

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 businessperson
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. 'Types' of entrepreneurs: academic entrepreneurs
7. 'Types' of entrepreneurs: team and habitual entrepreneurs
8. Social entrepreneurship
9. External environmental context: barriers and drivers and international entrepreneurship
10. Outcomes: international entrepreneurship and venture development
11. Barriers facing women entrepreneurs from ethnic minorities

Length and presentation

Cases should be no more than 5000 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.

A **summary** of the case should be provided, comprising about 50 words.

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

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

References should follow the SAGE Harvard system. View the SAGE Harvard guidelines to ensure your manuscript conforms to this reference style.

Structure

Please provide:

- A theme for the case
- Clear aims and objectives
- A clear set of practical issues for readers of your case
- 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 secondary quotations should be in single inverted commas and must be attributed. Direct quotations should be in double inverted commas.

Suggested Structure

TITLE

CASE STUDY NARRATIVE:

Summary

Keywords: no more than 6

Key learning outcomes: no more than 6

Introduction

Company background

Summary of the situation

Summary of the issues

TEACHING NOTE:

Synopsis

30-word summary

Learning purposes

Analysis and conclusions

Model answers

Postscript (where appropriate): update on the company

References

Appendix (if needed)