



## **CASE MANUSCRIPT GUIDELINES**

### **ORIGINALITY**

- Cases submitted should be an original and unpublished work. Any case submitted which is identical or substantially similar to any case already published or under review for another publication will not be considered.
- A covering letter clearly certifying that the case is original and has neither been published anywhere or is at present being considered for any other publication should accompany the case manuscript.

### **STRUCTURE OF THE CASE MANUSCRIPT**

The case manuscript should be accompanied by the following:

- An abstract of 300 words with five key words to describe the case.
- Case studies should be between 10,000 and 12,000 words in length excluding appendices, references and supplementary materials.
- The abstract of the case should clearly mention the organization, the decision situation and contextual setting.
- The case study should depict a real life situation in management/ social sciences. The cases can be based on primary or secondary data. The cases written with secondary data should mention all the sources of information and the author(s) should take the responsibility of originality.
- The author must obtain a release granting permission to publish the case from appropriate individuals or organization representatives.
- If a case is written entirely from publicly available secondary sources, with no direct communication with the organization, the author is not required to obtain a release for publication.
- The cases can be in any of the following category: analysis/decision/directed/role play/unfinished story/ex post facto case/critical incident.
- Every case should be accompanied with a detailed teaching note and should preferably have the following sections: Introduction, Background, Problems/Challenges/Opportunities, Data or Information Summary.
- Use single quotes throughout. Spellings of words in quotations should not be changed.
- Use 'nineteenth century', '1980s'. Spell out numbers from one to nine, 10 and above to remain in figures. However, for exact measurements use only figures (3 km, 9 per cent *not* %). Use thousands and millions (e.g., not lakhs and crores).



- Use of italics and diacriticals should be minimized, but used consistently. Avoid excessive use of italics for emphasis, but use italics for book titles, journal names and foreign words.
- All files should be submitted as MS-Word document.

## CASE TITLE PAGE

### ❖ Author Details

Following details should be given on the **Case Title Page**:

- Full name of each author.
- Affiliation of each author, including current designation and affiliation, complete postal address, phone number, fax number (if any) and e-mail address at time the research was completed.
- Where more than one author has contributed to the case, complete details of the corresponding author including the e-mail address.
- Brief professional biography of each author (not more than 100 words).
- Kindly do not mention the author(s) name, affiliation and any other information inside the case manuscript. The affiliated institutions are to be listed directly below the names of the authors. Multiple affiliations should be marked with superscript Arabic numbers, and they should each start on a new line.

## CASE CLASSIFICATION

Categorize your case on the **Title Page**, under one of these classifications:

- Analysis Case
- Dilemma/Decision Case
- Directed Case
- Role Play
- Unfinished Story
- Ex Post Facto Case
- Critical Incident

## HEADINGS

The heading should follow the APA style. There are **5 heading levels** in APA. Regardless of the number of levels, always use the headings in order, beginning with level 1. The example of the format of each level is as follows:



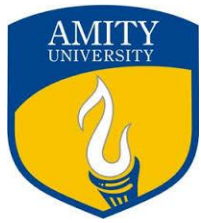
Level	Format
1	<b>Centered, Boldface, Uppercase and Lowercase Headings</b> The paragraph begins below indented like a regular paragraph
2	<b>Left-aligned, Boldface, Uppercase and Lowercase Heading</b> The paragraph begins below indented like a regular paragraph
3	<b>Indented, boldface, lowercase heading with a period.</b> Begin body text after the period.
4	<b><i>Indented, boldface, italicized, lowercase heading with a period.</i></b> Begin body text after the period.
5	<i>Indented, italicized, lowercase heading with a period.</i> Begin body text after the period.

- If the first word can stand alone, the second word should be capitalized. Here are some examples of headings: “A Comparison of UK and India’s Advertising Self-Regulation Systems”, “The Use and Non-use of e-Print Archives for the Dissemination of Scientific Information”, “A User-Friendly and Extendable Data Distribution System” and “Multi-ethnic Study of Atherosclerosis”.

### TEACHING NOTE

Each case must be accompanied with a detailed teaching note having the following sections:

- **Case Overview**  
This section of the teaching note gives a brief overview of the case including the salient features and the areas of management where it can be appropriately utilized. A statement identifying the type of the case study (analysis/decision/directed/role play/unfinished story/ex post facto case/critical incident) should also be included in this section.
- **Research Methods**  
This section includes the research methods used in developing the case and mentions whether the case is disguised and how extensively the fieldwork/interview/any other type of data collection was conducted. Disguise may range from none, to partial (for names, locations, or certain numeric data—financials, dates, market shares, etc.), to complete (for names plus locations plus all numeric data). If disguise is employed, it should be commensurate to the actual company and situation. The student must be able to develop a proper answer from the disguised data.
- **Learning Objectives**  
Provide a list of learning objectives for students utilizing the case study.



➤ **Questions**

A list of only questions should be provided to the students without providing them the answers.

➤ **Answers to Questions**

Summarize each question and then provide a correct answer to the same. Some additional discussion points should also be provided for the benefit of the adopting instructor. This portion of the teaching note is an important part as it contains the intellectual contribution of the case. Use appropriate references to cite published research papers and articles. Develop tables and figures summarizing analytical methods or points as appropriate. Specify where in the case information is located that is being used to develop an answer (e.g., the author might indicate that the instructor should see Table 1 in the case).

➤ **General Discussion or Additional Issues**

This section is used to summarize the issues or discuss any points not otherwise covered in the case. Some classroom exercises or experiential learning suggestions can be introduced here.

➤ **Epilogue**

This section is optional and is used to provide additional information or actual outcomes of the time subsequent to the writing of the case.

➤ **Additional Pedagogical Materials**

This section may provide some additional reading materials (not included as an appendix), such as industry notes, or technical notes specifically related to the case described.

➤ **References**

The reference section includes all citations that were referenced in the teaching note. Provide relevant articles, books and additional background reading material for the instructors in this section. **Authors should use APA 6<sup>th</sup> Style guidelines to format this section.**

### FONT AND FORMAT

- All case manuscripts should be submitted in Word format, with 1.5 line spacing, 12-point font, font type Times New Roman and 1-inch margins on all sides.



## FIGURES, TABLES AND EXHIBITS

- Each Figure, Table or Exhibit should be given on a separate sheet. Figures, Tables and Exhibits are to be separately numbered, titled and attached at the end of the text serially. The position of the Figure, Table or Exhibit should be indicated in the text on a separate line with the words "Table 1 about here".

### TABLES

#### ✓ NUMBERS

- All tables should be sequentially numbered with Arabic numerals.
- If the case manuscript includes an appendix with tables, identify them with capital letters and Arabic numerals (e.g. Table A1, Table B2).

#### ✓ TITLES

- The title of the table should be clear, concise and self-explanatory. For e.g., an appropriate title would be "Variables for Studying the Determinants of Employee Satisfaction" instead of "Variables of the Study"
- When appropriate, you may use the title to explain an abbreviation parenthetically. For e.g., *Comparison of Median Income of Adopted Children (AC) v. Foster Children (FC)*
- Place directly above the table itself and below the table number.

#### ✓ HEADINGS

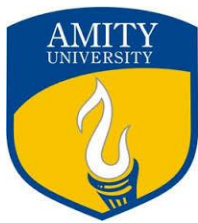
- Keep the headings clear and brief.
- Every column in the table should have a column heading.

#### ✓ REPORTING DATA

- All values should be indicated in million or billion.
- Numerals should be expressed to a consistent number of decimal places.
- All the abbreviations and special symbols should be explained.
- If the table or its data are from another source, the source should be properly cited.

#### ✓ FORMAT

- Tables should be given on a separate sheet.
- The entire table should be single spaced including title, headings and notes.



- The table should be referred in the text. The text should explain what the reader should look for when using the table or figure.
- The tables can be either coloured or black and white.
- Abbreviations, terminology, probability level values must be consistent across tables and figures in the same article.
- Likewise, formats, titles, and headings must be consistent. Do not repeat the same data in different tables.

### FIGURES AND GRAPHS

- Tables and graphs should be submitted in their original Word/Excel format. PowerPoint slides and screen grabs should be avoided where possible.
- Number all the figures consecutively with Arabic numerals.
- Mention all figures in the text.
- Avoid overuse of special effects like 3D effects, shading and layered text.
- One-column figures must be between 2 and 3.25 inches wide (5 to 8.45 cm).
- Two-column figures must be between 4.25 and 6.875 inches wide (10.6 to 17.5 cm).
- The height of figures should not exceed the top and bottom margins.
- The text in a figure should be in Times New Roman.
- The font size must be between eight and twelve point
- Use circles and squares to distinguish curves on a line graph (with the same font size as the other labels).
- For figures, include the figure number and a title with a legend (if needed) and caption. These elements appear below the visual display. For the figure number, type *Figure X*. Then type the title of the figure in sentence case. Place the legend, explaining the symbols within the figure. A caption, explaining the figure, appears underneath the figure. **For e.g.,** *Figure 1. Corporate Social Responsibility Index. This figure illustrates the corporate social responsibility scores of IT firms in India.*
- Captions serve as a brief, but complete, explanation and as a title. **For example,** “*Figure 4. Population*” is insufficient, whereas “*Figure 4. Population of Tribal Races, Indian Subcontinent (1980)*” is better.
- Graphs should always include a legend that explains the symbols, abbreviations, and terminology used in the figure.
- These terms must be consistent with those used in the text and in other figures.
- The lettering in the legend should be of the same type and size as that used in the figure.

### FOOTNOTES AND ENDNOTES

- Use of footnotes and endnotes should be minimum.



## REFERENCES

- References should be complete in all respects, with authors' surnames arranged alphabetically following conventional citation styles.
- **Authors are requested to follow the APA 6<sup>th</sup> style.**

### APA Reference Examples

#### **Book with one author**

- Owen, J. (2003). *Management Stripped Bare*. New Delhi; India: Kogan Page
- In text citation: (Owen, 2003) or Owen (2003) explains.....

#### **Book with two authors**

- Johnston, M. W., & Marshall, G. W. (2009). *Sales Force Management*. New York, NY: McGraw-Hill Companies.
- In text citation: (Johnston & Marshall, 2009) or Johnston and Marshall (2009) said...
- When paraphrasing in text, use and, not &.

#### **Book with three to five authors**

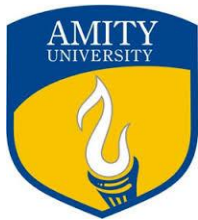
- Morgan, C. T., King, R. A., Weisz, J. R., & Schopler, J. (1993). *Introduction to Psychology*. New Delhi, India : Tata McGraw-Hill.
- In text citation: (Morgan, King, Weisz & Schopler, 1993) then (Morgan et al., 1993) analyze.....

#### **Book or report by a corporate author** e.g. organisation, association, government department

- UNDP India (2010). *Environmental Finance* (WWF India 2010)
- In text citation: (UNDP, 2010). Some group authors may be abbreviated in subsequent citations if they are readily recognizable.

#### **Book chapter in edited book**

- Lawrence, J. A., & Dodds, A. E. (2003). Goal-Directed Activities and Life-Span Development. In J. Valsiner & K. Connolly (Eds.), *Handbook of Developmental Psychology* (pp. 517-533). London, England: Sage Publications.
- In text citation: (Lawrence & Dodds, 2003) or Lawrence and Dodds (2003) found....



### Conference paper online

- Charumathi, B., & Kota, H.B. (2011, May). *What Determines the Corporate Usage of Foreign Exchange Derivatives? – Evidence from India*. Paper presented in the Annual International Conference on Qualitative and Quantitative Economics Research, Singapore. Retrieved from <http://dl4.globalstf.org/?wpsc-product=what-determines-the-corporate-usage-of-foreign-exchange-derivatives-evidence-from-India>
- In text citation: (Charumathi & Kota, 2011) or According to Charumathi and Kota (2011)...

### Course handout/Lecture notes

- Sharma, L. (2013). Lecture 3: ASB205-07A [PowerPoint slides]. Noida, India: Amity University
- **In text citation:** (Sharma, 2013)

### Film

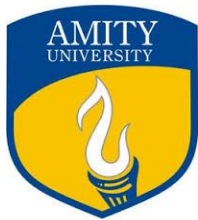
- Amin, S. (Director). (2007). *Chak De! India* [Motion Picture]. India: Yash Raj Films
- In text citation: (Amin, 2007)

### Journal article – academic/scholarly (electronic version) with DOI

- Scott, K.L., Zagenczyk, T. J., Schippers, M., Purvis, R. L., & Cruz, K. S. (2014). Co-worker Exclusion and Employee Outcomes: An Investigation of the Moderating Roles of Perceived Organizational and Social Support. *Journal of Management Studies*, 51(8), 1235-1363. DOI: 10.1111/joms.12099
- (Scott, Zagenczyk, Schippers, Purvis & Cruz, 2014), then subsequently if 3-5 authors (Scott et al., 2014) studied.....

### Journal article – academic/scholarly (electronic version) with no DOI

- Harrison, B., & Papa, R. (2005). The Development of an Indigenous Knowledge Program in a New Zealand Maori-language Immersion School. *Anthropology and Education Quarterly*, 36(1), 57-72. Retrieved from ProQuest Education Journals database.  
*Researchers: Give the URL of the journal homepage. e.g., Retrieved from <http://ucpressjournals.com/journal.asp?j=aeq>*
- **In text citation:** (Harrison & Papa, 2005) or Harrison and Papa (2005) recommend ...



**Journal article - academic/scholarly (print version)**

- Hossain, M. A. (2008). The Extent of Disclosure in Annual Reports of Banking Companies: The Case of India. *European Journal of Scientific Research*, 23(4), 659-680.
- In text citation: (Hossain, 2008) or Hossain (2008) studies.....
- Chalmers, K., & Godfrey, J. M. (2004). Reputation Costs: The Impetus for Voluntary Derivative Financial Instruments Reporting. *Accounting, Organizations & Society*, 29(2), 95-125.
- In text citation: (Chalmers & Godfrey, 2004) or Chalmers and Godfrey (2004) found.....

**Journal article - academic/scholarly (Internet only – no print version)**

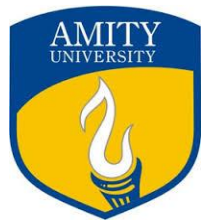
- Hassan, M. S., & Saleh, N. M. (2007). Determinants of Financial Instruments Disclosure Quality Among Listed Firms in Malaysia. Retrieved from <http://ssrn.com/abstract=1157788> on 09.03.2014.
- In text citation: (Hassan & Saleh, 2007) or Hassan and Saleh (2007) analyze.....
- Snell, D., & Hodgetts, D. (n.d.). The Psychology of Heavy Metal Communities and White Supremacy. Te Kura Kete Aronui, 1. Retrieved from <http://www.waikato.ac.nz/wfass/tkka>  
*For html version only, cite the paragraph number in text*
- In-text citation: (Snell & Hodgetts, n.d.) or Snell and Hodgetts (n.d.) suggest "...” (para. 3)

**Magazine article – popular/trade/general interest**

- Sen, S. (2014, August 17). Why Facebook COO Continues her Love Affair with India. *Business Today*, 364(1), 19.  
*Full date is used for weekly magazines; month and year for monthly magazines*
- **In text citation:** (Sen, 2014) or Sen (2014) defends ...

**Newspaper article – (Print version)**

- Das, S. (2015, March 3). Bengaluru-based Molbio Develops India's First Swine Flu Diagnostic Kit . *The Economic Times*, p. 3.
- *Include p. or pp. before the page number – for newspapers only, not magazines*
- **In text citation:** (Das, 2015) finds.....



**Newspaper article (Database like Newztext Plus) (also see Library referencing webpage for Internet version)**

- Cumming, G. (2003, April 5). Cough that Shook the World. The New Zealand Herald. Retrieved from Newztext Plus database.
- **In text citation:** (Cumming, 2003) opines.....

**Newspaper article with no author**

- Budget 2015 Evokes Mixed Response from Global Rating Agencies. (2015, March 1). The Economic Times, p. 1.  
*Article title comes first.*
- **In the text,** abbreviate title and use double quotation marks

**Personal Communication** (letters, telephone conversations, emails, interviews)

- No reference list entry as the information is not recoverable
- (H. Singh, personal communication, March 19, 2014)

**Thesis** – Institutional or personal webpage

- Dewstow, R. A. (2006). *Using the Internet to Enhance Teaching at the University of Waikato* (Master's thesis, University of Waikato, Hamilton, New Zealand). Retrieved from <http://researchcommons.waikato.ac.nz/handle/10289/2241>
- (Dewstow, 2006) or Dewstow (2006) identified ...

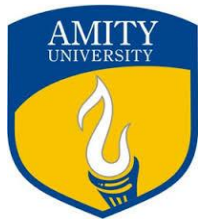
**Websites** (When multiple websites are referenced, reference the homepage)

- The Education System in India (2011). Retrieved from <https://www.gnu.org/education/edu-system-india.html>
- *Author (could be organisation), date (either date of publication or latest update), document title, date retrieved if contents are likely to change, URL (GNU Operating System, 2011)*

**In text references**

**Direct quotation** – use quotation marks around the quote and include page numbers

- Chalmers and Godfrey (2000) point out “a high level of non-compliance of derivative disclosure among Australian firms” (p. 165).
- Alternatively, “a high level of non-compliance of derivative disclosure is prevalent among Australian firms (Chalmers & Godfrey, 2000, p. 165)



**Indirect quotation/paraphrasing – no quotation marks**

- Australian firms show a high level of non-compliance of derivative disclosures (Chalmers & Godfrey, 2000)

**Citations from a secondary source**

- As Hall (1977) asserts, “culture also defines boundaries of different groups” (as cited in Samovar & Porter, 1997, p. 14).

**SUBMISSION OF CASE MANUSCRIPT**

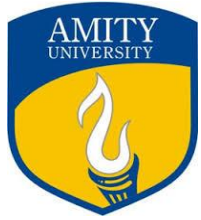
- Case manuscripts should not have been published previously or be under review with another journal.
- The author(s) should submit a soft copy of the case manuscript in MS Word to Editor-in-Chief, **Amity Journal of Marketing (AJM)** at **ajm@amity.edu**, which will be duly acknowledged.
- Case submissions can be made any time throughout the year.
- **Submission deadlines: September 15 for December issue and March 15 for June issue.**

**PEER REVIEW POLICY**

The **Amity Journal of Marketing (AJM)** adheres to an accelerated and rigorous double-blind review policy in which the identity of both the reviewer and author is concealed from each other. Each case manuscript is reviewed by four referees. All case manuscripts are reviewed as soon as possible, and an editorial decision is generally reached within 8-10 weeks of submission.

The submitted case manuscripts will be assessed by reviewers with domain knowledge of the submission’s main research area, and by at least one reviewer who comes from a discipline outside the author’s own field.

All manuscripts are assessed initially by the Editors and only those cases will be sent for outside review that meet the methodological and editorial standards of the journal and fit within the aims and scope of the journal. Case manuscripts rejected prior to outside review may be resubmitted accompanied by a letter detailing how the initial reasons for rejection have been overcome.



**The reviewers' recommendations determine whether a case will be**

- Accepted
- Accepted subject to minor changes
- Accepted subject to resubmission with significant changes
- Rejected.

For case manuscripts which require changes, the same reviewers will be used to ensure that the quality of the revised case manuscript is acceptable.

**Multiple Authors:** In case of multiple authors, the "corresponding author" will be responsible for the collection and provision of the copyright form from each author after acceptance.

**DISCLAIMER**

A disclaimer is required for every case and teaching note. The disclaimer would:

1. separate author's opinion from those of Amity Journal of Marketing (AJM),
2. reveal the degree to which the case has been disguised, and
3. give notice of copyright.

The disguise statement would be deleted if the case is not disguised at all. Otherwise, the statement should accommodate the degree of disguise employed. All the three parts are combined into one statement, with the words in *italics* altered to fit the particular situation, as follows:

This **case/teaching note** (select one) was prepared by the **author/authors** (select one) and is intended to be used as a basis for class discussion. The views presented here are those of the **author/authors** (select one) based on **his/her/their** (select one) professional judgment and do not necessarily reflect the views of the **Amity Journal of Marketing (AJM)**. The names of **individuals, the firm, and its location** (select wording that describes the degree of disguise, or delete the entire sentence if the work is not disguised) have been disguised to preserve anonymity.



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### **RESEARCH FUNDING**

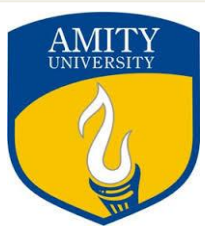
Authors must declare all sources of external research funding in their case and a statement to this effect should appear in the Acknowledgements section. Authors should describe the role of the funder or financial sponsor in the entire research process, from study design to submission.

### **ACCURACY OF CONTENT**

Contributions, whether published pseudonymously or not, are accepted on the strict understanding that the author is responsible for the accuracy of all opinions, technical comments, factual reports, data, figures, illustrations and photographs. Publications does not necessarily imply that these are the opinions of the Editorial Board, Editors or the Publisher, nor does the Board, Editors or Publisher accept any liability for the accuracy of such comment, report and other technical and factual information. The Publisher will, however, strive to ensure that all opinions, comments, reports, data, figures, illustrations and photographs are accurate, insofar as it is within its abilities to do so.

### **PROOFS**

Editorial Board will email the proofs as PDF attachments to only the first (or nominated) author of a multi-authored case manuscript. Please correct your proofs within the time period indicated and return your corrected proofs via email. Please make no revisions to the final, edited text, except where the editor has requested clarification.



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➤ **Page charges**

There are no page charges for **Amity Journal of Marketing (AJM)**.