

JCRI Call for Cases:
Short Teaching Cases based in Developing Countries
(Deadline October 15, 2018)

The *Journal of Case Research and Inquiry* (JCRI) seeks submissions of short cases (5 pages, not exceeding 1,750 words) accompanied with instructor manuals on organizations or entrepreneurs facing issues in developing countries. See JCRI special edition submission guidelines at www.jcri.org or request from editor@jcri.org.

Guest Editors: Julia Ivy (Northeastern University), Monika Hudson (University of San Francisco), and Rolly Sinese (De La Salle College of St. Benilde).

The *Journal of Case Research and Inquiry* (JCRI) is the peer reviewed online publication of the Western Casewriters Association (WCA). The journal is listed in Cabell's directory and has an acceptance rate of 20% - 25%. JCRI publishes (1) TEACHING CASE STUDIES in business and public administration, nonprofit management, and social entrepreneurship; (2) NOTES - industry or theoretical analyses to accompany cases; and (3) ARTICLES on case research and teaching with cases. JCRI publishes online so cases are available full-text and free of charge to educators and students. Educators are encouraged to place in their syllabi links to JCRI cases, notes, and articles. Authors should review the JCRI submission guidelines, and may contact the editor at editor@jcri.org. For information on the Western Casewriters Association, please visit our website at www.westerncasewriters.org.



Submission Guidelines: Short Teaching Cases based in Developing Countries

Authors should submit two WORD files, attached to a single email to editor@jcri.org. Please do not send PDF files to the journal. Each file sent to the journal should be saved with a name that clearly identifies the case short title and the date.

The first WORD file should contain the SUBMISSION FORM and the CASE SYNOPSIS. This document contains the information required for contacting the author(s). Author information is used only by the editor and authorship is not revealed to reviewers.

The second WORD file should contain the CASE and INSTRUCTOR'S MANUAL (IM).

In all documents submitted, use a size 12 Calibri font, 1 ½ spaced for text. Use a size 10 Calibri font, single spaced, for Exhibits, Tables, Appendices, Footnotes, Endnotes, Financial Statements, and References. Leave a one-inch margin on the top, bottom, and sides of all pages. Align text with the left except for major titles, and do not "justify" the text. Number (starting with 1) all pages of each document. Do not submit more than two files. Include any charts, graphs, figures, images, or photographs in the manuscript in the approximate place where it should be included. While IMs, notes, and articles may be written in the present tense, by convention, all cases should be written in the past tense (e.g., "In 2015, Widgets-R-Us was the global leader in widget manufacturing.").

JCRI is an online publication. Case authors are encouraged to include photos, maps, links to websites, embedded videos, and other features that take advantage of the internet. See below:

- A. Guidelines for the Submission Form
- B. Guidelines for the Short Teaching Case Study
- C. Guidelines for the Short Teaching Case Instructor's Manual

A. Guidelines for the Submission Form

Type SUBMISSION FORM (bold, all capital letters, centered) on the first line and *Journal of Case Research and Inquiry* (bold, italicized, centered) on the second line, followed by a blank line.

1. **Title:** Type the title of the case (in bold font, all capital letters), followed by a blank line.
2. **Date:** Type Date First Submission: followed by the name of the month, and number of the day and year (for revised and re-submitted manuscripts, always provide the date of first submission as well as the date of the revision).
3. **Type of Manuscript:** Indicate Case and IM.

4. Authors, Affiliations, and email addresses: Provide the name, affiliation, and email address of each author (centered). Please do not indicate job titles, degrees, or designations such as Ph.D., etc.

5. Contact person: Name, Affiliation, Address, telephone number, and email address of the contact person.

6. Research method: Type primary research, secondary research, or a combination of primary and secondary research.

7. Conference presentation: If the case has been presented at a conference, indicate the name, year, and location of the conference (e.g., WCA 2018, Salt Lake City, UT).

8. Functional area(s): Indicate the functional area that is most appropriate to the content of the manuscript (e.g., Business strategy, Marketing, Nonprofit Management, Social Entrepreneurship, etc.).

9. Industry: Indicate the industry(ies) or sector(s) of activity of the organization(s) in the manuscript (e.g., Oil, Automotive, Philanthropy, etc.). If no specific sector of activity applies, type N.A.

10. Location(s): Indicate the location(s) of the activity of the organization(s) in the manuscript (e.g., Belarus, Colombia, Philippines).

11. Certification Statement: Provide the certification statement with your signature and the date (electronic signatures or typed names are acceptable, although a signature may be requested prior to publication).

Certification Statement: In submitting this case for *the Journal of Case Research and Inquiry* (JCRI), the author(s) certifies (certify) that it is original work, based on research of real events in a real organization. It has not been published previously (excluding conference proceedings). Copyright holders have given written permission for the use of any material not permitted by the "Fair Use Doctrine." For cases based on primary research, the author(s) have obtained from the organization described in the case a release authorizing the publication of information included in the case synopsis. I (we) understand that the case may be published in *the Journal of Case Research and Inquiry* and made available at no cost on the JCRI and/or Western Casewriters Association website. Date: Signature:

12. Author(s) biographical sketch(es) and photo(s): If the manuscript is accepted by the *Journal of Case Research and Inquiry*, the journal will request a short biographical sketch (not to exceed 100 words per author) and a portrait photograph of each author(s). Provision of this information and/or photo is optional.

13. Save the file with an appropriate name: Save the file with a name that indicates the short title, type of manuscript (SF, CASE) and date using underscores (but no spaces). For example,

when submitting the submission form and case synopsis or abstract, save the file as Title_SF_2Nov2018.doc (or .docx). When submitting a document containing a case and IM, save the file as Title_CASE_7Nov2018.docx.

See Sample submission form below:

JCRI Sample Submission Form

1. Title

WIDGETS-R-US: STRATEGIC IMPLICATIONS OF THE ECONOMIC DOWNTURN

2. Date

Date First Submission: November 2, 2018

3. Type of manuscript

Case and IM

4. Author(s), affiliation(s), and email(s)

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6. Research method:

Combination primary and secondary research

7. Functional area(s):

Business strategy

8. Industry:

Widgets

9. Location(s):

USA

10. Conference presentation:

WCA Conference 2018, Salt Lake City, UT

11. Certification Statement

In submitting this case for the *Journal of Case Research and Inquiry* (JCRI), the author(s) certifies (certify) that it is original work, based on research of real events in a real organization. It has not been published previously (excluding conference proceedings). Copyright holders have given written permission for the use of any material not permitted by the "Fair Use Doctrine." For cases based on primary research, the author(s) have obtained from the organization described in the case a release authorizing the publication of information included in the case synopsis. I (we) understand that the case may be published in the *Journal of Case Research and Inquiry* and made available at no cost on the JCRI and/or Western Casewriters (WCA) Association website, and the JCRI or WCA may provide the accompanying instructor's manual to instructors affiliated with state and nonprofit educational institutions.

Date:

Signature:

12. Author(s) biographical sketch(es) and photo(s)

(file saved as Widgets_SF_2Nov2018.docx)

B. Guidelines for the Short Teaching Case Study

Short cases may not exceed 5 pages (1,750 words). The case study should be written entirely in the past tense. Authors should imagine the case being read one or two years in the future, after the events have already transpired. Short sections with headers in bold or underlined are preferred over long sections. The use of direct quotes (in quotation marks) is often very effective.

On the first page, centered in bold capital letters, provide the title. Below it leave one blank line and centered type Submitted to the *Journal of Case Research and Inquiry*. On the next line type Date First Submission: followed by the date. Do not provide authors' names.

WIDGETS-R-US: STRATEGIC IMPLICATIONS OF THE ECONOMIC DOWNTURN

Submitted to the *Journal of Case Research and Inquiry*

Date First Submission: October 1, 2018

Including exhibits (photographs, diagrams, charts, graphs, and financial statements) is appropriate and may be done in the body of the case or attached to the end of the case as appendices. All Exhibits must be numbered and labeled with an appropriate title (in bold font), for example **Exhibit 1. Sales of Widgets in North America 2015 to 2020**. Authors should place exhibits approximately where they believe they would be placed in the final version of a published case. Below each exhibit, authors should type Source: (in italics) followed by the source of the information.

All case submissions to the *Journal of Case Research and Inquiry* must include an instructor's manual (see Guidelines for the Short Teaching Case Instructor's Manual below). Footnotes and endnotes may be used if appropriate. If used, notes should be numbered consecutively from the start to the end of the case. Use a size 10 font for footnotes or endnotes.

A reference list is required at the end of the case for all cases that were developed using secondary research or a combination of primary and secondary research. (A separate reference list is required at the end of the IM.) Use a size 10 Calibri font for reference lists. To cite sources in the reference list and below exhibits, authors should use standard APA styles (see www.apastyle.org).

Save the file with a name that indicates the short title, CASE, and date using underscores (but no spaces). For example, Widgets_CASE_12Jan2018.docx.

C. Guidelines for the Short Teaching Case Instructor's Manual

The IM should be included in the same Word file as the case, beginning on a new page. There is no specific page or word count limit for the IM.

On the first line, please type INSTRUCTOR'S MANUAL: then the case title exactly as written in the Submission Form (centered, bolded, and fully capitalized in one or two lines). Do not underline. Leave one blank line, then type: Submitted to the *Journal of Case Research and Inquiry* (with the journal name in italics). On the line immediately below type: Date First Submission: followed by the name of the month, and number of the day and year (for revised and re-submitted manuscripts, always provide the date of first submission as well as the date of the revision). For example:

**INSTRUCTOR'S MANUAL:
WIDGETS-R-US: STRATEGIC IMPLICATIONS OF THE ECONOMIC DOWNTURN**

Submitted to the *Journal of Case Research and Inquiry*
Date First Submission: October 1, 2018

The IM for a short teaching case should contain 9 short sections. Sections should be numbered and provided in order. Each IM section title should be aligned left, in bold font, and underlined.

1. Case Synopsis
2. Case Learning Objectives
3. Associated reading or assignments (optional for short cases)
4. Discussion Questions
5. Research Method
6. Teaching with the Case (optional for short cases)
7. Conceptual Analysis
8. Possible Answers to Discussion Questions
9. Notes and References

1. Case Synopsis (required)

The case synopsis from the Submission Form should be repeated here.

2. Case Learning Objectives (required)

The case learning objectives from the Submission Form should be repeated here.

3. Associated Readings or Assignments (optional for short cases)

If applicable, readings, websites, or assignments that should be completed prior to using the case in a classroom should be suggested. For example: The case may be assigned with Johnson & Smith (2018) "The Widget Industry after 2020."

4. Discussion Questions (required)

Provide 2 to 5 questions that could guide the discussion of the case, or could be assigned to students for written work prior to an in-class case discussion. Discussion questions should be linked to the case learning objectives.

5. Research Method (required)

Indicate the methods used in researching the case, and in particular if primary or secondary data were used. Also indicate if any of the researchers has a relationship with the organization (such as a paid consultant, employee, part-owner, etc.). Indicate the extent of disguise, or instead indicate that no data have been disguised.

6. Teaching with the Case (optional for short cases)

Optionally, provide the outline of a lesson plan and/or suggest how the case might be used in a classroom to enhance learning.

7. Conceptual Analysis (required)

Briefly indicated what theories, conceptual models, or laws are relevant to the learning objectives of the case and how they apply to the case.

8. Possible Answers to Discussion Questions (required)

Provide brief answers to the discussion questions presented in number 4 above. Provide guidance for the instructor when discussing the case or grading papers written on the case. While it may be useful to provide alternative answers to a given question, please avoid providing "good" and "poor" (or "A student" and "C student") answers to the questions.

9. Notes and References (required)

Provide endnotes if appropriate. Provide a full reference list of all sources used in the case and IM, using standard APA format. Be sure to include full references of any text, video or website suggested in section 3 above.

The IM is saved in the same WORD file as the case.