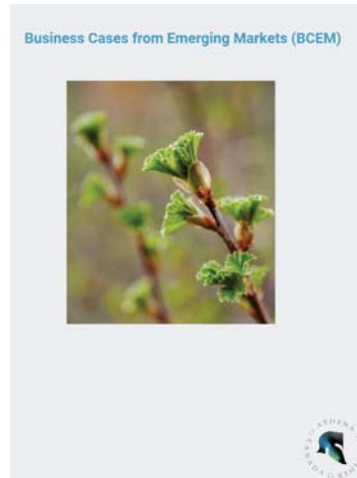


# Business Cases from Emerging Markets (BCEM)

## Author Guidelines

*Business Cases from Emerging Markets (BCEM)* is a collection of cases from emerging markets intended to increase knowledge and provide insights on business practices/ideas, or management skills to our intended audience. Predominantly used by instructors for academic use, the cases can offer insights or provide perspectives to students with discussion-based situations and scenarios. The cases are sold and distributed in digital forms in academic libraries around the world to create the next generation of business professionals.

The cases from BCEM can be used for pedagogical needs of business, functions and management skills for classrooms. They can also be used in conjunction with theories from leading journals, books, references, and other format(s) to provide depth in a subject matter.



Submit your case study

# Aim and scope of the case

Cases must be detailed, well-written, and have accompanying case notes. This allows students to better grasp real-world business problems and scenarios. Cases should be approximately 1,500-4,500 words in length and can be written for the undergraduate or graduate level. Cases can be done using field research or written using available public sources. We may also consider cases based on fictional companies or business scenarios, so long as it grounded on a business theory or practice (or lack of).

A Successful case will have:

- an engaging introduction that focuses on the main management decision points/scenario
- provides direction in the form of learning outcomes
- focuses on weaving the case to meet the learning outcomes
- provides a summary with a focal theme that should be pondered upon.
- questions for initiating thought-provoking class discussion or encourage research.

Cases can be related to topics across wide range of business disciplines from undergraduate and graduate curriculum, including:

**Business & Management**

**Business Ethics**

**Economics**

**Finance**

**Human Resources Management**

**Information & Knowledge Management International**

**Business & Management**

**Marketing**

**Operations Management & Supply Chain Organization**

**Studies & Consumer Behavior**

**Small & Medium Enterprises**

**Strategic Business Policy**

**Research Methods**

**Sustainable Business**

# Elements of the case

## Abstract

The abstract must provide an overview of your case and give readers a quick snapshot of the situation to assess the relevance of the cases to classroom discussion or research needs. The abstract must have a decision point or dilemma that students will need to consider. As an example, the beginning of a sentence should contain “Students will be asked to...”.

It’s important to have a well-established abstract, as it will help to discovery of your case within our system and searches though open-web sources.

## Learning Outcomes

The learning outcome from the case should help students to understand a concept, theory, management style or skill used/practiced by a organization. Cases will be used in a self-study setting or for classroom uses. It should therefore cover ideas/contents/concepts of a business topic and enhance learning though discussion questions.

The learning outcomes section will help both students and instructors to:

1. focus on specific goals of the case is addressing,
2. draw takeaways from the case,
3. emphasize on key theories /topics the material will be used for.

# Discussion Questions

**Case:** We require all cases to have between 4 to 6 questions. Questions should be specifically related to the case material and linked with the learning objectives. The questions are there to encourage debates within a classroom, where different opinions and viewpoints can foster higher-level thinking. They can also be used for self-study purposes to grasp a concept, theory or idea on a subject matter.

The questions should be simple enough to be answered using the case content but challenging enough to foster inquires, research and debates. Questions may have larger ideas which require further rigorous research, but should fundamentally be tied to the learning objectives.

Provide background in the case and the case notes is key to generating health discussion and enhance learning. therefore you are requested to provide additional information (is required) to an answer questions, or help develop the learning objectives.

# Case Notes

The case notes provides the instructor with a snapshot of the entire case. The intended learning objectives of the case and guidelines on the answer to the discussion questions must also be addressed in the case notes.

Case notes must be have an abstract that provides an overview of your case but also addresses the relevance and appropriate-

ness of the cases for classroom discussion or research. The case notes also contains suggested teaching strategy that addresses how to achieve the learning objectives.

The case notes therefore should include:

1. appropriate audience for the case and pedagogical approaches.
2. feedback on the relevance of the case with the learning outcome.
3. potential answers to discussion questions directing instructors on the possible "solutions".
4. suggested further reading which suggests relevant materials in the subject area the case covers to gain insights.

## Case Notes should be organized under the following headings:

- **Case Summary:** This summary should different from main case by referring to the teaching objectives of the case and be lengthier than the abstract of the main case.
- **Teaching Objectives:** Should relate to the Learning Outcomes of the case and be pedagogy focused. It should not be a replica of the learning outcome.
- **Suggested Teaching Strategy:** May include suggestion to pedagogical approaches and strategies. •

### Suggested Answers to Discussion Questions

- **References:** Lists only References for the Case Notes.
- **Further Reading:** Resources to help students answer discussion questions or address teaching objectives.

# Examples

## Abstract

This case study will allow students to illustrate the impact that the global economy has on international and domestic merger and acquisition (M&A) in the telecommunication sector. It also provides insight into the overall aspect of M&A, including types of M&A, points of differentiation, how market size affects M&A and how it changes, and the structure of competition after a successful M&A. Addressing merger of two telecom companies in the Southeast Asian Region (SEAR), insight into the companies, including strategy, and operational considerations are presented. Students will be asked to address the pros and cons of M&A and link their effects of other variables (i.e., legal systems).

## Discussion Questions

1. Identify the challenges of the merger. How can the management of the merged company?
2. How should management respond to the competitors' claim of "monopolistic competition"?
3. Using Porter's Diamond theory, identify the activities the merging companies may use to form "clusters" (or groups) to interconnect firms, suppliers, related industries and institutions in the telecom sector.
4. What steps can be taken to mitigate subscriber drop-off?

# Case style and formatting

## Length & Language

Your case should be no shorter than 1,500 words or longer than 4,500 words, including the abstract. Manuscripts should be submitted as a Word document, double-spaced throughout in 12pt Times New Roman.

Submission must be in either American or British English, with spelling and punctuation styles consistent throughout.

## Case Title

Case titles should be descriptive which helps generate an idea on the contents of the case. Including organization name or the field that the case addresses (i.e., marketing, international business) can be used. Having a good and relevant title helps students and instructor identify appropriateness of the case with the topic/discussion/research and/or to find relevant articles.

Case Notes should have the same title as the case with the subtitle "Case Notes".

## Figures, Tables & Numbering

Graphics (data), images, photos, etc. should only be used when appropriate and relevant to the cases and the content. They should always be referred to as "Figures" and "Tables".

Each figure and table in the Teaching Notes should also be numbered sequentially (i.e., starting from 1). Duplicated figures and tables in Case Notes can be referred from the main case (i.e., 'refer to case figure X or table Y).

## References and Citations

Both case and case notes should follow APA format.

## Copyright & Permission

**You must obtain permission from the copyright holder to use it prior to submission** if you using materials not produced by you.

**You are responsible for clearing permissions** and it is your responsibility as an author to warrant to APC that any permissions required are cleared. It is understood that no copyright is infringed by your case study and appropriate ethical behavior and professionalism have been maintained.

By submitting the case you also confirm to APC that the case is accurate and valid. Furthermore, you also confirm you have not libeled any individual or organization in the case you submitted to BCEM. Statements and opinion (if any) clearly identified and the case is purely based on facts, accuracy and is verifiable.

## Peer Review process

All cases submitted to BCEM will case study will undergo double blinded peer review.

Therefore it is important that authors name, affiliation and other details are **NOT** included in the case or case notes. The Case and Case Notes should be submitted separately.

Once all the elements have gone through peer review, you will receive an e-mail notifying you that comments are available.

These comments, are intended to help you improve your case. Once changes are integrated, you will have to re-submit your revised case.