Instructions for authors (Track 11: cases)

The CLADEA 2020 Annual Assembly, whose theme is: "The future of work, the social impact and the role of business schools", seeks case studies that integrate academic knowledge with business reality. Pedagogical cases are one of the ways that research attracts classrooms in an attractive way. And, last but not least, they are one of the ways in which it is possible to create spaces for teaching beyond the walls that enclose classrooms. Case discussion for management education and corporate programs is a very useful and appreciated tool.

Do you want to publish a pedagogical case in our case collection (http://caspedagogics.org)? Follow the instructions below and submit your manuscript to our conference case track.

The works must be original and meet the international criteria that guarantee academic quality. Its content is under the sole responsibility of the authors.

PUBLICATION OPTION

The best cases may be invited to participate in the evaluation process of the CLADEA-BALAS Case Consortium, for possible publication through Harvard Business Publishing. If the author(s) is (are) interested in this option, your article should not be in the process of being published in another journal. This must be indicated on the registration form.

NATURE OF THE ARTICLE (TRACK 11)

In the "Cases" Track, cases of any administration discipline (strategy, marketing, finance, operations, entrepreneurship, etc.) may be presented, which meet the following characteristics:

1. They must deal with a real situation that involves a problem, a challenge, an opportunity, or a decision to be made by one or more people in any area of management of an organization.
2. They may be based on field work or secondary research.
3. Only original works that have NOT been previously published (or that are in the evaluation process) in books, journals, magazines or case collections will be accepted, although cases that have been used in class will be accepted.
4. It must include the following sections: summary, keywords, opening paragraph, body of the case, closing paragraph, annexes and pedagogical notes (summary of the case, indication of the subject(s) and audience(s) in which its use is advised, learning objectives, recommendations on how to use the case in class and the discussion strategy, possible questions and expected answers, a blackboard plan and the epilogue of the case if any).

For a general reference on how to write a case and note, see: "Key Elements for Excellence in Classroom Cases and Teaching Notes", James E. Austin; James L. Heskett; Christopher A. Bartlett, HBSP # N9-915-417, April 16, 2015. Available at https://cb.hbsp.harvard.edu/cbmp/product/915417-PDF-ENG.
If you prefer to delve into the structure of a good pedagogical note, you can consult the following text:

ASPECTS OF FORM

• Upload the file in PDF.
• The article / paper can be written in Spanish or English
• The limit is 4 authors per article.
• Save 1-inch margins in all four directions.
• Use line spacing "2.0".
• A4 paper size.
• Titles in bold, size 16 and centered
• Subtitles in bold, size 14, single space and aligned to the left margin
• Pages must be numbered by Word, not manually.
• Do not list sections or headings.

<table>
<thead>
<tr>
<th>TITLE 1</th>
</tr>
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<tbody>
<tr>
<td>Subtitle second level</td>
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</table>

| TITLE 2 |

• Tables and figures will be placed in the body of the article and not at the end. All tables and figures should be numbered sequentially, and should be referred to by their number (and not their location). The titles of the tables should be placed on top, while those of the figures should be added below. “Figures” are defined as all those graphs, maps, diagrams, photographs and any type of illustration. Consider that the article will be worked in black-white and the effects can be worked with contrasts and tones.
• The way to state figures is as follows: The integer part of the number will be separated from the decimal part with a comma, not with a period or a space. The comma will only be used to mark the decimals, never to mark the thousands, as is usually done in English. Four-digit whole numbers (1000 to 9999) will be written without spaces, without periods and without commas. Integers of five digits or more will carry an apostrophe every three digits, counted from right to left.
• If you decide to list your variables (either Latin or Greek letters) you should use italics. Be careful and note the consistency in your article.
• Foreign words (with the exception of proper names) are in italics.
• The presentation of the text, they must use the rules established in the APA - American Psychological Association (6th edition). Also, the reference of texts, including citations, must follow the APA style (American Psychological Association) 6th edition. For more information you can consult: http://owl.english.purdue.edu/owl/resource/560/01/
Footnotes are not allowed.
The maximum length will be 15 pages of text, and not more than 25 pages in total, including annexes.

ARTICLE OUTLINE

Features and content of the first page:

- Do not indicate names, emails or affiliations. This information will be filled in on the registration form.
- Summary. It should not exceed 100 words or 2000 characters.
- Keywords. At least one must be indicated, which facilitates the indexing of the article (maximum three). Abstract and keywords are in Times 9 letters, bold.

Characteristics and content of the rest of the text:

- Narrative or introduction of the case.
- Objectives of the case, which must be based on the nature of the case.
- Background, problems, justification of the case
- Use graphics, charts or tables if necessary in high definition image (you can use them if it helps to understand the matter).
- A pedagogical note on the synapse of the case indicating which fields the case is intended for. This note must be sufficiently complete, relating the current theory, practice or literature in the areas provided for the use of cases.
- Describe the pedagogical objectives of the case, indicating the uses for which the case is intended.
- Notes: The case must be well written and style appropriate. Also well organized for your understanding. You must be careful with spelling, grammar, and punctuation.
- Briefly summarize your contributions to make this case acceptable.

ABOUT SENDING THE CASE

- Articles must be uploaded electronically in [easychair]. To do this, one of the authors (representing their team in the event of co-authorship) must register by creating a user. On this platform it will be possible to track the status of your article: its acceptance, comments or rejection.
- The electronic file must fill in the data of all those involved and indicate track 11.
- The same author can send more than one article, both as a single author or in co-authorship.
ABOUT THE REVIEW

- All items will go through an external quality control. To guarantee the impartiality of the evaluation, the works will be evaluated by specialists in each thematic axis, in the “blind review” modality, that is, the reviewers will not know the identity or affiliation of the authors until the day of the exhibitions. For each article there will be at least two reviewers supervised by the chair of the session (or track chair).
- The following criteria will be considered: quality or academic level, originality, contribution to knowledge and teaching, clarity in presentation, writing and literature, interest and topicality of the subject.
- The results of the review can be: (a) Accepted, (b) Rejected.

ABOUT THE EVENT

- At least 1 author from the team of authors must attend to present their research.
- Each author (or author) must independently pay their entrance to the event.
- A certificate of participation will be awarded to all authors of each investigation.
- From 3 to more authors may request group rate. Request terms and conditions to info@cladea.org
- Authors may register until October 4, 2020 so that they can present the paper at the Annual Assembly. CLADEA is not responsible for registrations that are not made on the indicated date.

CLADEA Executive Office