for Excellence in International Business Case Writing, a global initiative launched and supported by the University of Kent, the University of Cambridge and Professor Michael Czinkota of the McDonough School of Business at Georgetown University, have been announced. There were numerous submissions from scholars in 12 countries, which were subject to careful review and consideration by a highly qualified team of academics from six nations. The following were found worthy of prestigious recognition given the thorough analysis of credible facts, thought-provoking insights and arguments presented.

- **First Place: “Mixel Agitators, a French SME expanding into China”**
Authors: Ulrike Mayrhofer (IAE Nice – Graduate School of Management) and Noémie Dominguez (IAE Lyon – School of Management)
- **Second Place: “Ecological sustainability beyond borders: an international business case to protect the environment”**
Author: S. M. Riad Shams (Newcastle Business School –University of Northumbria)
- **Third Place: “HSBC: Applying Dimensions of Guanxi for Internationalization”**
Authors: Doane Ye (Newcastle University Business School), Suraksha Gupta (Newcastle University Business School) and YiChuan Wang (Sheffield University Management School)

The names of the winners will be entered into the Book of Honor, which is maintained by Dean Martin Meyer of the Kent Business School at the University of Kent in Canterbury, United Kingdom. The cases will also be published in the upcoming book *International Business 9th edition* by Cambridge University Press, with respective author credits. Additionally, the competition finalists were awarded more than \$1,000..

This is the first edition of the **Cambridge/Kent/Czinkota Competition** and we look forward to it becoming a recurring tradition to recognize excellence in international business case writing.

For more information, please reach out to Professor Michael Czinkota at czinkotm@georgetown.edu

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