

IMTCJ Template for Case Studies

Title:

(Times New Roman, 16pts, Bold, Upper case)

Authors: (Times New Roman, 12 pts, Bold Italic)

- a. Name, academic degrees and affiliation
- b. Name, academic degrees and affiliation
- c. ...

Disclaimers

Statement that proper consent was obtained from different sources for the case study, if any

Sources of financial support, if any

(Times New Roman, 10 pts, Italic)

Key words: (limit of five)

(Times New Roman, 11pts, Italic)

Subject Area:

Mention the areas (e.g. marketing, finance etc) the case will most fit. You can mention upto three different areas. (Times New Roman, 11 pts, Italic)

Abstract: (maximum of 150 words) (Times New Roman, 12 pts, Italic)

- Brief overview of the case
What are the main points of the case? What is the argument you are trying to make?
- Expected learning outcomes
What should readers of this case get out of it?

Note: *All main headings must be Times New Romans. 14pts bold and consequent sub-heading must be Times New Roman 12 pts bold and the body of the case should follows the following sequence. Each case should have at least Introduction and Discussion sections separately.*

Introduction:

Provide a context for the case and describe any similar cases previously reported. (Times New Roman, 12 pts.)

Case Presentation:

- a. *Introductory sentence:* e.g. Describe background of the situation, problem etc.
 - b. *Describe the essential nature of the problem*
- (Times New Roman, 12 pts.)

Management and Outcome:

- a. Describe as specifically as possible the solutions / treatments provided to overcome or optimize the problem.
 - b. Highlights the outcomes
- (Times New Roman, 12 pts.)

Discussion:

- a. Synthesize foregoing sections
- b. Summarize the case and any lessons learned. (Times New Roman, 12 pts.)

Bibliography: (using APA Format)
(Times New Roman, 10 pts,)

Author(s). (Year). *Title of case study*. No. number of case study. City, State abbreviation or Country of publication: Publisher.

Examples:

One Author:

Smith, S. (2003). *Leadership*. HBS No. 7-806-122. Boston, MA: Harvard Business School Publishing.

Two Authors:

Eisenmann, T., & Herman, K. (2006). *Google, Inc.* HBS No. 9-806-105. Boston, MA: Harvard Business School Publishing.

In-text citation examples

APA in-text citations include the author's last name, the year of publication, and the page number (for quotes), either as part of the text of your paper or in parentheses.

One Author:

...as the case study concluded (Smith, 2003, p. 6).

OR:

Smith reported (2003, p. 6) that the data was flawed.

Two Authors:

Eisenmann and Herman did agree on the research findings (2006, p. 11).

OR:

... as both researchers agreed (Eisenmann & Herman, 2006, p. 11).

Legends:

Tables, figures or images are numbered according to the order in which they appear in the text.
e.g. *Figure 1: Economy Growth rate after demonetization*

Note: All figures and Table must be placed after bibliography section

Authors details:

Author's picture
should be in
grayscale.
Picture size should
be absolute
3.18cm in height
and absolute
2.65cm in width

Author's profile, address mail-Id etc.