



# THE 39 COUNTRY INITIATIVE AND IVEY PUBLISHING CASE STUDIES

<https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/>

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Management education in Africa, particularly in the poorest countries, suffers from the greatest resource constraints of any continent on earth. A major challenge which exists is the lack of high-quality, current teaching material.

The Ivey Business School is committed to helping improve management education in the world's poorest countries (those with per capita income of <\$2,000) by making its vast collection of teaching cases available for free.

The 39 Country Initiative was established in 2010. Since then a growing number of institutions and their students have benefited.

# The 39 Country Initiative and the UN Sustainable Development Goals

The 39 Country Initiative is fully consistent with the UN Sustainable Development Goals (SDGs), in particular with (4) Quality Education: Ensure inclusive and equitable quality education; and this goal's roles in achieving (1) No poverty: End poverty in all its forms everywhere.

The primary purpose of Ivey's approach is poverty reduction. If managers and entrepreneurs can make more sound business decisions, failures will decline and prosperity will increase.

# Background on Ivey Publishing (IP)...

- Markets and distributes all Ivey-registered cases written by its own faculty and, selectively, from external contributors.
- Second largest producer and distributor of business cases in the world. IP directly distributes cases, technical notes and IBJ articles to faculty/students in over 3,200 universities and colleges in 110 countries.
- 7,633 products in total collection: These include:
  - 6,064 cases / >250 Technical Notes (Note on ...).
  - 651 Ivey Business Journal (practitioner) articles.
  - 2,158 active Ivey case translations, in 9 languages.
- All cases have teaching notes (for faculty use only).

# Addressing the Lack of Current Teaching Material

Ivey Publishing's cases, technical notes, and Ivey Business Journal articles comprise well over 50,000 pages of proprietary content. (The cost of developing this content exceeds \$50 million.) Over 2,300 professors from the original 39 countries (including over 1300 professors in the original 32 eligible countries in Africa) are already registered.

Rather than paying the standard academic price of \$4.50 per student per case, students (and faculty) can use this content at no cost.

# How to Get Started...

- Step 1 is to register with Ivey Publishing so that you can familiarize yourself with Ivey cases and teaching notes. There is no cost for faculty members to register. Registering with Ivey Publishing will also allow you to order free cases for use in your classes. Please register for an educator account here: <https://www.iveypublishing.ca/s/login/SelfRegister>
- Step 2 is to look at a selection of Ivey cases in your area of interest. Please note, the Ivey website also includes links to cases which are from other distributors. The cases which are being made available at no cost for you and your students are only the Ivey copyrighted cases.
- Step 3. If you have questions at this stage, feel free to contact Prof. Paul Beamish directly ([pbeamish@ivey.ca](mailto:pbeamish@ivey.ca)) or his assistant, Melissa Judson ([mjudson@ivey.ca](mailto:mjudson@ivey.ca)). If you have French language related questions, please contact Prof. Elie Chrysostome directly ([echrysostome@ivey.ca](mailto:echrysostome@ivey.ca)).
- Step 4. Eventually, you will very likely wish to begin using Ivey cases in your courses. Ivey Publishing is currently setting up a link which will allow you and your colleagues to efficiently do so. This new system is expected to be in place by mid-September 2022 and will immediately give you access to your requested case and teaching note. Until then, faculty who have registered with Ivey Publishing (Step 1) can continue to request cases/teaching notes by contacting [cases@ivey.ca](mailto:cases@ivey.ca).

## More Background on the 39 Country Initiative in Africa

A 2018 publication in the Africa Journal of Management titled, “[The 39 Country Initiative and Africa](#)” (Vol. 4, Issue 1, 111-123) reviews the history of the 39 Country Initiative in relation to Africa, provides some ideas about the way forward, and some personal observations.

## Eligible Countries for the 39 Country Initiative (now 44 countries)

- 36 are in Africa: Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Congo, Democratic Republic of the Congo, Cote d'Ivoire, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mozambique, Niger, Rwanda, Sao Tome and Principe, Senegal, Sierra Leone, Somalia, South Sudan, Tanzania, Togo, Uganda, Zambia and Zimbabwe.
- Another 8 eligible countries are Afghanistan, Bangladesh, Cambodia, Haiti, Myanmar, Nepal, Pakistan and Tajikistan