



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



## Case Study

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### **Authenticity Unveiled: The Story of Ash Barty**

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Please contact the corresponding author, if you would like to access the full case study.

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## **Authenticity Unveiled: The Story of Ash Barty**

### **Abstract:**

The case study chronicles the remarkable journey of Ash Barty, a tennis prodigy who rose to the pinnacle of the sport before making the surprising decision to retire at the age of 25. Barty's story is one of resilience, self-discovery, and authenticity, shaped by her unwavering commitment to her values and inner journey. From her early struggles with homesickness and mental health to her triumphant comeback and subsequent dominance on the tennis court, Barty's career embodies the power of perseverance and self-belief. Despite achieving unprecedented success, Barty grappled with existential questions and ultimately chose to retire on her own terms, embracing a new chapter of life beyond tennis. Her journey underscores the importance of mindfulness, internal locus of control, and staying true to one's values in navigating the complexities of professional sports and life's transitions.



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