**[Insert Your Title Here]**

***Teaching Case***

| **For Internal Use** |  | **ABSTRACT** |
| --- | --- | --- |
| ***Article history:***  Received:  Revised:  Accepted: |  | **Subject area**  [Write your subject area]  **Study level/applicability**  [Write your study level/applicability]  **Case overview**  [Write your case overview]  **Keywords**  [Write your keywords] |

## 

## 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)

**Table 1:** Title

| **Title** | **Description** |
| --- | --- |
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### • 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)



**Figure 1:** Title

### • 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

### 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)