

Journal of Case Research (ISSN: 0976-108X)  
Guidelines for Authors [Teaching Case & Teaching Note]

“Journal of Case Research” (JCR) is a peer-reviewed online Journal. It publishes Research Cases, Teaching Cases & Innovation in Case Methodology in the field of management relating to Organizations and Institutions in Business, Industry, Government, Non- Government and Communities. It welcomes original papers from academicians, researchers and practitioners.

Teaching Cases shall be evaluated on the basis of Originality of Work, Teaching Objective, Conceptual Clarity, and Quality of Teaching Note. The desired length of main text is about 4000 words.

The authors are requested to send only the softcopy of the manuscript/Teaching Case and ‘Teaching Note’ to [editorjcr@ximb.ac.in](mailto:editorjcr@ximb.ac.in) . Edited & modified copy of the Case which is selected for the publication shall be sent to respective author(s).

**Manuscript Format:**

- § The text should be double-spaced on A4 size portrait form in Times New Roman script in Font size of twelve (12).
- § The author's name or personal details should not appear anywhere on the body of the manuscript to avoid any influence on double blind review process.
- § Authors are required to submit a brief self description with their designation, Organizational affiliation, published work like articles, research papers & Books.
- § All Exhibits (tables, charts, and graphs) should be given on separate sheets with titles. Source of the exhibit/data should be maintained. In case of exhibit extracted from website; date of extraction should be mentioned. For e.g. Source: [www.abcdef.com](http://www.abcdef.com) <extracted on December 28, 2009>
- § References should be complete in all respects and arranged in alphabetical order.
- § (a) In the text, the references should appear as follows: <Title/ surname>. <Initial letter of the first name>. < Initial letter of the second name/ sub title >. (year). <”name of the article/ case/ paper”>, <name of the book/ author>, <publisher>, <year of publication>

- § For example: Dayal, K.P. (2003). “Multinationals from India: Wining Strategy” from “Indian Multinationals Glory”, ABCD Books publication, 2004
- § (b) Journal references should be listed as follows: Nayak, A.K.J.R (2001). "Competition at its Peak: A case of India-Australia Series," Vilakshan, Vol3, 3-18.
- § (c) Books should be referred to as follows: Sugandhi, R K (2002). “Business to Business Marketing”, New Delhi: New Age International.

### **Teaching Note Format:**

Teaching Note preparation is an important aspect of case writing as it could help the author and the users of the case in disseminating the knowledge required to use the cases effectively in the classroom. It enhances the teaching learning process by providing the appropriate conceptual and theoretical background required for using the cases in courses and in training programmes. Hence, the teaching note should necessarily include the following points.

1. Title of the Case
2. Title: Teaching Note
3. Learning Objectives
4. Case Synopsis
5. Case Review Questions
6. Conceptual and Theoretical Background with suggested reading
7. Target Audience
8. Number of Sessions Required
9. Methodology
10. Board Plan (optional)
11. Probable Answers for Questions (optional)
12. Other Aides such as Videos or News Papers or Websites (optional)
13. Limitations (if any)
14. References for conceptual and theoretical background as well as suggested reading

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