

OUR PUBLICATION JOURNEY





SUBMISSION

Use our manuscript management system, Pandulipi to submit your case, teaching notes, consent form(s), and other relevant materials.

Requirements for Case Study Submission

While Gyanodaya remains enthusiastic about expanding its collection of case studies, we are equally committed to upholding the high standards of quality. We encourage submissions of both primary cases (cases based on direct contact with a company) and library cases (cases based on published information). The following criteria are additionally considered during the evaluation of submissions:

- The case is accompanied by a suitable and comprehensive teaching note.
- The submission complies with our submission and citation guidelines of Gyanodaya.
- The teaching note layout adheres to the specified guidelines.
- For primary cases, whether approval from the subject company is included in the given consent form.



REVIEW

Gyanodaya is eager to publish submitted cases without compromising quality. However, we strive to make sure that

- All case submissions are subjected to plagiarism screening through software licensed to IIM Kozhikode to ensure originality and academic integrity.
- The submitted case and teaching note will be evaluated through a three-stage review process. Improvements to the case and teaching note may be requested before final acceptance for publication. Please refer to the video on the page at <https://gyanodaya.iimk.ac.in/register> for a detailed understanding of the review process.

Stage 1: Initial Quality Control and Formatting

The editorial team will ensure that each case study is based on a real company and a real issue; all documents are free from plagiarism and AI-generated content; proper source citations are provided; images and figures are of good quality and resolution; and that necessary permissions for reproducing copyrighted material, as well as consent (for primary cases), are duly obtained. This stage will be completed within 7 working days from the submission date and the author will be notified accordingly.

Stage 2: Assessment by Faculty Members

Your submission will be evaluated by two faculty reviewers with relevant subject matter expertise and provide quick feedback in the form of a rating on a five-point scale, where 5 is the highest. Cases scoring more than 3 will be automatically moved to stage III. The reviewer will evaluate the relevance of the content, complexity of the decision-making dilemma discussed, coverage of the case, depth of the teaching note, proposed teaching plan, consistency and professionalism in the presentation of the case, and writing style.

Stage 3: Double- Blind Review

One expert reviewer evaluates the case study and teaching note based on various editorial criteria. When reviewing a case study, the reviewer guarantees that it uses neutral language, maintains suspense, presents complexity, is action-driven, and remains ambiguous without sacrificing clarity. The case should also be concise and clearly written. In assessing a teaching note, the reviewer considers the context, discussion plan, instructional guidance, and integration of relevant concepts.



ACCEPTANCE

Your submissions will be accepted for publication once they meet all the required criteria to the extent required by leading international case publishing houses, such as HBP and Ivey. Upon acceptance of the case, authors are required to give consent for publication of the case study and share copyright with the Indian Institute of Management Kozhikode (IIMK).



EDITING

The editorial team will prepare a draft and share a copy with you for final proofreading.



PUBLICATION

Congratulations! Your work has met the highest standards and is now officially published on our Gyanodaya website.



PROMOTION

Team Gyanodaya looks forward to collaborating with you on promoting your published case. Cases can be featured in newsletters, while we also send educator copies to your suggested instructors worldwide.