A MARRIED COUPLE CONFRONTING THE FRENCH LYCÉE: JUSTICE, REPARATION, OR PEACE?

Pablo Álamo, CETYS Universidad Mónica López Sieben, CETYS Universidad

Case Objectives and Use

This case is designed for use in courses on professional ethics, leadership, negotiation, and institutional governance, both within MBA programs and executive education settings. It is particularly relevant for students with professional experience in sectors such as education, law, nonprofit management, or institutional leadership.

The case presents a complex ethical-legal dilemma focused on the simultaneous pursuit of justice, reparation, and family stability following an alleged act of institutional negligence at a highly prestigious international school. It invites reflection on the limits of individual action in the face of structural power, as well as on the delicate balance between principles, personal interests, and collective goals.

Case Synopsis

In February 2017, D., a 12-year-old student at the *Liceo Francés A.C.* in Mexico City, suffered fractures in both arms after falling onto a stack of gym mats in a facility that was supposed to be closed or supervised. After three hours spent locating his family, and during which he received no additional medical attention at the infirmary, he was transferred to the hospital, where he underwent surgery, he was transferred to a hospital, where he underwent surgery. As a result of the accident, he lost approximately 20% of the mobility in one arm. Five months later, when his parents—Carmen and Íñigo, Spanish nationals residing in Mexico—attempted to re-enroll their two children, the school conditioned the enrollment on signing a letter waiving all liability for the incident.

The family was then faced with a critical dilemma:

Sign the waiver to ensure the academic and social continuity of their children, thereby avoiding a costly and emotionally draining legal battle in an unfamiliar judicial system;

Refuse to sign and initiate legal and reputational action against a powerful institution with diplomatic ties and the capacity to prolong the proceedings.

The authors developed the case for class discussion rather than to illustrate either effective or ineffective handling of the situation. The case and teaching note was anonymously peer reviewed for presentation at the NACRA 2025 Conference, Newport Beach, California, USA, October 16-18, 2025. © 2025 by Pablo Álamo Hernández y Mónica López Sieben. Contact person: Mónica López Sieben, Calzada CETYS s/n, Colonia Rivera, Mexicali, Baja California, México, CP 21259, +52 (686) 567-3700. Monica.lopez@cetys.mx

CORPORATE GOVERNANCE AND ETHICS CASES

Track Chair: Vijaya Zinnoury, *University of Denver* **Co-Chair**: Theresa Coates, *Limestone College*

Cases	Authors
A Married Couple Confronting the French Lycée: Justice, Reparation, or Peace?	Pablo Alamo Monica Lopez Sieben Nathalia Franco
Man Enterprise – How Can a Construction Company Become ESG Compliant?	Randa Salamoun Yasser Akkaoui Yasmina Francis
Mid Atlantic University: Conflict Of Interest at the Farmers Market	Glenda Evans Ziette Hayes
Montefiore-UHC Dispute	Cathy Rehfus-Wilsek



N A C R

2025 Proceedings of the

North American Case Research Association

Volume 39 67th Year

Hyatt Regency Newport Beach Newport Beach, California October 16 - 18, 2025

Mike Annett, VP Programs & Conference Chair MacEwan University School of Business Edmonton, Alberta, Canada

CONTENTS

C	ASE RESEARCH FOUNDATION	6
J	OHN SEEGER START-UP CASES WORKSHOP	7
K	EYNOTE PRESENTATION	9
N	EW VIEWS SESSIONS	10
	ALL PLAY AND NO WORK? USING IMPROV IN CASE TEACHING	10
	BRINGING IT TOGETHER: CRITICAL THINKING, DEBATE, AND CASE STUDIES	10
	CRAFTING PROMPTS – AI ENGINEERING FOR BUSINESS EDUCATION: AN EVOLVING EDUCATION SPACE	10
	CRJ EDITORIAL TEAM: ARE CRJ AND I RIGHT FOR EACH OTHER?	10
	HOW TO WRITE EFFECTIVE CASES EFFICIENTLY	10
	REIMAGINING AFRICAN BUSINESS CASE FORMATS	10
	SHARING BEST PRACTICES FOR DESIGNING ONLINE LEARNING WITH CASES	10
	THE ART AND SCIENCE OF AWARD-WINNING CASE STUDIES: A MASTER FRAMEWORK FOR EXCELLENCE	10
	UNLOCKING THE POTENTIAL OF CASE WRITING COMPETITIONS: BEST PRACTICES AND RECOGNITION	
P	EDAGOGY & RESEARCH TRACK	11
	GRIDLOCK AT THE EDGE: A MODERNIZATION DILEMMA	12
	MODERNIZATION VS. MISSION: AN HBCU'S SINGAPORE-STYLE DILEMMA	13
	WHAT IS THE UGLY DUCKLING OF STRATEGY MODELS?	14
A	CCOUNTING, FINANCE, AND ECONOMICS CASES	15
	BRISAGAS: THE DILEMMA OF COLLECTION PAYMENTS FORECASTING IN THE COLOMBIAN CARIBBE COAST	
	LARSEN AND TOUBRO LIMITED: WORKING CAPITAL MANAGEMENT FOR IMPROVED RETURNS	18
	MANKIND PHARMA LIMITED'S ACQUISITION OF BSV: A MASTERSTROKE OR A RISKY GAMBLE?	19
	SPEAK UP OR STAY SILENT: ETHICS, GOVERNANCE, AND ACCOUNTABILITY IN MATTEL'S VALUATIO ALLOWANCE	
C	ASES WRITTEN IN CHINESE LANGUAGE	21
	A GAME OF STRATEGY: MANAGING OFFLINE EXPANSION AND ONLINE INNOVATION AT CCYC	22
	BK CO., LTD.: OPPORTUNITIES AND CHALLENGES OF ESTABLISHING A JOINT VENTURE WITH A BRIT PARTNER	
	DONGGUAN BARRELED WATER: MULTIFAMILY BUSINESS MERGER AND INTEGRATION	24
	HW FACILITY MANAGEMENT OUTSOURCING: INNOVATION IN CONTRACT MODELS (PART A)	25
	QINGSHAN INDUSTRY: THE INTERNATIONAL GROWTH PATH OF AN EMERGING MARKET MULTINATIONAL ENTERPRISE	26
	SUSTAINABILITY FOR A BETTER FUTURE:	26

THE HEALTH MANAGEMENT PATH OF GOLDWIND TECHNOLOGY	27
THE MARKET LAUNCH OF WASHABLE MASKS	28
CASES WRITTEN IN SPANISH LANGUAGE	29
ARE WE STILL IN TIME TO CHANGE?	30
HUGO PORK AND THE CHALLENGE OF INTERNATIONALIZATION	31
PRESIDENT INFANTINO: THE CHALLENGE OF RESTORING CREDIBILITY TO FIFA	32
SALUD BUCAL: THE CHALLENGE OF DEMOCRATIZING ACCESS	33
CORPORATE GOVERNANCE AND ETHICS CASES	34
A MARRIED COUPLE CONFRONTING THE FRENCH LYCÉE: JUSTICE, REPARATION, OR	PEACE?35
MAN ENTERPRISE: HOW CAN A CONSTRUCTION COMPANY BECOME ESG COMPLIAN	ντ?36
MID ATLANTIC UNIVERSITY: CONFLICT OF INTEREST AT THE FARMERS MARKET	37
THE MONTEFIORE-UNITEDHEALTHCARE CONTRACT DISPUTE (2020-2024)	38
DIGITAL TECHNOLOGIES AND OPERATIONS CASES	39
BETTER MADE POTATO CHIPS: ADDING VARIETY TO PRODUCTION	40
FLEDGE: THE EMPATHY ALGORITHM – BALANCING MISSION AND GROWTH IN THE	AGE OF AI41
RECOVERING RESULTS: DATA-DRIVEN REPOSSESSION AT REPO GROUP LLC	42
SHOPIFY & FLEXPORT: STRATEGIC PIVOT TO DIVEST LOGISTICS FOR REFOCUSING OF COMPETENCIES	
URBAN COMPANY: FROM INSTA MAIDS TO INSTA MAYHEM	44
ENTREPRENEURSHIP, FAMILY BUSINESS, AND SMALL BUSINESS CASES	3 45
BEYOND THE BOOK LAUNCH:	47
CAN ENTREPRENUERS REWRITE THE RULES FOR AUTHOR BRANDING?	47
CAFÉ AT THE CORNER: BALANCING COMMUNITY, CAPACITY, AND CHANGE	48
CHASING RAINBOWS: BUILDING AN AMMOLITE ADVENTURE FROM RIVERBEDS TO	RETAIL49
CONQUERING CONDO CHAOS: STRATEGIC RESILIENCE AND SMART RISK IN CLIMATI	
COUNTRY BOY KITCHEN: GROWTH CHALLENGES IN A SOUL FOOD VENTURE	51
GINGER HEALTH: DOES SCALABILITY TRANSLATE TO PROFITABILITY?	52
HEARTS, MINDS, & MARGINS: THE ART OF RELATIONSHIP-BASED BUSINESS BUYING	53
IMMICAN: SCALING SOCIAL INNOVATION FOR FOREIGN-TRAINED PHYSICIANS IN CA	4NADA54
KHONOLOGY DIGITAL SOLUTIONS (PTY) LTD: VALUES DRIVEN ENTREPRENEURSHIP	55
MUNCHIFIED FREEZE DRIED: GO BIG OR STAY HOME?	56
NEIGHBOURHOOD ENTREPRENEURSHIP: THE STORY OF THE FERNWOOD COLLECTIV	VE57
PITCHING AN IP-BASED NEW VENTURE	58
PLAETO: THE "MULTIPLAY" DISRUPTION IN THE INDIAN ATHLETIC FOOTWEAR MAR	KFT5°

	PLAZA BEACH RESORTS: RESPONSIBLE REDEVELOPMENT	60
	PURPOSE MEETS PROFIT: EXIMUS EDUCATION'S STRATEGIC ENTRY INTO WHOLESALE TUTORING	61
	ROOTED IN OPPORTUNITY:	62
	EVALUATING A HIGH-STAKES DECISION FOR A BUDDING ENTREPRENEUR	62
	SANKOFA: A HEALTH AND WELLNESS ODYSSEY INTO THE HEART OF OCEANS	63
	SCALING WOO GIRL WEEKEND WEAR	64
	THE BLUE FLAME: SELL OUT OR HOLD OUT?	65
	THE LOCAL BUTHCER: KEEPING TRADITIONS ALIVE	66
	THE REAL STATE OF REAL ESTATE: IDENTIFYING TARGET CUSTOMERS OF HOME BUYERS, WHAT STRATEGY SHOULD MELVIN INDIA INFRA PRIVATE LIMITED USE?	
	VOCALEASE	68
V	IARKETING CASES AND INTERNATIONAL BUSINESS CASES	
	BEREL: BEYOND COLOR	70
	BRANDS&PEOPLE: REINVENTION OF A CREATIVE AGENCY IN THE NEW ERA OF AI	71
	BYKEA AT CROSSROADS: BIKES OR CARS?	72
	CANADA-US TRADE RELATIONS: FROM RECIPROCITY TO USMCA AND BACK?	73
	CEMEX TAVO:	74
	DEVELOPING CONSULTATIVE SELLING THROUGH ARTIFICIAL INTELLIGENCE	74
	DONUM: PREPARING TO BE A GLOBAL BRAND	75
	EXPANDING IMPACT IN NIGERIA: A NONPROFIT'S FUNDRAISING CHALLENGE	
	KEEPING IT RIELLI: FINDING THE RIGHT FIT WITH INFLUENCER MARKETING	77
	MEX: THE POWER OF A BRAND AS COMPETITIVE ADVANTAGE FOR A FAMILY BUSINESS	78
	NATAKALLAM: LEARN A LANGUAGE, CHANGE A LIFE	79
	REDTECH: CONVERTING TASMANIAN GOVERNMENT FROM PAPER TO COMPUTER BASED SYSTEMS	S 80
	SCALING MARKAZ: GROWTH AT WHAT COST?	81
	SCROLL, HOOK, REPEAT: KUKU TV'S STRATEGY FOR MICRODRAMA	82
	THE LIGHT AND SHADOW OF USER-CENTRIC BRAND COMMUNITY: NIO AND ITS "SHAREHOLDERS"	'.83
	TO MOVE, OR NOT TO MOVE? THAT IS THE DECISION	84
0	RGANIZATIONAL BEHAVIOR & HUMAN RESOURCE MANAGEMENT CASES	85
	BALANCING GENDER EQUALITY AND REALITY: JCB INDIA, AT THE CROSSROADS	86
	CARIBOU: NAVIGATING RADICAL INNOVATION IN A DEAD INDUSTRY	87
	HOW CAN BENEDICT COLLEGE SURVIVE THIS EXISTENTIAL CRISIS?	88
	ITC LIMITED: PROMOTING GENDER DIVERSITY IN AN UNIONIZED SET-UP	89
	LOST IN TRANSITION: FREDDY RUBIO'S CAREER DILEMMA AT 28	90

OUTSOURCING INDUSTRY IN SOUTH AFRICA	91
NO TIME TO CHANGE	92
SUSANA VS HOSPITAL VC - A, B AND C	93
YMCA OF NORTHERN ALBERTA: MISSION OR MARKET? REPOSITIONING THE DON WHEATON	N YMCA94
CIAL IMPACT AND SUSTAINABILITY CASES	95
CHANGING CUSTOMER REQUIREMENTS AND THE ETHICS OF COSMETIC: THE CASE OF SOUT KOREAN BEAUTY COMPANY	
DESIGNING PATHWAYS TO COMPETITIVE EMPLOYMENT	97
HIGH SPEED DECISIONS: TERRABEES SUSTAINABLE LEAP FORWARD	98
LIQUIDS REVOLUTION: CHANGE MANAGEMENT CHALLENGES – HOW TO CONVINCE CUSTON ADOPT INNOVATIVE SUSTAINABLE PROPERTY MANAGEMENT SOLUTIONS	
PASQUAL MARAGALL FOUNDATION: SCALING TO DEFEAT ALZHEIMER'S FROM BARCELONA WORLD	
SAHYADRI FARMS: A CASE OF INTERTEMPORALITY IN DECISION MAKING	101
VO-LASALLE FARMS, INC.: THE CUPS DECISION	102
WHAT'S IN A NAME? GETTING BUY-IN FOR BUY SOCIAL USA	103
RATEGY AND POLICY CASES	104
BRANDING WITH PURPOSE: WHAT'S NEXT FOR ATLAS YORK INSURANCE?	105
CARNE ASADA KITCHEN: OVERCOMING BUSINESS CHALLENGES	106
GENEXUS: TO SELL OR NOT TO SELL THAT IS THE QUESTION	107
GROWING WITH PURPOSE: BALANCING VISION, CULTURE, AND CAPACITY IN AN EDUCATION	
NETFLIX: THE BATTLE AGAINST SLEEP	109
SCALING AGAINST THE GRAIN: LASENTA LEWIS-ELLIS AND LLE CONSTRUCTION GROUP	110
SOLO FUNDS: PEER TO PEER LENDING AT THE EDGE OF INNOVATION - A MISSION TESTED BY	
SUPPORTWORKS' SHIFTING GROUND IN THE FOUNDATION REPAIR INDUSTRY: IMITATION & CONSOLIDATION	
THE DILEMMA OF UKRAINIAN CONSUMER LENDING SECTOR UNDER THE PRESSURE OF WAR	

NACRA 2025 Conference Proceedings is prepared by:

Mike Annett, NACRA VP of Programs & Conference Chair 2025, MacEwan University.

Email: <u>mike.annett@macewan.ca</u> Date of issue: October 20, 2025.

Available at https://nacra.net/conference/conference-proceedings/