



GUIDELINES FOR SUBMITTING CASES AND TEACHING NOTES

Case Sources: To ensure authenticity and practical relevance, Gyanodaya publishes case studies that are focused on real individuals, organizations, and events. As a policy, fictional cases are not accepted for publication. Gyanodaya accepts submissions of the following types of cases:

Primary Case: Cases developed using data gathered through fieldwork, interviews, and internal company data. A written consent to publish the case study in the Gyanodaya prescribed format is required from the company on which the case is written.

Library Case: Cases developed from data on published sources. While writing library cases, make sure that necessary and sufficient citations are provided as footnotes (please check [Citation Guidelines](#)). It is essential to ensure that all key data, objective claims, statements, actions, and sentiments attributed to real individuals or organizations are properly sourced and accurately documented.

Important Notes

- Cases focused on dilemmas that occurred more than six years ago are not eligible for submission.
- The title of the case should not exceed eight words and must include the company name followed by relevant keywords.
- When a person is first mentioned in the case, their full name (given name and surname) should be provided. The surname can be used for all subsequent references.
- Please consider the following criteria while preparing cases:
 - ✓ Use neutral language and create dramatic tension.
 - ✓ Make sure the case is free of idioms, colloquial terms, slang, and expressions.
 - ✓ Ensure that cases are designed to promote engaged and active learning among students.
 - ✓ Cases should present an appropriate level of complexity to challenge students intellectually, without compromising their interest.
 - ✓ Cases should be designed to help students develop decision-making skills under conditions of uncertainty, with incomplete information and no single optimal solution.

Tense

Write cases in the past tense, even if they are future propositions and truths. For example,

“The wind was cold” rather than “The wind is cold.”

“The streets were empty” rather than “The streets are empty.”

However, in the case of teaching notes, either the present tense or the past tense can be used.

Decision Point

The introduction of the case must identify the decision that needs to be taken in light of the dilemma presented.

The decision point should be forward-looking, and it enables the readers to propose a solution going forward by stepping into the role of decision-maker. The case introduction must specify the timeline of the decision point and the location where the case takes place. Additionally, no references should be made to events or developments that occurred after the decision-point date.

Ensure that the decision point of the case and the learning objectives, as well as the assignment questions, are aligned and centred on the same focus and dilemma.

Writing Quality

Cases and teaching notes should be proofread thoroughly before submission to ensure grammatical accuracy and syntactic integrity.

Case Length

- Make sure the body of the case is between 7 to 8 pages. The total length of the case, including exhibits, should not be more than 12 pages.
- The font used should be Times New Roman, and the font size should be 12-point.
- The line spacing must be 1.15.
- The case and accompanying teaching note must be submitted as separate documents in Microsoft Word format (.doc or .docx).

Exhibits

- In the case, all tables, figures, and appendices should be cited as exhibits in the body of the case as Exhibit 1, Exhibit 2, etc. These exhibits should be provided at the end of the case document.
- In the teaching note, all tables, figures, and appendices containing analysis should be cited as exhibits in the body of the teaching note as Exhibit TN1, Exhibit TN2 etc. These exhibits should be provided at the end of the teaching note document.
- All spreadsheets and tables should be given as editable elements rather than inserted as images.
- When graphs are given, make sure both the horizontal (x-axis) and the vertical (y-axis) axes are labelled.

- Citation should be provided below each exhibit. Also, mention for each exhibit whether it is sourced directly or created by the author using original data. (e.g., “Created by the author using data from..... [mention source/document name]).

Guidelines for providing artwork and images

- The use of copyright-protected images is strictly prohibited, and such images will not be accepted unless written permission from the copyright holder is provided.
- Ensure that the image provided in the document is high-quality.
- All artwork and images must be understandable in both colour and black and white. For charts and figures, use distinctive black-and-white fill patterns (e.g., dots, stripes, crosshatching) in charts to enhance accessibility in grayscale formats.

Permissions

In case of reproducing copyrighted materials such as figures, images, artwork or quotations, authors need to do the following:

- Authors are required to secure written permission in the prescribed format of the Gyanodaya from the copyright holder before submission of the case study.
- Upload and submit this [consent form](#) along with the case study in the Pandulipi.

***Note:** Including third-party copyrighted material without proper permission may result in significant delays in the publication process.*

Teaching Note

- Please check our [teaching note format](#).
- Along with the traditional teaching plan, authors are requested to provide instructional strategies tailored for online or virtual teaching.
- Please consider the following while preparing teaching notes:
 - ✓ Mention the learning objectives, target audiences, and the potential course where the related case(s) can be used.
 - ✓ A full discussion plan should be included, with estimated time allocations for each topic
 - ✓ Anticipated responses from students should be included, highlighting likely reactions, areas of potential confusion, and follow-up questions that may arise during discussion.
 - ✓ Demonstrate how to integrate concepts.
 - ✓ Provide teaching tips to assist the instructor in effectively facilitating classroom discussion.
- In cases that explore sensitive subjects or emphasize equity, diversity, and inclusion themes, the teaching note should provide comprehensive support by offering guidance

and resources for instructors to navigate discussions in an appropriate, productive, and safe manner.

Examples of Cases and Teaching Notes

We encourage you to review some of our published cases and teaching notes before submitting your own for a better understanding. For access to preview cases and teaching notes, register at <https://gyanodaya.iimk.ac.in/register>. Verified educators get access to preview the documents.

Questions?

Contact us at gyanodaya@iimk.ac.in or 0495 2809473