

Case Author Submission Instructions

Submit Two Files:

- (1) Case with Accompanying Instructor's Manual**
- (2) One Page Case Summary**

See detailed instructions for both of these files below.

Eligible Cases: Cases may deal with any topic in any academic discipline where dynamic classroom discussion is useful. Cases must be original work based on real events, real people, and real organizations, and must not have been previously published or accepted for publication elsewhere, either in journals or books. Submitted cases may also not be under simultaneous review for other conferences or publications. Cases presented in other workshops may be submitted only if they have been substantially revised since that presentation.

Submission Instructions: NACRA will be using an online case submission platform called ScholarOne. This increases our submission and review process efficiency and makes it much easier for authors, reviewers, and track chairs. Authors should submit their case and case summary by **Monday, June 18, 2018** to be considered for participation in the conference. ScholarOne will open for submissions approximately **Friday, May 4, 2018**. See the Tracks list to select your appropriate track for submission.

In submitting a case to the 2018 NACRA Conference, you are committing to have at least one author attend the conference and participate in the case roundtables on October 4-6, 2018. Authors who submit cases to two different tracks must have a co-author who will also attend the conference and participate in the roundtable sessions on both days.

Case and Instructor's Manual

Case Format: The case should be a .doc or .docx (Word) file, single spaced with a blank line between paragraphs and using Times New Roman 11 point font. The *case itself should normally not exceed 30 pages, including all exhibits and Instructor's Manual*. Other than the page one "Review Copy" notice discussed below and the recommended case page limit, details regarding case formatting are not specified. **See the sample case study and instructor's manual provided on the web site.** However, the one-page Case Summary does follow a strict format, described below.

To ensure a blind review process, *please do not include any author information in your document* (check File Properties to ensure that your name is not automatically provided as author of the document). The following notice should appear at the bottom of the first page of the manuscript:

Review copy submitted to NACRA 2018, Orlando, FL. Not for reproduction or distribution.

Instructor's Manual Format: The Instructor's Manual is to be single spaced with a blank line between paragraphs, using Times New Roman 11 point font. The Instructor's Manual should not normally exceed 30 pages, including all exhibits and case, and it should be included at the end of the .doc or .docx (Word) file in which the case is saved. **See the attached sample case study and instructor's manual.**

The Instructor's Manual should include the following elements:

1. A brief (one-page maximum) synopsis of the case.
2. Identification of the intended course(s) and levels, including the case's position within the course, the topics it covers, and its specific learning objectives.
3. A Research Methods section that discloses the research basis for gathering the case information, including any relationship between case authors and the organization, or how access to case data was obtained. Include any disguises imposed and their extent.
4. Suggested teaching approaches or a teaching plan, including the expected flow of discussion and key questions, role plays, debates, use of audiovisuals or in-class handouts, a board plan, etc.
5. Assignment questions for student preparation, accompanied by an analysis of each question.
6. If appropriate, an epilogue or follow-up information about the decision actually made.

Case and Instructor's Manual Rhetorical Guidelines:

- 1) Because a case describes a situation at one point in time, it must be written in past tense, except for quotations.
- 2) Most cases start with a short (less than one page) case "opener" which sets the stage by introducing the case protagonist, the timeframe, the organization, and the situation. Often the next section is a company and/or industry background, followed by sections which examine the specific situation.
- 3) Exhibits should be grouped at the end of the case. Each exhibit should have a number and title and a citation to its source.
- 4) Necessary citations should be embedded in the text as end notes, with bibliographic information restricted to a "Reference List" at the end of the case, in APA format.

One-Page Case Summary

Remember, this document is submitted as a *separated file* and it is important that you follow the formatting guidelines described below. Please also see the example one-page summary that follows the formatting instructions.

The *2018 NACRA Conference Proceedings* publication will contain the one-page case summaries. In order for the Proceedings to be of the highest quality, it is imperative that authors adhere to the following formatting requirements: (1) One inch margins all around (top, bottom, sides), (2) Page limit: one page, (3) Times New Roman, 11 point font, (4) Single spaced, left justified (except title).

A blank line separating paragraphs.

TITLE IS CENTERED, BOLD, FULLY CAPITALIZED

Jim Bright, Brilliant University
Holly Ivey, Hammerhead University

Indicate student authors as follows: name (student author)

Indicate faculty supervisor/s as follows: name (faculty supervisor)

Two blank lines after authors, then first subtitle, centered, first letters capitalized bolded and underlined:

Case Objectives and Use

The purpose of this section is to help professors who are looking for cases discover whether this one will be useful to them. Potential adopters want to know: For what type of course (e.g., strategic management or marketing) is this case targeted? For what type of student is it targeted (e.g., undergrad, MBA, executive MBA)? What issues are addressed in this case? What insights or skills will students develop as a result of preparing and discussing this case?

Now the second subtitle, centered, first letters capitalized, bolded and underlined:

Case Synopsis

In this section you should mention the timeframe (e.g., March, 2013) and the case protagonist (e.g., Joe Hero). Briefly describe the organizational and industry context and the situation that the protagonist is facing.

Leave about an inch at the bottom for the following, in Times New Roman font size 9:

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 2018 Conference, Orlando, FL, October 4-6, 2018. © 2018 by [author 1 and co-authors]. Contact person: [name, university, campus address, phone number, email].