

## **Appendix 1:**

### **Guidelines for Preparing the Case study Paper**

#### **Format of case study:**

##### **Abstract of the case:**

A short abstract of 300 words should accompany the main case. This abstract should identify the firm, the issues at hand, and the decision dilemma along the lines of the themes identified for case study competition.

##### **Introduction:**

Brief overview of the case study scenario

Explanation of the problem or challenge the company is facing

##### **Background:**

Detailed information about the company and its supply chain

Overview of the industry and market dynamics

##### **Problem Statement:**

Clear description of the specific issue or challenge that needs to be addressed

Importance of solving the problem and potential impact on the company's operations

##### **Objectives:**

Specific goals and objectives that the participants are expected to achieve

Key performance indicators (KPIs) or metrics that will be used to evaluate the solutions

##### **Data and Information:**

Details about the data and information provided to the participants

Any additional resources or materials that can be used to analyze the case

##### **Analysis:**

Methodology used to analyze the case

Tools and techniques applied to evaluate the data and information

##### **Recommendations:**

Proposed solutions to address the problem statement

Justification for the recommendations based on the analysis

##### **Implementation Plan:**

Detailed plan for implementing the recommended solutions

Timeline, budget, and resources required for implementation

##### **Conclusion:**

Summary of key findings and recommendations

Potential benefits of implementing the proposed solutions

##### **References:**

Articles, books, websites referred in the article.

##### **Appendix**

Additional information, data, or resources that may be helpful for evaluation

## **Additional information that will help in writing the case study.**

### **The protagonist and decision points:**

Ideally, the case should have a protagonist/Campion. The case author/s needs to develop relevant and sufficient background information to articulate the dilemma or decision points faced by the protagonist. Having a protagonist allows the case reader (students) to step into their shoes and develop solutions. Depending on the author/s writing style, some cases may not have a protagonist; nevertheless, the case must clearly articulate the decision points, dilemmas, or issues.

**Potential for discussion/debate:** Ideally, a case should have the potential to generate a healthy discussion or debate in the classroom context. Therefore, creating a dilemma and highlighting the tensions in the case is desirable. Author(s) are requested not to give the key take-aways in the main body of the case; instead, they should present relevant details in a way that generate multiple viewpoints or solutions.

**Primary vs secondary data:** If your case study is based on the primary data (i.e. proprietary, non-public data gathered via personal interview, phone interview, e-mail interview, etc.), then the author/s need to secure consent from the organization in the prescribed format. For publicly available secondary data (from reputed and verifiable sources), the author/s may not have to secure permission from the organization.

**Length of the case and format:** One of the judging parameters for the case would be its brevity and quality of writing; therefore, the author/s could avoid adding unnecessary details. The author/s are advised to use Times New Roman, Font-size12, 1.5 line spacing for the main case and the teaching notes. While there is no upper or lower limit on the number of words, it is advisable that the author/s remains judicious and not writes lengthy cases. Kindly note that some good cases could be drafted in just three or four pages. The author/s might like to avoid the classic pitfall of capturing a situation from every possible angle and engage in providing excessive narratives or less relevant details.

**Use of exhibits and tables:** The author/s might like to resist putting a lot of unnecessary exhibits and tables at the end of the main case. The number of exhibits or appendix should be relevant and justified. Only exhibits and tables that add direct value to the case understanding or help in the class discussion are encouraged. One tool to check how useful an exhibit is to see whether it has been explicitly referred to in both the main case and the teaching notes. If it is not mentioned there, the exhibit is probably unnecessary.

**The setting of context and timeline:** The author/s needs to identify the contextual information which could broadly include when and where the case took place, with a precise timeline and cut-off date/year. Due consideration should be given to document why the problem or issue has cropped up.

**Consent and sign-off:** For primary data or empirical cases, the author/s are advised to secure commitment from top executives who has the authority to sign-off the consent to publish.

**Language and Tenses:** The main case should be written in the past tense or, wherever required (e.g., indirect quotes, interview excerpts) in the present tense. Avoid the use of passive voice while writing.

**Additional References:**

1. James L. Heskett, Benson P. Shapiro, and Carin-Isabel Knoop (2020) How to Write a Great Business Case: Build Relationships, Plan the Discussion, Think Layers, and Avoid Curveballs, Harvard Business Publishing Education, Available at: <https://hbsp.harvard.edu/inspiring-minds/how-to-write-a-great-business-case>

2. Ivey Publishing–Case and Teaching Notes Submission Guidelines, Available at: <http://livecontent.ivey.ca/media/24793/ivey-publishing-submission-guidelines.pdf>

**The author/s should adhere to the following guidelines:**

- The final case study/teaching note should be submitted online in MS Word Format, Times New Roman, Font Size 12, Line Space 1.5, and Centered.
- While there is no upper limit for the word count, the authors are advised to be judicious and write in a concise, succinct form. (expected word count- between 3000 to 5000)
- Provide references wherever it is required in an APA format.
- All tables and figures/images has to be numbered and mentioned in the main text
- All the annexure should be numbered and suitably referred to in the main text or body of the case (tables, images etc)