**AHIBS INTERNATIONAL ACTION CONFERENCE 2024** 

**Act to Impact, Transform to Reform**

**Author Guidelines**

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Authors are required to submit the teaching case and the teaching note. The authors need to ensure that the following criteria are met before submission.

**A. Teaching Case**

Consider the following sections (not necessarily to stick to these sections only):

• 1. Introduction

o Introduce the case problem

o Introduce the main protagonist

o The central issue is relevant and interesting

o Include specific dates, when the case took place

o the relevance of the case problem(s) to ‘solve’ the issue(s)

o Urgency and implication of the required action/decision to be made

• 2. Industry Background

o Industry background and its relevance to the central issue(s)

o Sufficient information is provided related to the industry

• 3. Case Company Background

o Company background and its relevance to the central issue(s)

o Sufficient information is provided related to the company (its inception, management tree, operation and competitors)

• 4. Case Story and Central Issue(s)

o The case story provides sufficient information to highlight the case problem

o The whole case story is properly linked with the central issues and case problem

o Appropriate data collection techniques (qualitative and/or literature search based on published materials are employed)

• 5. Case Closure

o Restate the main issue(s) or highlight the big question addressing the main case problem

o The case should be properly closed by providing at least one possible solution to the business or management issue under consideration

• 6. Case Exhibits

o Authors can include information/pictures/financial statements/others

**B. Teaching Notes**

• 1. Case synopsis

o Describe the case context and key issues in not more than 250 words.

Include:

o Name of the organization

o Industry

o Country

o Details of the protagonist

o The dilemma facing the protagonist

o Date when case problem is positioned

• 2. Learning objectives

o State at least three (03) case learning objectives relevant to the intended audience.

• 3. Target audience/course/subject:

o Identify the appropriate audience for the case (e.g., undergraduate, graduate, practitioners)

o State the course (s) name that you are writing the case to be used for

o Identify and decide specific topic areas within the course in which the case is planned for

• 4. Concepts/theme/theories/academic terminology to cover

o Describe the concept/theme/theories/ academic terminology related to the case

• 5. Data Collection Methods

o Describe the type(s) of data collected and the data collection methods in developing the case

• 6. Suggested Case Questions

o Include at least three (03) case questions to be attempted by the students

o Ensure that the case questions are in alignment with case learning objectives

• 7. Suggested Case Answer(s).

o Prepare suggested case answers for all the case questions proposed

o Integrate the relevant theories, models, and frameworks in answering the case questions

o Ensure that the case questions are in alignment with the case learning objectives

• 8. References.

**C. Manuscript Requirements**

• Format: All files should be submitted as Word documents.

• Teaching Case

o Case text should be written in past tense

o Use Times New Roman, 12-point font, single space

o Case Study Length: The teaching case should be between 2,000 and 2,500 words in length (4-5 pages), excluding references, and other supplementary materials (e.g. teaching note)

• Teaching Notes:

o All case studies must include teaching notes including sufficient discussion and assignment questions. The teaching notes should be between 1,000 words to 1500 words in length.(2-3 pages)

• Case Study Title Page: A Case Study Title Page should be submitted alongside each submission. This should include:

o Case Study Title: A title of not more than twelve words should be provided, which typically includes the name of the case organization

o Author Details: Full name of each author, affiliation of each author, corresponding author details if there are more than one author, the email address of the corresponding author (organization and personal email addresses)

**D. Review Process**

• Each teaching case and teaching note will be sent for blind peer review. Reviewers’ decisions and comments will be given to the authors for further correction. Upon resubmission after correction, the teaching case and teaching note will be sent to reviewers for correction verification before an acceptance decision is announced.

**E. Copyright**

• Each teaching case and teaching note submitted should not have been submitted to other publication outlets and currently under review or published before.

**F. Permission and Consent to Publish**

• Authors are required to have clear permission to use the teaching case and teaching note which is not owned by them before submission. AHIBS will not publish any submission which has not obtained permission to use.

o the authors must submit a duly filled and signed Consent to Publish form from the protagonist of the case together with the teaching case and teaching note if primary data has been used. Cases based on secondary data (i.e., any information that is publicly available) are not required to obtain consent.

**G. Final Submission**

• The manuscript should be checked for potential errors including grammatical, spelling, and typographical errors. The final manuscript submitted by the author should be the definitive version of the teaching case and teaching note. No changes will be considered after the final submission of the manuscript.

• Upon final acceptance of the case, authors are required to submit a copyright assignment form with complete information about each contributing author, including full name, email address (organization and personal email addresses) and full postal address.

**H. Submission Process**

• All submission must be upload to the google form link at

<https://forms.gle/qyLT6bs8oop74c9W9>