SAGE Research Methods Cases: Business

Manuscript Guidelines and Pre-submission Checklist

It is important that you conform to the specifications below when preparing your manuscript. Your case will be considered for publication in a unified collection, and these guidelines have been set to ensure that every case is as coherent and useful as possible.

If your manuscript does not adhere to these guidelines, SAGE will not take your case study forward for peer review.

Before beginning

- Please read the FAQs document.

- Please use the Case Submission Template provided by SAGE as the basis for your submission.

- Please read through the template and the guidance for each suggested section when planning your case study.

- We also recommend reading some previously published case studies to see how the template structure looks in practice.

    o If you do not have access to SAGE Research Methods Cases, we recommend signing up for a 30-day free trial. Select 'SAGE Research Methods' and then 'SAGE Research Methods Cases'.

Title

- Titles should be formatted in Title Case, with principal words capitalized (*not* in all caps).

- Choose a title that clearly illustrates your method or analytical approach and topic.

- Titles should be no more than 20 words and must include the primary method and research topic. For example:

    "A Mixed-Methods Approach to Studying Leadership: Online Surveys and Archival Analysis of Websites"

- To aid online discoverability, titles should include specific key words and concepts discussed in the case study. Descriptive, narrowly focused titles will enable readers to determine what your case study is about when browsing and searching SAGE Research Methods Cases.

Word limit

- Your case study must not exceed 5000 words. Please check this before submitting.

- Discussion Questions, MCQs, and References do not count towards this limit.

- If your manuscript does exceed this limit, it will be returned to you to be shortened.

- If discussing several areas of your methodology would benefit a student reader – and this would involve exceeding the word limit - then please submit multiple case studies. The cases can be based on the same research project but should focus on different aspects of the methodology. Your learning outcomes, abstract, and project overview sections should make it clear how the focus of the cases differ.

Level of writing

- We acknowledge that some non-native English speakers will find writing academic contributions in English challenging. If the editor or reviewer finds the grammar or language throughout the manuscript difficult to understand, we will request that the overall quality of grammar and language throughout the manuscript is improved, and that the manuscript is then re-submitted.

- In such cases we recommend having your manuscript read and edited by a colleague or using a professional language editing service.

- SAGE offers a fee-based English-language editing service for authors wishing to improve the language, presentation and formatting of their manuscripts. Services offered are especially aimed to authors with English as their second language and include English language editing, translation of articles and manuscript formatting. Visit SAGE Language Services for more information.

Formatting

- Please prepare your case study directly in the template, **double spacing throughout** in 12pt Times New Roman.

- Please do not delete any of the guidance text included in the template as it may be useful for our reviewers.

- We encourage the use of headings and sub-headings in the main body of text, in order to add structure, aid in user learning, and increase online discoverability. Keep in mind that readers

will be seeing your case study on a screen, and that long blocks of unbroken text can create a difficult reading experience.

Headings and Section Summaries

- Headings and subheadings add structure to the body of your case, enhance online make your case easier to read on screen. Please include plenty of headings and subheadings throughout the text. Suggested top-level headings (H1s) are included in the template. If you are using subheadings in a section, please apply the appropriate Word style tags (H2 or H3) so that the desired nesting structure is clear.

- Please avoid stacked headings (i.e., a top-level heading followed by a subheading with no text in between). Every heading (whether top-level heading or subheading) should be followed by a minimum of 2 sentences.

- Each main section with a top-level heading (e.g. Project Overview or Research Design) must be followed by a Section Summary.

- A section with subheadings should contain a minimum of 2 subheadings – that is, please avoid using only one subheading in a section.

- Section Summaries should include 2–3 bullet points, written out as full sentences, *succinctly encapsulating the main points of the preceding section,* without introducing new material or providing directives to readers.

- Section Summaries can include relevant information from your own research study, for example '*This study used a traditional [enter relevant methodology] approach*'. You should also consider generalizable methodological truths/lessons which are useful to the reader, for example '*A limitation of [enter relevant method] is a lack of generalizability of results*' or '*Use of a lag/wait list design enables all participants to receive the intervention*'. Steer clear of including information which is only relevant from your study and lacks pedagogical value, for example '*Our sample size was X*'. **Example below:**

Style

- Please pay close attention to the style and tone of your case. Reflect on how you did your research, rather than on reporting your research findings. Use lots of rich examples to make sure you are providing the story behind your research and showing readers how real research is conducted. We want cases to be engaging and interesting to a student reader— writing in active voice, preferably first-person voice, can help to accomplish this.

- Case studies should be written in an accessible, jargon-free, and engaging manner. Please aim to be descriptive, explanatory and exploratory where appropriate.

- Use of second person to address the reader as "you" is acceptable.

- Any abbreviation or acronym you employ should appear in full on its first appearance in the entry, with the abbreviation or acronym in parentheses.

- All entries should be written in American English and should follow American Psychological Association (APA) style, 7th edition.

- Citations, references, any published articles related to the research and lists of further reading should also conform to American Psychological Association (APA) style, 7th edition, and should contain the digital object identifier (DOI) where available.

- **We encourage authors to refer to a wide range of methodological literature** for the benefit of student readers. However, try to prevent references from disturbing the flow of the text. **Avoid using citations as exhaustively as you might in a journal article when discussing the substantive focus of your research**. For example, rather than using a parenthetical citation (Festinger, 1967) to allude to Leon Festinger's work on cognitive dissonance, aim for a more conversational allusion:

  > As a part of his theory of cognitive dissonance, Leon Festinger (1967) proposed that media messages that appear to challenge an established belief would produce an aversive experience of dissonance, and that in order to prevent this experience, people would avoid hearing or seeing such messages.

- Although a slight deviation from APA style, please include authors'/researchers' first names at first mention in case text (but not in parenthetical citations); note **Leon** Festinger in previous example.

- You do not need to reference as exhaustively as you might in a journal article. Please **limit in-text citations to one or two per bracket/line**. This is to avoid disturbing the flow of the text.

- Citations should not substitute for definition of terms; instead, key research methods terms and other terms unlikely to be familiar to readers should be defined within the text.

- **Do not include footnotes or endnotes** in your document. Instead, please incorporate such notes into the body of the text, or include relevant data as a figure or table.

- You may include appendices under an Appendix heading at the very end of your case study, after the reference list. Providing that the appendices have a simple layout, i.e., standard numbered questions with options for answers, they can be included as standard text. If the

appendices are more intricate, we may request that they are supplied as images, still included under an Appendix heading.

Diversity, Equity and Inclusion

- Diversity, equity and inclusion are key values for SAGE and we are committed to publishing resources that are inclusive and reflects our diverse and multiracial society. As a global academic publisher, we produce resources that sell around the world and that are used by a myriad of students, lecturers and researchers – as such, incorporating examples, references and role models that reflect the lived experiences of everyone is a priority.

- Wherever there is the opportunity to do so, please ensure content is inclusive and represents diverse voices. In your references, further readings and web resources do not incorporate only white, Western perspectives but instead aim to represent a diversity of people. Avoid Eurocentricity – we have a global readership, and we want students of a wide range of perspectives to see themselves reflected in our pedagogical materials.

- Please consider your use of language and be sensitive. The Diversity Style Guide is a resource to help writers discuss a complex, multicultural world with accuracy, authority and sensitivity.

Discussion Questions

- Your case study must include 3-5 discussion questions relating to the methodology of your study.

- These should be suitable for classroom use, eliciting debate and critical thinking.

- Avoid questions that require only a single-word answer, such as "yes" or "no".

Multiple Choice Quiz Questions

- Your entry must include 3–5 multiple choice quiz questions. Each question should have **three** possible answers (A, B, C), with **one correct answer** clearly marked. Please indicate the correct answer by writing CORRECT after the relevant answer.

- Multiple Choice Quiz Questions should test readers' understanding of your entry and should not require any previous knowledge.

- They should relate to the research methodology, rather than the research findings, and should cause the reader to identify the rationale behind the answer. For example:

What was the method used to increase the reliability of this field observation study?

A. Inter-coder reliability was calculated to ensure an acceptable Krippendorff's alpha.

B. Constant comparison was used, whereby two coders visiting the same site simultaneously would conduct independent coding and reconvene to resolve any discrepant codes to produce a single set of codes for the observation. - CORRECT

C. Researchers were asked to write about how their personal idiosyncrasies might have shaped the coding process, so these reflexive accounts can be used by the reader in assessing the study's reliability

- They should not include 'all of the above', 'none of the above', or implausible distractors

Figures & Tables

- **Figures:** If included figures should present information relevant to the discussion in the text and enhance the pedagogical value of the text. Figures should not be used for general illustration or decorative purposes.
  - **Ideally figures should be provided as a separate, high-resolution image. Otherwise, they can be embedded in the Word document, as long as their resolution is at least 300dpi.**
  - If you are supplying figures separately, please clearly indicate their placement within the main text, and include captions.
  - Figures can be in .jpg, .png., .tif or .pdf format.
- **Tables:** Tables should be provided in an editable format.
- **Additional required information:**
  - All figures and tables should include a number (e.g., "Figure 1" or "Table 1") and caption (e.g., "Activity Workflow") before the image/table
  - If using 3rd party material, include a source line (e.g., "Source: Berger (2010)") after the image/table
  - All figures and tables should be referenced within the text, where they are relevant to the discussion (e.g., "The research process consisted of four main steps (Figure 1).")

- Any **figures/tables** used must be **copyright and permissions free**. If you use a figure or table for which you do not hold the copyright, then you must obtain permission from the copyright holder to use it. A form for requesting permissions is available upon request. You must also include an in-text credit line and a full citation for the figure/table in the reference list.

References, Permissions & Copyright

- Citations, references, any published articles related to the research and lists of further reading should conform to [American Psychological Association (APA) style,](#) 7th edition, and should contain the digital object identifier (DOI) where available.

- If you use any copyrighted or previously published material for which you do not hold the copyright, then you must obtain permission from the copyright holder to use it. You are responsible for clearing permissions and it is your responsibility as an author to warrant that any permissions required are cleared and that no copyright is infringed. Where possible, gain permission before you start writing.

- You must obtain non-exclusive rights to reproduce the material in all media in all languages throughout the world.

- Please note whilst a material may originate from a previously published material that you authored this does not necessarily mean you are the copyright holder. Therefore, please ensure you have obtained permissions for all materials.

- A form for requesting permissions is available upon request.

Author bios

- Each case study will require the inclusion of an author biography (up to 200 words). SAGE recommends the following format:

  [Full name, can include "Dr." before or degrees after] is a [position] of [subject] at [school, country]. She received her __ degree from ____ and __ degree from _____. She teaches courses on ____. [and/or] Her research interest include ____. [and/or] She has published [names of books and/or journals].

Name change policy

- As part of our commitment to addressing the needs of all research communities to improve diversity, equity and inclusion, SAGE has introduced a policy to enable name and pronoun changes for our authors. Going forward, all requests to make a name or pronoun change will be honoured. This includes, but is not limited to, name changes because of marriage, divorce, gender affirmation, and religious conversion. SAGE will not publish a correction notice, nor require any form of proof or supporting documentation.

- The relevant articles will be 'republished', meaning that they will be fully replaced online, and that their indexing metadata (which affects how the author list appears in PubMed, Web of Science, Google Scholar, etc.) should subsequently be updated accordingly. This replaces the author's name fully, yet ensures that citation information such as the DOI for the paper remains the same. All previous citations to the paper remain valid.

- To request a name and/or pronoun change, please email sksrmqueries@sagepub.com with your request, the DOIs of the manuscript(s) in question, and confirmation as to whether or not you permit SAGE to contact the co-authors to inform them of the change. You will be sent a proof with the changes and asked to review and approve it before publication. We are committed to implementing the updates promptly and confidentially, in recognition of the potentially sensitive nature of these requests. Alternatively, you can email your editorial contact and they will raise this request on your behalf.

Pre-submission Checklist

Before submitting your case study to SAGE, please ensure that it is set in the relevant Case Submission Template and contains all of the following elements:

- ✈ **Title**

- ✈ **Author name(s)**, in the order they should be displayed when published. Separate rows should be used for each author's details.

- ✈ **Institutional affiliations** of all authors

- ✈ Contributor **biographies**, maximum 200 words per author

- ✈ Relevant **discipline and sub-discipline** of your research topic (pick one from drop-down list)

- ✈ **Academic level** of your intended audience (pick one from drop-down list)

- ✈ List of any **published articles** *resulting from the research discussed in your case study*, maximum of 6

- ✈ **Abstract**, maximum 250 words

- ✈ 3–5 **learning outcomes**. Guidance on writing effective outcomes can be found in the submission template

- ✈ Main body of the **case study**, maximum 5000 words

- ✈ **Section summaries** for each main section of the case study

- ✈ 3-5 **classroom discussion questions**

- ✈ 3–5 **multiple choice quiz questions**

- ✈ **Figures and tables**, including captions

- ✈ List of up to 6 **further readings,** which can include web resources

- ✈ List of **references cited** in the case study

To submit your case study for consideration:

- ✈ Save your manuscript as a **Word document**

- ✈ Save **figures** as separate original, high-resolution image files or embed them in the manuscript

- ✈ Send all documents as **email attachments** to your editorial contact at SAGE.