



BISNET INTERNATIONAL CASE COMPETITION

ABOUT BISNET

BisNet, the Business International Studies Network, is an esteemed consortium of prominent business schools throughout the United States. These institutions are recognized for their robust study abroad and international exchange programs, predominantly geared towards undergraduate education. BisNet brings together these reputable organizations, aiming to promote excellence in business education by encouraging collaboration and fostering the exchange of knowledge within the field of international business studies.

ORIGINS OF THE CASE COMPETITION

The BisNet Case Competition originated in 2020 during the COVID-19 crisis, a time when international travel was temporarily halted. In response to this challenge, Southbridge Access, a trusted provider of high-level international content for academic programs, swiftly adapted by partnering with local faculty from leading business schools. This collaboration led to the creation of case studies, primarily focusing on Latin American businesses. These cases, carefully selected by Southbridge Access faculty partners from Harvard Business Publishing's network of case-writing institutions, cater to the specific needs of each curriculum. This initiative was a response to the shift from traditional faculty-led international immersion programs to online academic experiences, ensuring students continued to receive valuable international academic content.

BENEFITS OF PARTICIPATION

Participating in the BisNet Case Competition offers a multitude of benefits to students:

- **Skill Development:** Enhance critical thinking, analytical, and strategic decision-making skills
- **Networking Opportunities:** Connect with fellow students, faculty, and industry professionals
- **Enhanced Resume:** Showcase participation in a prestigious international case competition
- **Real-World Experience:** Gain practical insights into tackling complex business problems

PREVIOUS COMPETITION WINNERS

2020: Amazon goes South: Argentina or Chile?

First Place: University of North Carolina, Kenan-Flegar Business School

Team Members

- Anna Hayes
- Juan Luis Kruger
- Ethan Silvey
- Owen Stoneking
- Manvee Bansal

2021: Premium Organic Chocolate

First Place: University of Southern California, Marshall School of Business

Team Members

- Josh Wolk
- Ethan Noell
- Chiara Triolo
- Monica Trinh

2022: Facing Colombia's Competitive Grocery Retail Industry

First Place: University of Tennessee, Haslam College of Business

Team Members

- Sean Liner
- Joseph Kato
- Haley Bratton
- Alexandra Ashmore

2023: Last-Mile Delivery In Colombia

First Place: University of Tennessee, Haslam College of Business

Team Members

- Ainsely Schneider
- Brock Sooley
- Yunfei Xie
- Nolan Beasley

2024: Doing Business in Argentina

First Place: The Ohio State University, Fisher College of Business

Team Members:

- Pranav Rajesh
- Likitha Penumarthi
- Matthew Veydt
- Leah Smith

Congratulations to these exceptional teams for their outstanding achievements in the BisNet Case Competition! Their innovative solutions continue to inspire future participants to strive for excellence.