

## **Style and presentation guide for Case Study submissions**

Cases should refer to actual businesses or entrepreneurs. Authors are encouraged to include as much detail as possible including websites.

### **Possible themes**

1. Entrepreneur or business person
2. Imagination and creativity: new ideas, products and businesses
3. Opportunity identification, evaluation and pursuit
4. Resource assemblage and leverage to exploit an opportunity
5. Business strategies pursued to ensure competitive advantage
6. Business models and modelling
7. 'Types' of entrepreneurs: academic entrepreneurs, team and habitual entrepreneurs, serial entrepreneurs, tech entrepreneurs
8. Social entrepreneurship and social innovation
9. External environmental context: barriers and drivers and international aspects of entrepreneurship
10. International entrepreneurship and venture development
11. Gender and entrepreneurship
12. Ethnic minority entrepreneurship

### **Length and presentation**

Cases should be no more than 7,000 words. Submissions should be in Word (**please do not submit PDF files**).

The **text** should be ordered under appropriate sub-headings (**not** numbered paragraphs or sections) and these should not be more than 800 words apart. Three levels of sub-heading are possible. Please double space all text.

The **title** should show the names and addresses of the author, their professional status and affiliation and the address (including e-mail) to which correspondence should be sent.

An **abstract** should be provided, comprising about 150 words.

Between 3 and 6 **keywords** should appear below the abstract, highlighting the main topics of the case study.

Between 3 and 6 **learning outcomes** should appear below the keywords.

**References** should follow the Harvard system. That is, they should be shown within the text as the author's surname (or authors' surnames) followed by a comma and the year of publication, all in round brackets: for example, (Smith, 2001). At the end of the article a bibliographical list should be supplied, organized alphabetically by author (surnames followed by initials - all authors should be named). Bibliographic information should be given in the order indicated by the following examples:

*Articles:* Smith R and McElwee G (2013) Confronting social constructions of rural criminality: A case story on 'illegal pluriactivity' in the farming community. *Sociologia Ruralis* 53(1): 112-134.

*Books:* McElwee G and Smith R (2015) *Exploring Criminal and Illegal Enterprise: New Perspectives on Research, Policy & Practice*. Emerald Publishing.

### **Structure**

Please provide:

- A theme for the case
- Clear aims and objectives
- A clear set of practical issues for readers of your case
- Strong conceptual underpinning
- A 'teaching note' with guidance on how to use the case in the classroom
- A bibliography that is as contemporary as possible, when appropriate

### **Practical issues**

1. Please make sure that you double-space everything on the cover, abstract, text, and reference pages using 12-point Times Roman type.
2. Please use UK English (with the '-ize' suffix for words like 'organize' etc). House style follows the OED.
3. Consider asking someone to read the case study before submission and give comments to you. You may wish to thank the person in an acknowledgement.
4. Insert page numbers at the bottom centre of each page; do **not** place a page number on the cover page.
5. Include the month and year in the middle of the cover page.
6. All quotations should be in single quotation marks and must be attributed.

## **Suggested Structure**

**TITLE**

### **CASE STUDY NARRATIVE:**

**Abstract**

**Keywords:** no more than 6

**Key learning outcomes:** no more than 6

**Introduction**

**Company background**

**Summary of the situation**

**Summary of the issues**

**Questions (for teaching cases)**

### **TEACHING NOTE:**

**Synopsis of the case**

**Teaching objectives and target audience**

**Teaching approach and strategy**

**Analysis and conclusions**

**Model answers**

**Postscript (where appropriate): update on the company**

**References**

**Appendix (if needed)**