Emerging Markets Case Studies Author Guidelines

Editorial Objectives

Emerging Markets Case Studies welcomes well-researched, instructive, and multi-media online cases about the most interesting companies in complex emerging market contexts, to be used by faculty to develop effective managers globally. Cases must be factual, and be developed from multiple sources, including primary data sourced and signed-off by the company involved. Secondary-source cases would need to make a significant contribution beyond the initial secondary sources. The accompanying Teaching Note should apply comprehensive and recent theoretical perspectives to the appropriate learning activities detailed.

The collection seeks to publish teaching cases focused on any subject area within Business and Management, including: Accounting and Finance; Built Environment; Entrepreneurship; Environmental Management; International Business; Human Resource Management; Management Science; Marketing; Operations and Logistics; Public Sector Management; Strategy; and Tourism and Hospitality

Editorial Criteria

Submission to the collection must include a Teaching Case Study and associated Teaching Note.
Please ensure that you have met the following quality criteria before submitting:

Your Teaching Case Study

- ☑ The case describes the actions of a well-developed central protagonist character that is facing a management decision.
- ☑ The case presents a complex and compelling management decision-making dilemma for students to analyze.
- ☑ The case is logically structured, with sufficient discussion of important business contexts and issues.
- ☑ The case is written in the past tense, uses an engaging case narrative style, and does not contain any language errors.

Your Teaching Note

- ☑ The teaching note includes an appropriate synopsis describing the context of the case, the dilemma being faced, and the discipline the case is relevant for.
- ☑ The teaching note details a set of teaching objectives appropriate for the stated target audience.
- ☑ The teaching note provides a research methods section that details the types of data used to develop the case.
- ☑ The teaching note includes a 90-minute multi-media teaching plan, including suggested classroom facilitation questions and activities.
- ☑ The teaching plan includes a set of assignment questions that align with the teaching objectives, and relate to the dilemma being faced in the case.
- ☑ The teaching note uses recent literature, theory or research findings to analyze the case study and provide model answers to the assignment questions.

See our guides on Writing Teaching Cases, Writing a Teaching Note, and the Template for Teaching Notes.

Submit to Emerging Markets Case Studies

Submissions to Emerging Markets Case Studies are made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at http://mc.manuscriptcentral.com/eemcs. Full information and guidance on using ScholarOne Manuscripts is available at the Emerald ScholarOne Manuscripts Support Centre:
http://msc.emeraldinsight.com.

Registering on ScholarOne Manuscripts

Firstly, you must create an account on the manuscript submission site:
- Go to http://mc.manuscriptcentral.com/eemcs
- Click on 'Register here'.
- Follow the on-screen instructions, filling in the requested details before proceeding.
- Your username will be your email address; your password must be at least 8 characters in length, two or more of which must be numbers.
- Click 'Finish' to create your account. You can now login to the manuscript submission site (see below).

Note: You will need to create an author account to submit your teaching case, even if you already have an account with another journal on ScholarOne Manuscripts. You can however use the same username and password.

Submitting a Teaching Case on ScholarOne Manuscripts

- Login to the manuscript submission site at http://mc.manuscriptcentral.com/eemcs with your username and password (see above). This will take you to the Welcome page. (To consult the Author Guidelines, click on 'Home Page' in the 'Resources' column.)
- Click on the 'Author Centre' button.Click on 'Submit a manuscript', which will take you to the Manuscript Submission page.
- Enter all the information required and click 'Browse' to locate your file and select it for upload. Repeat this step for all files in your submission (e.g., figures, teaching notes).
- Review the files uploaded and click 'Save and continue'.
- When all required sections are completed, preview your PDF proof
- Click 'Submit' and then 'OK' to submit your files.

On acceptance of your teaching case, you will be directed to complete a copyright assignment form. Please ensure that this is completed in full for each contributing author, including full name, email address and full, international postal address.

Review process

Each teaching case has to pass an initial screening and, if judged suitable for publication in the collection, is sent to an appropriate editorial board member for review.

Copyright

Teaching cases submitted for publication should not have been published before in their current or substantially similar form, or be under consideration for publication with any ISSN/ ISBN registered publication. Please see Emerald's originality guidelines for details. Authors submitting teaching cases for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty. For ease of dissemination and to ensure proper policing of use, papers and contributions become the legal copyright of the publisher unless otherwise agreed.

The editor may make use of iThenticate software for checking the originality of submissions received. Please see our press release for further details.

Permissions

Prior to teaching case submission, authors must clear permission to use any content that
has not been created by them. Failure to do so may lead to lengthy delays in publication.
Emerald is unable to publish any content which has permissions outstanding. The rights that
Emerald require evidence of clearance for, are:

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3. Worldwide English language rights.
4. To use the material for the life of the work (i.e., there should be no time restrictions on the re-use of
   material, e.g., a one-year licence).

When reproducing tables, figures or excerpts from another source, it is expected that:

1. Authors obtain the necessary written permission in advance from any third party owners of copyright
   for the use in print and electronic formats of any of their text, illustrations, graphics, or other material,
   in their manuscript. Permission must also be cleared for any minor adaptations of any work not
   created by them.
2. If an author significantly adapts any material, the author must inform the copyright holder of the
   original work.
3. Authors obtain any proof of consent statements.
4. Authors must always acknowledge the source in figure captions and refer to the source in the
   reference list.
5. Authors should not assume that any content which is freely available on the web is free to use.
   Authors should check the website for details of the copyright holder to seek permission for re-use.

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other STM members. This may mean that in some cases, authors do not need to clear permission for re-use of
content. If so, please highlight this upon submission. For more information and additional help, please follow
the Permissions for your Manuscript guide.

Consent to Publish – Release Form

All teaching cases submitted for review must include appropriate signed permissions from case Protagonists,
e.g., CEO; company directors or any employee given authority by the organization; or the person or persons
under review, granting full permission to publish the case. Written permission must also be obtained if
you include any material for which someone other than yourself or the case subject/protagonist, own the
copyright. Please see Permissions section above for more detail.
Please refer to Emerald's Consent to publish – Release Form as an example of the required release form.

Defamation / Libel

If inaccurate, unsubstantiated or emotive statements are made about organizations or people in a submitted
case, Emerald reserves the right to request changes to the text from the author or to reject the case prior to
publication.

Critiques and reviews of organizations, products and services are acceptable but comments must be
constructive and must not:
• Expose groups or individuals to hatred, ridicule or contempt;
• Cause them to be shunned or avoided;
• Lower them in the estimation of right-thinking members of society generally;
• Disparage them in their business, trade, office or profession.

For more information on Best Practice in Publication, please see:
http://www.emeraldinsight.com/authors/writing/best_practice_guide.htm

Emerald Literati Network Editing Service

The Emerald Literati Network can recommend, via our Editing Service, a number of freelance copy editors, all themselves experienced authors, to contributors who wish to improve the standard of English in their paper before submission. This is particularly useful for those whose first language is not English.

Final Submission

Authors should note that proofs are not supplied prior to publication. The manuscript will be considered to be the definitive version of the teaching case. Therefore, any requests for changes after the final submission will not be granted. The author must ensure that the final submission is complete, grammatically correct and without spelling or typographical errors.

Before submitting, authors should check their submission against the Teaching Case Submission Checklist.

MANUSCRIPT REQUIREMENTS

Please format your teaching case before submission, using the following guidelines:

Format	All files should be submitted as Word documents.
Case Study Length	Case studies should be between 1000 and 12,000 words in length, excluding appendices, references and supplementary materials.
Case Study Title	A title of not more than eight words should be provided.
Teaching Notes	All case studies must include teaching notes including sufficient discussion and assignment questions. For more guidance, please see How to Write a Teaching Note.
Case Study Title Page	A Case Study Title Page should be submitted alongside each individual submission. This should include: Case Study Title; Author Details (see below); Acknowledgements; Author Biographies; Structured Abstract (see below); and Keywords (see below).
Author Details	Details should be supplied on the Case Study Title Page including: • Full names of each author. • Affiliations of each author, including job title(s). • Where more than one author has contributed to the teaching case, details of who should be contacted for correspondence. • E-mail address of the corresponding author. • Brief professional biography of each author (optional, no longer than 60 words). • Subject Code (choose one from a list of twelve).
Structured Abstract	Authors must write a structured abstract on the Case Study Title Page, structured under the sub-headings below (see our How to... write an abstract guide for practical help and guidance): • Subject area of the teaching case. • Student level (e.g., BA level) and proposed courses the teaching case can be used on. • Brief overview of the teaching case. • Expected learning outcomes. • List of supplementary materials (must include teaching notes) • Keywords. Structured abstracts must not exceed 250 words in length (including keywords).

Keywords	Please provide between two and twelve keywords on the Case Study Title Page. These should encapsulate the principal topics of the paper.

Whilst we will endeavour to use submitted keywords in the published version, all keywords are subject to approval by Emerald's in house editorial team and may be replaced by a corresponding term to ensure consistency. |
| Headings | Headings must be concise, with a clear indication of the distinction between the hierarchy of headings.

The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics. |
| Notes/Endnotes | Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the teaching case. |
| Figures | All Figures (charts, diagrams, line drawings, web pages/screenshots, and photographic images) should be submitted in an electronic format.

All Figures should be of high quality, legible and numbered consecutively with Arabic numerals (1,2,3, etc.). Graphics may be supplied in colour to facilitate their appearance on the online database.

• Figures created in MS Word, MS PowerPoint, MS Excel and Illustrator should be supplied in their native formats. Figures created in other applications should be copied from the Version: 0.3 Revised: 15 December 2011 Issued by: Sarah Kennedy origination software and pasted into a blank MS Word document or saved and imported into an MS Word document. Alternatively, create a PDF file from the origination software.
• Figures which cannot be supplied as above are acceptable in the following standard image formats: .pdf, .ai, and .eps. If you are unable to supply graphics in these formats then please ensure they are .tif, .jpeg, or .bmp at a resolution of at least 300dpi and at least 10cm wide.
• To prepare web pages/screenshots simultaneously press the 'Alt' and 'Print screen' keys on the keyboard, open a blank Microsoft Word document and simultaneously press 'Ctrl' and 'V' to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing 'Ctrl' and 'Print screen'.)
• Photographic images should be submitted electronically and be of high quality. They should be saved as .tif or .jpeg files at a resolution of at least 300dpi and at least 10cm wide. Digital camera settings should be set at the highest resolution/quality possible.
• Figures and tables should be introduced within the body of the text with appropriate callouts, e.g.:

"The results of the data analysis show that the UK has experienced a continual, albeit not continuous, population increase from 1901-2001(see Table I).

Following on from these data..."

or

"The results of the data analysis, detailed in Table I, show that the UK has experienced a continual, albeit not continuous, population increase from 1901-2001.

Following on from these data..."

• Sources for tables and figures must be appropriately referenced in the References section. |

Tables	Tables should be typed and included in a separate file to the main teaching case. The position of each table (as for figures above) should be clearly labelled in the body text of the teaching case, with corresponding labels being clearly shown in the separate file. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.
References	References to other publications must be in **Harvard** style and carefully checked for completeness, accuracy and consistency. This is very important in an electronic environment because it enables your readers to exploit the Reference Linking facility on the database and link back to the works you have cited through CrossRef.
	You should cite publications in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names of two, or (Adams et al., 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:
For books:	Surname, Initials. (year), Title of Book, Publisher, Place of publication.
	e.g. Harrow, R. (2005), No Place to Hide, Simon & Schuster, New York, NY.
For book chapters:	Surname, Initials. (year), "Chapter title", in Editor's Surname, Initials. (Ed./Eds), Title of Book, Publisher, Place of publication, pages.
	e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), Creating the Discipline of Knowledge Management, Elsevier, New York, NY, pp. 15-20.
For journals:	Surname, Initials. (year), "Title of article", Journal Name, volume, number, pages.
	e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", Journal of Consumer Marketing, Vol. 22 No. 2, pp. 72-80.
For published conference proceedings:	Surname, Initials. (year of publication), "Title of paper", in Surname, Initials. (Ed./Eds), Title of Published Proceedings which may include Place and Date(s) held, Publisher, Place of publication, Page numbers.
	e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", *Proceedings of the 2007 International Information and Communication Technologies in Tourism Conference, Ljubljana, Slovenia*, Springer-Verlag, Vienna, pp. 12-32.
For unpublished conference proceedings:	Surname, Initials. (year), "Title of paper", paper presented at Name of Conference, place of conference, date of conference, available at: URL if freely available on the internet (accessed date).
	e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), Heraklion, Crete, 29 May-1 June, available at: http://dbs.unileipzig.de/file/aumueller05wiksar.pdf (accessed 20 February 2007).
For working papers:	Surname, Initials. (year), "Title of article", working paper [number if available1], Institution or organization, Place of organization, date.
	e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.
For encyclopedia entries (with no author or editor):	Title of Encyclopedia (year) "Title of entry", volume, edition, Title of Encyclopedia, Publisher, Place of publication, pages.
	e.g. Encyclopaedia Britannica (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 765-71.

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[1] If the working paper has a number, please present as Working Paper No. 1234.
Where no number is given, please present as working paper (lower case).