

FLAME INTERNATIONAL CASE CONFERENCE 2016

Guidelines for Submission of Full Case/Documentation of Industry Experience ¹

<p>Structure of Text Cases/Industry Experience</p>	<p>The diagram illustrates the structure of a case study document. It consists of several sections: <ul style="list-style-type: none"> Title: "Capturing Mind Share of Weight Conscious: Company X, Svria" (circled in blue). Introduction: A paragraph of placeholder text (XXXXXX). Company X: A sub-heading followed by placeholder text. Organizational Background: A sub-heading followed by placeholder text. Exhibit: A box labeled "EXHIBIT 1" (circled in black). </p> <p>Annotations on the right side of the diagram: <ul style="list-style-type: none"> A blue arrow points from the title to the text: "Title – should be interesting with an idea of what the case is about, name of organization and market". Red arrows point from the introduction paragraph to the text: "Introduction paragraph should talk about the decision maker, the problem and time frame and a brief 2 sentence background. Not more that 10 sentences". Red arrows point from the main body sections to the text: "Main Body: Use sub-headings that allow students to follow the story and easily find information. This gives the context". A black arrow points from the exhibit box to the text: "Exhibits make the case interesting and yet let the reader know this is extra information.". </p>
<p>Voluntary Submission of Teaching Note</p>	<p>All case writers are encouraged to also submit a teaching note along with the full case. This, however, <u>is a voluntary and not necessary requirement for submission of full case. The rough format format for teaching note is as follows:</u></p> <ul style="list-style-type: none"> • Who is the teaching case for: Students of which classes, disciplines and what is the level of expertise with this area? Is there any prior preparation students must do before they come to class? • What are the teaching objectives? Which theories and concepts can be reinforced, what skills can be learnt? • What are possible issues the teacher or students can bring out in the discussion and how can these be handled? • Are the resources documented easily accessible? • Is there a teaching plan – how will you begin the discussion, how do you lead the students and what is the outcome. In some cases a Board Plan (to jot down key points is also recommended). What is the time needed to facilitate this discussion? • A few discussion questions maybe given and these can also help in class discussions. Do you recommend group study or individual study? Should it be a discussion, debate, role play, etc? Why? • Last but not least how do you think students can be evaluated?
<p>Keywords</p>	<p>Please provide up to 5 key words that describe your case study / experience.</p>
<p>Responsibility of originality and</p>	<p>The cases must be original and non-plagiarized works of submitting authors. Authors will have sole responsibility for the contents of their texts. Any issue of plagiarism will result in</p>

¹These guidelines are adapted from Balakrishnan (2010) "Writing Cases" available at: http://www.emeraldgroupublishing.com/products/new/pdf/teaching_cases.pdf

non-plagiarism	disqualification of case from the conference. The participant should ensure that the submitted case has not been submitted or discussed in any previous conference or any public forum.
Suggested Length and Formatting style	<ul style="list-style-type: none"> • Text limit for Case: 7 pages excluding exhibits (1.5 spacing with 1 inch margin all around) • Exhibits: As many may be required in the case context
File format	Word file (doc). Please do not send Pdf submissions.
Whether interested in getting your case published?	The copyright of cases presented at this case conference remains with the authors. However, post the conference, authors of a few selected high quality cases would be invited to publish their cases in a reputed case journal/repository. Their cases would only be published if they give their prior consent and complete the process of passing copyrights of cases to the publisher. A few selected cases presented at our last year's case conference are being published in form of a case book by the ET Cases. Please indicate whether you would be interested in getting your case published?
Full case submission Date	April 30, 2016
Submission Mode	email to : fcc@flame.edu.in

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