

**TITLE IS CENTERED, BOLD, FULLY CAPITALIZED**

Author Name (First Name, Last Name), Affiliation  
Author Name (First Name, Last Name), Affiliation

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, 2019) 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 were anonymously peer reviewed for presentation at the NACRA 2022 Conference, Niagara Falls, Ontario, Canada, October 6-8, 2022. © 2022 by [author 1 and co-authors]. Contact person: [name, university, campus address, phone number, email].