



Case Writing Competition

WINNERS ANNOUNCEMENT

Hello,

Thank you to those who have submitted to the Emerald Case Writing Competition Malaysia. The cases are in and the judges have chosen the winners.

We are happy to announce the winners, and they are...
drum roll

First place (prize of RM 1,000)

Makin Dirasa Makin Terasa: The Case of Mamart Food

- **Mohd Alwi, Norhayati,
International Islamic University Malaysia**
- **Zainal Abidin, Nor Hafizah,
International Islamic University Malaysia**
- **Mokhtar, Norsyahida,
Islamic University Malaysia**



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Second place (prize of RM 800)

Yellow Heart: Reducing Inequalities Through Sustainability at Digi

- **E-Vahdati, Sahar, Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia**
- **Wan Hussin, Wan Nordin B, Universiti Utara Malaysia - Othman Yeop Abdullah Graduate School of Business**

Third place (prize of RM 700)

Development life cycle of a Malaysian food SME

- **Khairatun, Siti Nurhayati, Universiti Putra Malaysia**



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Fourth place (prize of RM 600)

Omicron's New Environmental Tool – Buzzword? Not To Irfan!

- **SULONG, FARIZAH, Universiti Malaysia Terengganu**
- **Dent, Michael M., Sunway University**
- **Mohd Alwi, Norhayati, International Islamic University**
- **Sulaiman, Maliah, International Islamic University Malaysia**

Fifth place (prize of RM 500)

Quantum Creation: The Passion for Fashion

- **Shathees, Universiti Teknologi Malaysia**
- **Arulanantham, Sharmili, Quantum Creation Online Fashion Boutique**
- **Mahadi, Nomahaza, Universiti Teknologi Malaysia**