**IMPROVING LEARNING THROUGH CASE STUDY COMPETITIONS: CHALLENGES FOR TEACHERS AND STUDENTS**

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**Abstract**

The main aim of this research paper is to identify the different perspectives of students and teachers from two SEE countries regarding their perception of the case learning method in local case study competitions. This research investigates student and mentor benefits and issues in case study competition. Previous research was extended to include the teachers’ perspective, and qualitative research was conducted in Serbia and Croatia to obtain more information on individual background processes. Students are found to have issues related with time management and identifying financial and sales implications of present marketing strategies, while mentors emphasize that students have issues with negotiation skills and identifying financial and sales implications of the marketing strategy recommended.

A framework with recommendations on how to improve learning through case study competition for students as well as for teachers is provided. These guidelines should provide better directions for teachers and students, which could help them to improve the learning process with case study in the marketing field.

**Keywords**: Case learning, local case study competition, marketing case study, Croatia, Serbia

Bibliography:

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