

The Format and Necessary Requirements for Case Submissions

1. For the definitions and explanation of the differences between management and operational-level cases, please reference the description below:

The management-level cases focus on “strategy” and “management decision,” and the operational-level cases address “operation control and management.”

The major objective of management-level cases involves cultivating leadership. Thus, teachers tend to immerse students in discussion of thousands of enterprise strategies and decision-making problems as an integral part of their learning process, the aim being to achieve knowledge internalization.

Most cases are management-level cases, which concentrate on showing a whole range of difficulties faced by an enterprise. Therefore, we encourage authors to conduct research on operational-level cases. These cases can raise practical problems which can enable students to have a deep understanding of what must be learnt in this field by means of interaction on class.

In addition to developing teaching cases applicable for master programs, which include topics dealing with the decision-making level of strategy plan and management decision-making involving 90-minute discussions, also important is developing short operational-level cases which involve 50-minute discussions for university students, especially. This course content is especially important for University of Science and Technology and Institute of Technology students. This method is a means to achieving clear and beneficial outcomes in the field of management business.

2. Actual company cases are split into field cases, for which information is obtained by means of the field study method, and library cases, which are written from secondhand sources.
3. Actual company cases must describe actual events which have occurred in the industry during recent years, and their titles should include the company’s real name and accurately reflect the contents.
4. Regarding field cases of actual companies, authors must submit a cooperation vendor authorization letter (<https://reurl.cc/8vM8oo>) upon reception of the “conditional acceptance letter.”
5. For library cases, the author must indicate the source of each material. All sources must be publicly accessible.
6. The contents of teaching cases should be split into the two parts consisting of case text and teaching manual (please reference the “Essentials for Management Case Writing” on the next page). The author may independently determine the respective word counts for the case text and teaching manual, but the total word count must adhere to the “Management Review” submission guidelines (<https://reurl.cc/aqmA2l>).
 - The method of case-based instruction should be used to present the actual occurrences of specific events in the case text.
 - The teaching manual should adopt a teaching perspective and conduct analysis and discussion using management theory.
7. Email submissions: Please send the complete PDF file to marskmcc@gmail.com. Please make the subject line of the email: “202X Management Case Special Edition_ *Paper name*”. Please specify the full English and Chinese names, service unit, and English and Chinese job title and contact information of the author on the cover page. Except for on the cover page, please do not disclose any other text that may reveal the author’s identity, so as to maintain anonymity during the review process.
8. Please specify the paper name and case type on the cover page.

Essentials for Management Case Writing

I. General Principles

A good case should be meticulously laid out, like that of a story or mystery novel, enabling readers to analyze and obtain clues from the text. The author should not insert their own analyses or understanding into the case text; analyses and management theories applicable to the case should rather be saved for the teaching manual. The case text should include the date and timeline of events, adopt the perspectives of the main actors in different scenarios, and refrain from giving personal points of view.

II. Format

Case contents should generally include the following items:

1. Abstract

A comprehensive overview of viewpoints and topics of discussion pertinent to the case need to be provided along with an explanation of the nature and scope of the case. The abstract should avoid contents such as industry introductions, case company profiles, literature explorations, and suchlike.

2. Case text

The case text should use a chronological approach to provide accurate descriptions for the following two parts. Additionally, discussing theories or citing literature must be avoided:

(1) Case company background

i.e.: It is crucial to include the company's business model, products and services, management structure, financial situation (including annual sales), strategy planning, organizational culture, competitive environment, external economic forces, or any other background information that helps the reader to better understand the company. It is further recommended that financial and organizational information are presented in the form of tables, numbers, and/or figures to facilitate readers' understanding of the company highlighted in the case. The presentation of financial and organizational information in the appendix after the case may also be considered.

(2) Description of the primary issues faced by the case company

The primary contents of the case story, include the challenges and activities, reforms adopted, technologies used, progress of change, and management practices adopted, along with management theories of the case company. Also of relevance are the attitudes of participants or implicated persons and the roles played by such individuals and organization-related activities and issues. The information in this part should focus on the on-site observation and interview of key persons conducted by the author on the case company.

3. Teaching note

The teaching note should adopt the case analysis method and use management theory to interpret the issues and methods used in the case. Literature may be sufficiently referenced in this part. This section also needs to include a teaching plan for teachers' reference.

4. Format for citing and referencing literature

The explanation provided in this issue's "Manuscript Format Description" serves as the standard. Please reference <https://reurl.cc/9vNaVv>.

5. Appendix

This part can include the related financial and organizational information of the company highlighted in the case, and can make use of tables, numbers, and figures, and other such means of presentation or other information that may aid readers' comprehension.