INSTRUCTIONS FOR AUTHORS - TRACK 11: CASES

The CLADEA 2020 conference is in search of articles related to management and business, having the integration of academic knowledge and the reality of business as one of its values. The following tracks have been scheduled:

1. Economics, Finances and Accounting
2. Leadership and Human Resources Management
3. Ethics, Social responsibility and Environment
4. Entrepreneurship and SME
5. Project Management
6. Marketing
7. General management and Strategy
8. Innovation and Innovation management
9. New perspectives on management and teaching on management schools
10. The impact of the financial sector on business productivity
11. Cases

Papers must be original and must also meet international criteria that guarantee academic quality. Its content is exclusive responsibility of the authors.

PUBLICATION OPTION

The best cases could be invited to be part of the CBCC (CLADEA-BALAS Case Consortium) evaluation process for a possible publication on Harvard Business Publishing. If the author(s) were to be interested in this option, the article cannot be on publication process in another magazine. This information must be indicated in the registration form.

ARTICLE'S NATURE (TRACK 11)

On the "pedagogical cases" track, any case of any management discipline (strategy, marketing, finances, operations, business, etc.) can be presented as long as they meet the following characteristics:

- The subject must be a real-life situation that deals with a problem, a challenge, an opportunity or a decision to be made by one or more people in any organization's management environment.
- They can be based on field work or secondary research.
- Only original, non previously published (in any book, journal, magazine or cases collection) papers will be accepted. Nonetheless, if they have been already used in a class they will be accepted.
• An instructor's manual or pedagogical note that includes at least a case summary, an indication of the subject(s) and the target audience, learning objectives, recommendations on class use and discussion strategy, possible questions and expected answers, blackboard plan and case epilogue (were to be one) must be included alongside the article.

• As general reference on how to write a case and a note, the following text is recommended: “Key Elements for Excellence in Classroom Cases and Teaching Notes”, James E. Austin; James L. Heskett; Christopher A. Bartlett, HBSP # N9-915-417, April 16, 2015. Available on https://cb.hbsp.harvard.edu/cbmp/product/915417-PDF-ENG. If you'd rather learn more about the structure of a good pedagogical note, read the following text: Austin, J. E. (1993). “Teaching Notes: Communicating the Teacher’s Wisdom.” Boston, MA. HBSP # 5-793-105.

FORM ASPECTS

• Upload the archive on PDF
• The paper/article can be written in Spanish, English or Portuguese.
• Only up to 4 authors per article are allowed
• Save one inch margins on each 4 directions
• Use "1,5" spacing
• A4 paper size
• Pages must be numerated by Word, not manually
• Section titles will be centered, with black Times 12 in capital letters and simple spacing. Sections and headings must not be numbered. Subsection titles will be written on italics Times 12. Example:

<table>
<thead>
<tr>
<th>TITLE 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second level subtitle</td>
</tr>
</tbody>
</table>

• Tables and figures will be put on the article's body and not at the end. All of them must be numerated on a sequence and references to them must be made through number and not by location. Tables titles must be put above while figure titles must go down. Every graphic, map, diagram, photo or any kind of illustration is considered a "figure". The article will be done on black and white and effects can be made with tones and contrasts.
“The future of work, social impact and the role of business schools”

- This is the correct way to put numbers: the whole part of the number will be set apart from the decimal part with a comma, not by period or space. Comma will only be used to mark decimals, never thousands, as done in English. Whole 4 digit numbers (from 1000 to 9999) will be put with no spacing, periods or commas. Whole 5 digit numbers or above will have an apostrophe every 3 digits, counted from right to left.
- If variables were to be enumerated, it will have to be done with italics. We recommend have careful and check the article's consistency.
- Foreign words (except proper names) go in italics.
- APA—American Psychological Association (6th edition) rules will apply for text presentation, text references and citations. For further information consult http://owl.english.purdue.edu/owl/resource/560/01/
- Footnotes are not allowed.
- 15 text pages and no more than 25 pages in total, including annexes, is the maximum allowed.

ARTICLE’S FRAMEWORK

First page's features and content

- **Title.** The paper's title will be written on Times 16, black and centered. From that point on, the whole text must be done on Times 12.
- **Don't** include names, e-mails or affiliations, because this information will go on the inscription form.
- **Summary.** It can't be over 100 words (or 2000 characters).
- **Keywords.** At least one (maximum 3) that makes indexation easier must be indicated. Both summary and keywords must be put on Times 9 and black.

Features and content of the rest of the text:

- Introduction to the text.
- Case objectives. These must be based on the case nature
- Precedent, problematic, case justification.
- Graphics or tables can be used in high resolution if necessary. They can be located in case they help with the text's understanding.
- A pedagogical note about the summary of the case, pointing out to which fields the case is destined to. Such note must be complete, related to theory, practice or current literature of the fore prepared fields for case use.
- Describe the case pedagogical objectives, indicating the uses to which the case is meant to.
Notes. The case must be well-written and must have the right style, well organized to be understood as well. Orthography, grammar and punctuation must also be taken care of. Briefly summarize your contribution so your case is acceptable.

ABOUT PAPER'S DELIVERY

- Articles must be uploaded through [Easychair]. To do so, one of the authors, in behalf of the rest of the team, will have to register and create a username. Through this platform, he/she will be able to follow the status of the article. If it has been accepted, rejected or commented, the author will know.
- The information of every person involved has to be included on the electronic form as well as indicating track 11.
- The same author can send more than one article, whether as sole author or as co-author.

ABOUT THE REVISION

- Every article will go through an external quality control. To guarantee evaluations will remain impartial, papers will be evaluated by experts on each field on the "blind review" modality. They will not neither the authors identity nor their affiliations until exposition day. For each article there will be at least two reviewers supervised by the session's president (or track chair).
- The following criteria will be considered: quality or academic level, originality, contribution to knowledge and teaching, clarity in presentation, redaction and literature, interest and how current the subject is.
- Results can come in (a) Accepted, (b) Rejected and (c) invite to Interactive Session.
- Interactive sessions include promising papers that need major changes. Feedback will be offered during these sessions.

ABOUT THE CONGRESS

- At least one author from the team has to attend to present the research.
- Each author will have to pay separately his/her entrance to the event
- Each author will receive a participation certification.
- To present the paper personally and include it on the Congress Memories, at least one of the author(s) of each accepted paper will have to be registered to assist to CLADEA 2020 Annual Assembly and pay the inscription fee.

Executive Office – CLADEA