

Author Guidelines for Conference Submission

These guidelines provide comprehensive instructions for authors submitting both Research Papers and Case Studies to the conference. Adherence to these guidelines is crucial for a smooth submission and review process.

General Submission Requirements

All submissions must be original, unpublished work, and not under review elsewhere. Plagiarism is strictly prohibited and will result in immediate rejection. Authors are expected to adhere to the highest ethical standards in research and publication. Any use of Artificial Intelligence (AI) in generating content must be clearly disclosed in the acknowledgments or a dedicated section.

To facilitate a double-blind peer review process, authors must ensure their submissions are fully anonymized. This includes removing author names, affiliations, and any other identifying information from the manuscript, including metadata. Self-citations should be phrased in a way that does not reveal authorship (e.g., "Previous research has shown..." instead of "In our previous study...").

Submission requirements: A manuscript with a title page, and a separate Executive Summary Page. The Executive Summary Page must include the title, a complete list of coauthors and their affiliations, and the abstract. (Separate Teaching Notes in case of a case study)

Manuscript Types and Requirements

This conference accepts two types of submissions: Research Papers and Case Studies. While both contribute valuable insights, they differ in their focus, methodology, and structure. The following table summarizes the key requirements for each type:

Feature	Research Paper	Case Study
Focus	Original empirical, theoretical, or methodological contributions.	In-depth examination of a specific real-world situation or phenomenon.
Methodology	Rigorous data collection and analysis (quantitative, qualitative, or mixed).	Often qualitative and descriptive, offering practical insights and lessons learned.
Maximum Length	10,000 words (including all sections).	7,000 words (including all sections).
Abstract Length	Max 250 words.	Max 200 words.
Keywords	3-5 keywords.	3-5 keywords.

Formatting Guidelines

All submissions must adhere to the following formatting requirements to ensure consistency and readability:

- **Font and Size:** Use Times New Roman, 12-point font size for the main text.
- **Spacing and Margins:** The manuscript should be double-spaced with 1-inch (2.5 cm) margins on all sides.
- **Page Size and Format:** Use 8.5" x 11" (US Letter) page size. Submissions must be in PDF format with all fonts embedded.
- **Figures and Tables:** All figures and tables should be numbered sequentially and have descriptive captions. They should be placed within the text near their first mention.

Structure of a Research Paper

Research papers should generally follow a structured approach to present their findings effectively. The following table outlines the typical sections and their contents:

Section	Description
Title	Title of the Article
Abstract	Concise summary of the research question, methodology, key findings, and conclusions.
Introduction	Background, research problem, objectives, and significance of the study.
Literature Review	Critical discussion of existing research and identification of research gaps.
Methodology	Detailed description of the research design, data collection, and analysis techniques.
Results	Clear and objective presentation of the findings, often using tables and figures.
Discussion	Interpretation of results, relation to literature, implications, and limitations.
Conclusion	Summary of the main findings and contributions of the paper.
References	Comprehensive list of all cited sources in APA 7th Edition style.

Structure of a Case Study and Teaching Note

Cases are based on real people, companies, and events. Fictional cases are not accepted. Ivey Publishing accepts the following types of cases:

- **Field:** Cases based on fieldwork, interviews, and internal company data. Disguised cases are accepted if the disguise is necessary and strong.
- **Published Sources:** Cases based on published information, requiring appropriate and sufficient footnote citations (please see Citation Guidelines). Care must be taken to properly source statements, actions, and feelings attributed to actual persons or organizations.

- General Experience: Cases based on the author's first-hand experience with a real organization.

Important Notes:

- We do not accept cases when the dilemma occurred more than seven years ago.
- The case title should be no more than eight words and should include the company name followed by keywords.
- When first mentioned, a person in a case should be referred to by their full name (i.e., given name and family name). All subsequent references to that individual are by family name only.
- Slang or colloquial terms and expressions should be avoided.

Decision Point:

The case introduction must clearly outline the decision that needs to be made in relation to the case dilemma. The decision point must be forward looking and allow readers to step into the shoes of the decision-maker to suggest a solution going forward. The introduction must also include the decision-point date as well as the location in which the case is set. There should be no references in the case to dates or events that occurred after the decision-point date. The case decision point and the teaching note's learning objectives and assignment questions must all align and share the same focus and dilemma.

Case Length:

The body of the case should not exceed 8 pages. The total length, including exhibits, should not exceed 15 pages.

Exhibits:

All tables, figures, and appendices should be referred to as exhibits in the body of the case or teaching note. Exhibits should be inserted at the end of the document. Cite the exhibit.

Teaching Note Structure**TEACHING NOTE TITLE HERE**

XXXXXXXX wrote this teaching note as an aid to instructors in the classroom use of the case XXXXXXXXX, no. XXXXXXXXX. This teaching note should not be used in any way that would prejudice the future use of the case.

SYNOPSIS

One to two paragraphs that summarize the case. This should include the following information: who (the protagonist or company is), where (the company is located), what (the company does), why (the company is currently facing challenges), when (the decision point is taking place), and the decision point (though not necessarily always in this order).

LEARNING OBJECTIVES

After working through the case and assignment questions, students will be able to do the following:

- Learning Objective 1
- Learning Objective 2

- Learning Objective 3
- Learning Objective 4

All learning objectives must begin with strong, active verbs that demonstrate student comprehension and engagement. Use action-oriented words such as understand, evaluate, gain, analyse, apply, and similar terms to clearly define the expected learning outcomes.

RELEVANT READINGS (if any)
For Instructors and For Students

SUPPLEMENTAL MATERIALS (if any)
Include any related online videos or any other supplemental materials on the topic.

ASSIGNMENT QUESTIONS aligned with LOs

- Assignment Question 1
- Assignment Question 2
- Assignment Question 3
- Assignment Question 4

TEACHING PLAN

One or two sentences about the length of the ideal class session (75 to 90 minutes).

ANSWERS AND ANALYSIS

- Assignment Question 1
Analysis/Answer/Teaching Tips for Assignment Question 1. Any references to previously published material (either that of the case authors or of other authors) should be appropriately cited using the References tab and "insert footnote" or "insert endnote."²
- Assignment Question 2
Analysis/Answer/Teaching tips for Assignment Question 2
- Assignment Question 3
Analysis/Answer/Teaching Tips for Assignment Question 3

WHAT HAPPENED

A brief follow-up of what decision was made and what happened to the parties involved.

EXHIBITS

EXHIBIT TN-1: TITLE

References

[1] [Academy of Management \(AOM\) Annual Meeting Submission Guidelines](#) [2] [ACM Primary Article Templates and Publication Workflow](#) [3] [IEEE Conference Author Guidelines and Policies](#) [4] [Emerald Publishing: How to Write a Case Study](#)