

AUTHOR GUIDELINES

SAGE Business Cases is a digital collection of cases from across the range of Business and Management disciplines. Sold around the world directly to academic libraries, SBC includes cases that can be used for a wide range of pedagogical needs, from illustrating core business and management skills in the classroom to independent student projects. Delivered on SAGE's digital library platform, *SAGE Knowledge*, SBC allows for cases to be integrated with SAGE's leading journal, book, reference, and video content.

WHAT TYPES OF CASES WILL SAGE PUBLISH?

SAGE is interested in well-written, detailed teaching cases that expose students to real-world business problems and scenarios. Cases should be approximately 800-5,000 words in length and can be written for the undergraduate or graduate level. Authors can base their cases on direct field research or write them using publicly available sources. We will also consider cases based on fictional or anonymized companies or business scenarios. A successful case will:

- Contain a decision point that allows students to analyze a situation and respond.
- Include a range of thought-provoking questions that will help initiate class discussion or encourage further research.
- Present the business problem or situation in a non-biased manner, allowing for discussion and various outcomes or solutions to the case.
- Assume a global, multicultural readership.

In short, each case should aim to equip students with business knowledge and skills that are relevant to their future working life and help develop their critical thinking and decision-making skills.

ELEMENTS OF A SAGE BUSINESS CASE

On the next page you will find details on, and examples of, the elements that we'd like to see in your SBC case.

CASE ELEMENTS CHECKLIST

| |
|--|
| Title Page |
| <input type="checkbox"/> Contributor biographies & contact details |
| Case Content |
| <input type="checkbox"/> Title |
| <input type="checkbox"/> Abstract |
| <input type="checkbox"/> Learning Outcomes |
| <input type="checkbox"/> Discussion Questions |
| <input type="checkbox"/> List of further readings or links to web resources for further reading |
| <input type="checkbox"/> List of references cited (alphabetized, APA style) |
| Teaching Notes |
| <input type="checkbox"/> Case Summary |
| <input type="checkbox"/> Teaching Objectives |
| <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Pedagogical approaches & strategies (the case in practice, if applicable) |
| <input type="checkbox"/> Potential solutions or guidance for discussion questions |
| <input type="checkbox"/> Background information or further reading (if applicable) sources |
| <input type="checkbox"/> List of references cited (alphabetized, APA style) |
| Figures and tables |
| <input type="checkbox"/> Sequential numbering |
| <input type="checkbox"/> Descriptive Caption |
| Metadata (recorded on SAGE Track) |
| <input type="checkbox"/> Title |
| <input type="checkbox"/> Abstract |
| <input type="checkbox"/> Type of Case |
| <input type="checkbox"/> Subject Area Taxonomy |
| <input type="checkbox"/> Related Country/Countries |
| <input type="checkbox"/> Industry |
| <input type="checkbox"/> Organization Name |
| <input type="checkbox"/> Organization Size |

Abstract

The abstract should provide a succinct overview of your case, giving SBC users a quick snapshot to assess your case's relevance to their classroom or research needs. It should also highlight the relevant decision point of your case. The content of your abstract will also help aid discovery of your case within SBC, through open-web searches, and in Google Scholar. Here are some samples:

EXAMPLE 1:

Abstract

Carter is faced with the challenge of choosing charitable causes for three separate companies to partner with for upcoming cause-related marketing campaigns. He initially thinks that any charitable cause will work due to the generally positive associations of corporate philanthropy, but marketing research informs him that perceptions of brand/cause collaborations may be more complex than has been traditionally assumed. This case encourages students to process the multifaceted nature of charitable causes and the different types of collaborations firms can achieve through brand/cause partnerships.

EXAMPLE 2:

Abstract

In October 2014, all the attention of the U.S. media was focused on the Presbyterian Hospital in Dallas, Texas. This case describes how the events that took place during the first incidences of the Ebola virus in the United States impacted the reputation of an iconic hospital in Dallas. The case invites students to put themselves in the shoes of a business consultant who has been hired by the Presbyterian Hospital of Dallas to provide recommendations about how the hospital failed in response to the Ebola virus crisis and about the strategic steps to recover the reputation of the hospital.

Learning Outcomes

The Learning Outcomes section will help both students and instructors by:

- focusing on the specific goals of the case,
- highlighting what students should take away from the case, and
- emphasizing the key lessons the material intends to impart.

Your Outcomes should be helpful for both student self-study and classroom use. Furthermore, your Learning Outcomes should be directly covered in the case content and addressed in the Discussion Questions.

Here are some samples:

EXAMPLE 1:

Learning Outcomes

By the end of this case, students should be able to:

- Describe why a company should develop more stringent standards than required years before formal mandates.
- Outline the advantages and disadvantages of shaping policy formulation and initiating new strategic programs.
- Provide perspective into how an integrated system evolves over time and how incremental innovations can lead to profound outcomes.
- Recommend sustainable business practices to stay ahead of competitors and to meet societal and customer needs.
- Understand why the pursuit of sustainability can be a significant factor in achieving high-level performance and sustaining success.

EXAMPLE 2:

Learning Outcomes

This case study will allow students to illustrate the impact that the global economy has on international and domestic theme park metrics. It also provides insight into the overall theme park industry, including types of theme parks, points of differentiation, market size, and structure of competition, in addition to specific insight into Disney's theme park business, including history, current strategy, and operational considerations. Students will gain a broader international viewpoint of markets and competition, specifically emerging and mature markets, and will use critical thinking to analyze how firm type, size, location, or being an industry leader such as Disney can impact market forces and strategic decisions.

Discussion Questions

While we recognize that different cases will require different amounts of review questions, a reasonable goal is 4-7 questions. Questions should be specifically related to the case material and tied back to the learning objectives for the case. Ideally, your questions will encourage healthy classroom debate, allow for different opinions/outcomes, and promote higher-level thinking.

Some Discussion Questions may allude to larger ideas that require further research, but the majority of questions should be answerable based on case content or should be open-ended to fuel classroom discussion. If background or additional information is required for an answer, please provide as much as possible in the case, or introduce it in the case and expand upon it in a background section in the Suggested Teaching Strategy of the Teaching Notes. Here are some examples of Discussion Questions:

EXAMPLE 1:

Discussion Questions

1. Apart from culture and price, which other factors do you think could influence UK-based consumers in their choice of foods? Use appropriate categorization to list the factors and explain the main differences between the categories of factors that you have listed.
2. Select a type of food of your choice and explain how culture could influence the consumers in its purchase, considering the main stages of the consumer decision-making process.
3. Apart from food, do you think culture could be very influential in British consumers' purchase of other products? If yes, use a particular product as an example to explain how this can be so.
4. What is the difference between enculturation and acculturation? How is this difference demonstrated in the case study?

EXAMPLE 2:

Discussion Questions

1. Provide a characterization of the global express package delivery and logistics industry.
2. Why would DHL engage in sustainable practices and why would it want to set up the center with the National University of Singapore?
3. How do DHL's competitors compare on sustainable practices and how do they capitalize on these activities?
4. What are, potentially, some of the conditions in an industry that may lead to a race to the top?
5. How does the partnership with DHL, through the Sustainable Supply Chain Centre of Asia Pacific, benefit the National University of Singapore? What are its concerns?
6. Considering all of the various international civil society organizations interested in sustainable supply chains, mentioned in the case and otherwise, should the new Sustainable Supply Chain Centre of Asia Pacific engage with them, and if so, which ones and how?

Teaching Notes

To ensure that SBC cases are useful for Business faculty, we ask that each case include teaching notes. Teaching notes will be available only to authenticated instructors and should:

- Clearly state how a case could be used in coursework and the pedagogical outcomes that can be expected from its use.
- Provide information on the intended audience for the case and suggest pedagogical approaches and strategies
- Give insight and feedback on how teaching this case has worked in practice (if applicable).
- Teaching notes should provide potential answers to or “solutions” for the discussion questions.
- Include suggested further reading in the subject area the case covers.

Your Teaching Notes should be organized under the following headings:

- **Case Summary:** This summary should differ slightly from the Abstract. The Case Summary may reference the Teaching Objectives of the Teaching Notes and be lengthier than the Case Abstract.
- **Teaching Objectives:** These objectives should relate to the Case Learning Outcomes, but not provide a carbon copy. These may be instructor/pedagogy focused.
- **Target Audience:** Consider listing the intended level and courses this case targets.
- **Suggested Teaching Strategy:** May include a background section in addition to pedagogical approaches and strategies.
- **Suggested Answers (or Solutions) to Discussion Questions**
- **Further Reading:** Further reading required for students to answer discussion questions or meet teaching objectives.
- **References:** Lists only References for the Teaching Notes citations

Style and Formatting Specifications

Length

Your case should be no shorter than 800 words in length and no longer than 5,000 words, including the abstract. Author biographies and references are not included in the word count. If your case deviates from these page guidelines, please consult with SAGE Business Cases editorial before submitting.

Font

Manuscripts should be submitted as a Word document, double-spaced throughout in 12pt Times New Roman.

Language

Manuscripts should be submitted in either American or British English, with spelling and punctuation styles consistent throughout. Whenever possible, please simplify sentences to clarify key concepts for students.

Case Title

All cases submitted need a title. Case titles should be descriptive and not simply decorative. By this we mean, please ensure the case title helps identify what the case is about. Remember that titles help students and faculty find relevant articles. Make sure the case title does justice to the content of the case.

Teaching Notes should have the same title as the case with a clear subtitle: Teaching Notes. Bear in mind that the title page is the only part of the case that should identify the authors, as the case will be subject to a double-blind peer-review.

Headings Structure

When structuring the case and teaching notes using headings, please use the following styles:

Level 1 Heading, title case, flush left, bold (14 point)

Level 2 Heading, flush left, bold and italic (12 point)

Level 3 Heading, flush left, Italic (12 point)

The following sections should be considered Level 1 headings:

- Abstract
- Learning Outcomes
- Additional top-level headings within the case
- Discussion Questions
- Further Reading
- References
- Case Summary
- Teaching Objectives
- Target Audience
- Suggested Teaching Strategy
- Suggested Answers (or Solutions) to Discussion Questions

You may consider using Level 2 and 3 headings in the case to break up large sections of text, clarify or highlight important concepts, and guide students where necessary.

Figures and Tables

Figures (data graphics, images, photos, etc.) should only be used when appropriate to the discussion in the text, and not for general illustration or decorative purposes. They should always be called Figures and Tables, not Exhibits, Images, Photos, etc.

Please bear in mind permissions issues when you choose figures and tables!

Numbering and Naming in the Case

Figures and tables should be referenced in the case and numbered sequentially, with their placement clearly indicated within the main text. They should be given a number and an appropriate name:

- Figure 1. Title
- Table 1. Title

Numbering and Naming in the Teaching Notes

Each figure and table in the Teaching Notes should also be numbered sequentially — starting from 1 again — with their placement clearly indicated within the main text. These figures and tables should also be titled:

- Teaching Notes Figure 1. Title
- Teaching Notes Table 1. Title

Case figures and tables referenced in the Teaching Notes text do not need to be replicated. Simply refer readers to Case Figure X or Case Table X.

Supplying Figures

Preferred practice is to provide a separate image file (e.g., jpg, png, or tif) for each figure, with the image file referenced under the figure name in the text file. Images will be used in the final online version of the case exactly as provided, so make sure it is clear and readable when viewed at 100%. If you have created a figure using Word charts or other tools, those can be provided within the text Word file. SAGE does not redraw or edit figures, so make sure the content in the image is correct.

Supplying Tables

Tables should be provided within the text Word file, using Word table tools. Shading or text colors cannot be used, but bold, italic, underline, and strikethrough text formatting is allowed.

Permissions

If the figure or table is not your own unpublished work and requires **permission** for re-use or adaptation, you must also include the source line specified by the copyright holder and provide proof of permission to the SAGE editorial team. The source should also be included in your Reference list.

References and Citations

What to Cite

Please avoid using citations as exhaustively as you might in a journal article. If you feel that someone's work must be cited by name, you can briefly describe it in the main text of the entry, use a hyperlink to refer readers to web content, or use a standard parenthetical citation (e.g., when providing a direct quote, citing data from a study, providing a source for a table or figure, citing something for which you have obtained permission, etc.).

Reference Lists and Further Resources

All work that is cited within the text should be included in the reference list. References should be collated and listed at the end of the document, in alphabetical order. Any references that you wish to include that are not cited within the text should be added in a 'Further Resources' section, after the Reference list.

Citations, references, and lists of further reading must conform to [American Psychological Association \(APA\) style 7th edition](#), and should contain the digital object identifier (DOI) where available. All references should correspond to in-text citations, also done in APA style.

Hyperlinks

You may hyperlink to other web resources throughout your case and in any supplementary materials. If you would like to link text to another resource, please embed the hyperlink in the relevant text (in Word, select the text and press Ctrl+K). [Here is an example](#). Hyperlinks do not need to be included in the References list unless they are used as citations, nor do they need to appear in Further Reading.

Notes and Appendices

Please do not use footnotes as they don't transfer well to a digital-only product, but you can include endnotes and/or appendices. Where possible, instead of Appendices, include all relevant information within the main body of the text or as a figure. Please do not add formatting embellishments (e.g., borders, wrapped or boxed text, headers and footers) to any of your files.

Permissions and Copyright

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If you believe your use of previously published material qualifies for fair use or fair dealing for the purposes of criticism or review, please flag this with your editor when you submit the manuscript. There is more information on [fair use](#) and fair dealing on the SAGE website. **You are responsible for clearing permissions** and it is your responsibility as an author to warrant to SAGE that any permissions required are cleared and that no copyright is infringed by your case study. Generally, SAGE does not require that you obtain permission from the organization or institution that you discuss within your case. However, we ask our authors to be vigilant about appropriate ethical behavior and professionalism.

You also need to warrant to SAGE that the case is accurate and valid, and that you have not libeled any individual or organization in your case. Facts must be accurate and verifiable, and statements of opinion clearly identified as such. Please also note that "disguising" a case by using pseudonyms does not free you from these responsibilities.

THE REVIEW PROCESS

Once your case is ready for us to consider, contributors should submit via the SAGE

Tracksubmission site: <http://mc.manuscriptcentral.com/sbc>.

As your case study will be going through peer review, your title page, case study, figures and tables, and Teaching Notes should be submitted separately. All cases also undergo a comprehensive developmental review immediately following the peer review. Once all the elements have gone through both reviews, you will receive an e-mail notifying you that comments are available. These comments, along with possible developmental editor comments, are intended to help you improve your case. Next, the SAGE Track system will guide you through submitting your revised case. Please work only with the edited files provided to you and follow the resubmission instructions contained in your decision email.

Once your case has been accepted you will receive a link to your Contributor Agreement as well as a form to provide the necessary information for processing your payment. Payments are usually processed within about 60 days.

Your case will then go into Production, where it will go through copy-editing and layout. You may be contacted during these stages for clarification, revision, or additional information.

If you have any questions about SAGE Business Cases, please get in touch with SBC Editorial

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FAQs

- **Will my case study be published in print or in a book?**
SBC is a digital-only product. We offer university-wide access to our cases, providing easy access for student and faculty use in courses and research. All the cases on SBC are available in full text on a fully mobile-friendly site, as well as pdf file for easy printing.
- **Is SAGE Business Cases a peer-reviewed journal, with an impact factor?**
SAGE Business Cases is not an indexed journal; however, the collection is peer-reviewed and is overseen by an Advisory Board of international academics. Each first draft will be assessed by editorial staff at SAGE. If we like what we see, the case will be sent to peer-review. SAGE's expert review board will assess each case for quality, accessibility, and usefulness in the classroom. While SBC is not a journal in the traditional sense, you can feel confident listing your case under peer-reviewed publications in your CV. Each case is also indexed on Google Scholar for discoverability.

Each university has its own approach, but often our authors will receive credit for peer-reviewed case publication under either or both of the following categories in [AACSB's Impact of Scholarship](#) metric (AACSB, p. 51):

- “Applied or Integrative/Application Scholarship draws from basic research and uses accumulated theories, knowledge, methods, and techniques to solve real world problems and/or issues associated with practice.”
- “Teaching and Learning Scholarship explores the theory and methods of teaching and advances new understandings, insights, content, and methods that impact learning behavior.”

We are not a traditional journal with an impact factor, as case studies do not have impact in the same way empirical papers do, but authors can rest assured that their publication in SAGE Business Cases will have a positive and lasting impact, reaching a global audience of students and helping to shape the future of business education.

- **What level of student will use my case study?**

SBC features cases that can be used in both undergraduate and graduate courses. Your teaching notes and discussion questions help guide instructors in how to best adapt the material for various levels.

- **Will all cases be published?**

We will work closely with you to ensure that your work meets with the aims and objectives of our collection. However, the final decision about whether to publish a case study rests with SAGE and its academic reviewers. If after careful consideration SAGE decides not to publish your case, it will be returned to you and you will be free to utilize it in any way you wish.

- **How do I turn my conference presentation/published research into a case study?**

The key is to find a central problem or decision point within your work that you can then adapt into a narrative that will be useful in the classroom. Ensure that your work has the required case elements listed in the Checklist and discussed in detail in this document.

- **Can I use my case study in a class or presentation?**

While you are licensing the right for SAGE to use your case, you retain the copyright to your case and can use your original content within your other work. We will provide you with access to a copy of your case as it appears on SBC.

- **How do I cite my case on my CV?**

- **APA:** [Contributor surname], [Contributor initial], ([Year]). [Case study title]. In *SAGE BusinessCases*. [DOI/ISBN]
- **Harvard:** [Contributor surname], [Contributor initial] [Year]. '[Case study title]', In *SAGE Business Cases*, SAGE Publications Ltd., viewed [date viewed], [DOI/ISBN].
- **MLA:** [Contributor surname], [Contributor first name]. "[Case study title]." *SAGE BusinessCases*. SAGE Publications Ltd., [Year]. Web. [date viewed].
- **Chicago:** [Contributor surname], [Contributor first name]. "[Case study title]." In *SAGE Business Cases*. SAGE Publications Ltd., [Year]. [DOI/ISBN].

- **Can I see a sample case study?**

Yes. We have included snippets of case studies within this document, but if you wish to see a full sample case study—or have any other questions—please contact us!