



Asian Journal of Management Cases



VOLUME 22 NUMBER 2
SEPTEMBER 2025

find this journal online
<http://journals.sagepub.com/home/ajc>
ISSN 0972-8201

LAHORE UNIVERSITY OF MANAGEMENT SCIENCES (LUMS)



Asian Journal of Management Cases

Editor

Faiza Ali, Lahore University of Management Sciences, Pakistan

Managing Editor

Ayesha Khan, Lahore University of Management Sciences, Pakistan

Case Editor

Safia Aftab, Lahore University of Management Sciences, Pakistan

Associate Editors

Alnoor Bhimani, London School of Economics, UK

Virginia Bodolica, American University of Sharjah, UAE

Robert S. Collins, International Institute for Management Development, Switzerland

Christopher Cowton, Huddersfield University, UK

Alfred Jaeger, McGill University, Canada

Advisory Board

Shaukat A. Brah, Founding Rector, Karachi School of Business & Leadership, Pakistan

Paul Ellis, Hong Kong Polytechnic Institute, Hong Kong

James Erskine, The Richard Ivey School of Business, Canada

Jawaid A. Ghani, Karachi School of Business & Leadership, Pakistan

Mohammad Nishat, Institute of Business Administration, Karachi, Pakistan

Louis Wells, Harvard Business School, USA