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[UTech, Jamaica Broadcaster](#)
COBAM Congratulates Research Teams from SOBA
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The College of Business and Management Congratulates Research Teams from SOBA

The College of Business and Management (COBAM) congratulates two research teams from the School of Business Administration (SOBA) on their respective publications:



Dr. Neleen Leslie-Piper and Mrs. Petula Senior, both Marketing lecturers in the School of Business Administration, co-authored a case study titled, "*UTech-The Marketing Seminar's Rebirth*" which was published in the case book,



Marketing in Latin America and the Caribbean: Contemporary Case Studies.



Dr. Neleen Leslie-Piper and Mr. Michael Nicholson, retired lecturer from the School of Business Administration co-authored the case "*FosRich Grows Again: Can Marketing Communications Lead the*



Way?" which was published in the case book, Marketing in Latin America and the Caribbean: Contemporary Case Studies.

Website: <https://www.routledge.com/Marketing-in-Latin-America-and-the-Caribbean-Contemporary-Case-Studies/Knight-S-Pacheco/p/book/9780367609061>

COBAM commends them for their achievement and wishes them all the very best.
