

Teaching Case Study - Template

Please use *letter size* (not A4 paper), Times New Roman, 10.5 pt font, justified, and set line spacing of 1.0. The font size of headings would be 12 and subheadings would be 11.5 italicized. The number of words is up to 6000 – 8,000 per teaching case study.

Write in the past tense.

Teaching Case Study

Title of the Teaching Case Study

- Times New Roman
- 16 pt font
- Bold

Name of the Author*, Academic Degree

Affiliation

- Author names should be listed as first name, middle name or middle initial (if used), last name (surname). Credentials (academic degrees) can only appear after the author's name, not before. Affiliations must include the Department, Faculty, University, and country.
- Name of the Author*, Academic Degree – 14 pt font
- Affiliation – 9 pt font

Eg:

William Adam¹, PhD

John M. Silva², BSc

¹Department of Medicine, Columbia University, New York, US

²Department of Accounting, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka

Prologue/Preface

- Times New Roman
- Bold
- 10.5 pt font
- Authors should discuss precisely about the company and introduce the dilemma. It's important to provide clear and precise information to set the context and engage the reader.

Keywords

- Should have a maximum of 6 keywords.
- Times New Roman
- 10.5 pt font

Industry Overview

- Times New Roman

- Bold
- 10.5 pt font
- It should include details about the industry in which the company is operating including challenges, growth drivers, and industry trends-related data etc.

Background of the Company

- Times New Roman
- 10.5 pt font
- Bold
- It includes an introduction to the company including evolution, portfolio, financial overview, core values, etc. and what is/are the issue/s that is/are discussed and addressed in the case study.

Company Activity/Dilemma Details (The Main Body of the Case)

- Times New Roman
- Bold
- 10.5 pt font

Tell the whole story – usually in a chronological order. This section may have several subsections:

- Environmental scenario: Competition, government policies,
- Customer trends etc.
- Existing practices
- Issues and challenges for the company
- Strategies adopted
- Close the case dilemma etc.

Authors may amend this section depending on the availability of information. Further, you may include quotations, links to websites, video links, photographs, etc. where relevant.

Future Outlook

- Times New Roman
- 10.5 pt font
- Describe the future plan/s of the company. In the concluding paragraph, provide a short synthesis of the case to reiterate the main issues, or even to raise new questions.

References

- Use APA format.
- 9 pt font

Eg:

Saint, M. 2003. Precarious politics and return volatility. *The Review of Financial Studies*, 9(4):1111-1154.

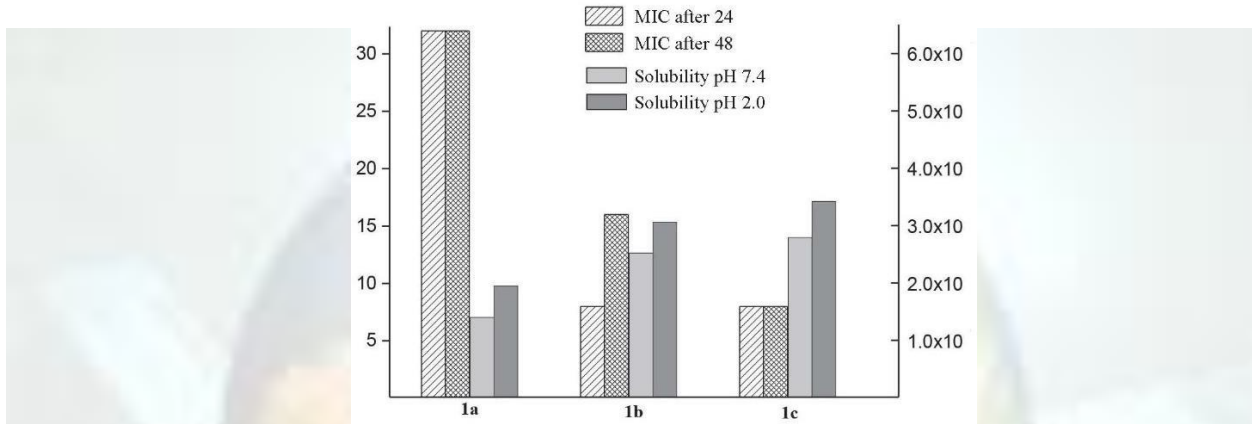
Smith, J. 2004. Forecasting crashes: trading volume, past returns, and conditional skewness in stock prices. *Journal of Financial Economics*, 10(3):345-381.

- Every Reference must be cited within the text.
- If you would like your references to link to the original cited material, please submit them

as clickable hyperlinks (i.e., DOI, websites, etc.).

Figures

- Set figure caption after the figure.
- 9.5 pt font
- Centralized the figure.
- Align source and caption left.



Source: Nova Science Publishers (2020).

Figure 1. Position of the main political parties.

Tables

- Set table caption before the table (Centralized).
- If possible, each individual table should fit on one page.
- Table caption – 11 pt font
- Source - 9.5 pt font
- Align the source left.

Table 1. Number of executive employees over the last three years

| Year | Number of Executive Employees | Number of Non-executive Employees |
|------|-------------------------------|-----------------------------------|
| 2021 | 114 | 200 |
| 2022 | 120 | 220 |
| 2023 | 127 | 210 |

Source: Internal Data.

Equations

All equations must be clear, readable, and numbered sequentially. The equation number must be aligned to the right margin.

Eg:

$$(A+B)=C$$

(1)

$(1+2=3)+2=5$

(2)

Footnotes

Please ensure all footnotes are numbered correctly.

