

# *Journal of Applied Case Research*

## GUIDELINES FOR SUBMISSION

The *Journal of Applied Case Research (JACR)* is a publication of the Southwest Case Research Association. *JACR* publishes teaching cases in all business disciplines. Cases may be grounded in primary and/or secondary data sources. Whether primary or secondary, sources must be well documented. Authors using primary data (i.e., data about internal operations obtained directly from that organization) must obtain written permission from the organization under study to be considered for publication. Although *JACR* will publish disguised cases, disguising a case by changing the organization's name does not remove the requirement for written permission to publish the data directly given by the organization under study. Fictitious works are not considered for publication.

Case submissions may be of two forms:

- ❑ Decision-based Case: Presents data to which a student must apply theory to analyze the issue requiring resolution and to synthesize what actions should be taken.
- ❑ Description-based Case: Describes organizational actions that a student must evaluate using theory or models of best practice.

### Teaching Case Guidelines

Cases under review for publication consideration in *JACR* must adhere to the following submission guidelines:

- ❑ The title page must include the title of the case and appropriate contact information (authors' names, affiliations, complete mailing addresses, telephone numbers, and e-mail addresses). Excluding the title page, the case must not contain authors' names or any affiliation that would allow reviewers to determine authorship.
- ❑ Cases must be written in past tense.
- ❑ Text must be prepared using Microsoft Word, Times New Roman, 12 point font. If prepared with the 2007 edition (Vista), the document must be saved as a Word 97-03 document.
- ❑ Text must be single spaced and fully justified with 1.25 inch margins (left and right) and 1 inch margins (top and bottom).
- ❑ Main headings must be centered, bold, and in CAPITALS. Sub-headings must be left justified, bold and lower case.

- Appendices, Figures, and Tables must be numerically labeled and referenced in the body of the case. Figures and Tables must be placed near their point of reference.
- When substantiation of a source is necessary, reference the source as an endnote using APA format. For clarification points, do not use footnotes; either incorporate the information into the body of the case or refer to an Appendix.

### Teaching Note Guidelines

Cases must be accompanied by a teaching note, serving as a manual for effective use of the teaching case. The teaching note must not contain authors' names or any affiliation that would allow reviewers to determine authorship. Further, although not published, the teaching note must adhere to the following format:

- **Synopsis:** Begin with statements identifying the form of case (decision-based or description-based), the source of data (primary or secondary), and the presence of any disguises (names, locations, dates, numeric data, etc.). Then, briefly present the theme of the teaching case. The length of the synopsis should not exceed one page and should give enough information about the case that readers would be able to decide if the case might be appropriate for their courses.
- **Use & Objectives:** Begin by identifying the levels (undergraduate, graduate, executive) and the courses for which the case is most appropriate. Then, itemize the learning objectives that a student should achieve through study of the case.
- **Conceptual Foundations:** Explain the conceptual foundations (theory or model) on which the recommended analysis (found in the Q&A section of the teaching note) is grounded. Literature that would be helpful in understanding the conceptual foundations should be reviewed and cited as endnotes.
- **Teaching Plan:** Provide guidance on how to most effectively achieve the learning objectives through assignments and discussion. Indicate if the case has been classroom tested and insights from that experience.
- **Analysis:** List each question followed by a corresponding answer. The answer should be clearly written out in a full discussion for the benefit of adopting instructors. The primary Intellectual Contribution in case writing is found in this section of the teaching note. Use endnotes to cite published materials where appropriate. Develop tables and figures summarizing analytical methods or points. Title these Table – TN-1, 2, etc. or Figure – TN-1, 2, etc. In the text of the answers, if appropriate, specify where the data is found in the case (e.g. See Case Table 1). When possible, cite answers which would tend to identify the answers of "A" students.

- ❑ Epilogue: Describe the events that follow the point at which the case is punctuated. What were the decisions made and actions taken? What further effects have these decisions and actions rendered?
- ❑ Appendix (Optional): Insert any additional pedagogical materials in this section. This would include articles that would allow the instructor to relate the overall focus of the case to the relevant discipline. This would also include pedagogical materials such as handouts or slides that would facilitate discussion.
- ❑ Teaching Note Endnotes: References throughout the teaching note should be cited as endnotes.

### Submission Guidelines

In addition to Editor review, all submissions undergo double-blind, Peer Review. Authors requesting review of submitted materials affirm that

- ❑ The work is original, and has not been published in another journal or textbook;
- ❑ The organization, people, and events on which the case is based are real (and, if relevant, disguises have been fully acknowledged in the teaching note);
- ❑ Every effort has been made to ensure accuracy of the teaching case and teaching note;
- ❑ Ethical standards have been applied in the research and preparation of the work;
- ❑ Appropriate permissions have been obtained so that publication of the case would not violate any copyright or other personal or proprietary rights of others; and
- ❑ The work is not concurrently under review elsewhere.

Please submit cases and associated teaching notes via email attachment to:

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