

What is a case study?

Case study is a research methodology, typically seen in social and life sciences. There is no one definition of case study research. However, very simply... 'a case study can be defined as an intensive study about a person, a group of people or a unit, which is aimed to generalize over several units'. In doing case study research, the "case" being studied may be an individual, organization, event, or action, existing in a specific time and place.

Cases are of many types. However, ICMC **LIKES** problem solving, decision focused and applied cases. ICMC **DOES NOT** like only narrative cases

What is a good case?

GOOD CASES should demonstrate **LINKAGE** with theory, must have a **PROTAGONIST**, who is facing a **DILEMMA**, that **UNFOLDS** before the reader within first two paragraphs; case must have **DRAMATIZATION**, must suggest different **ALTERNATIVES** to solve the dilemma and is told as a **STORY** in a fashion that **ENGAGES** readers.

If the dilemma (also known as case issue) in a case is detected and alternatives to solve have been identified, the scope of literature review in a case is limited. Even for detecting alternatives the author should take a deep dive into data collected for the case and need not look outside. Except in the case of financial dilemma, a well written case should not be data heavy and, hence, should not require elaborate analysis tools.

For teaching Cases in which Teaching Notes are required what matters are the quality of the suggested solutions, appropriateness of suggested ways to engage students and adequacy of time estimate for the case.

Structure of a Teaching Case

- Abstract (250 words). Bring out focus, aim of the case, and the audience for whom it is meant
- Keywords (5-7 words)
- Mention the courses in management curricula for which the case can be for teaching
- Indicate minimum two Course Intended Learning Outcomes which can be achieved by discussing the case
- In the Opening paragraph: Bring out main issues, context within which the case occurs. Introduce protagonists
- Body should cover: Story in chronological order, back ground, quote views
- In the Concluding paragraph: Short synthesis of the case, questions, issues for students
- References
- In a teaching case there is no place for literature review
- Teaching notes: In a separate file, Separated from the paper to provide authors understanding of the issues. The teaching notes are not published.

Structure of a Research (Non-Teaching) Case

- Abstract (250 words). Bring out the objectives, the research methodology adopted and major results.
- Key words (5-7 words)
- Opening paragraphs : Organization, Problems, Issues, Need for study
- Objectives: List them and, if necessary, derive hypotheses
- Avoid extensive literature review
- Research methodology: Participants, Sampling method and size, Methods of data collection, and analyses, steps to ensure reliability and validity
- Analyses and Results
- Discussions

- Theoretical Contributions and Managerial Implications
- Conclusions
- References

Authors should ensure:

- Citation of relevant literature in the paper. The citation in the text and bibliography must match. Use APA 6 style and total word limit is 5000 including references.
- Each Table and figure must be numbered as per APA 6 style and must carry headings.
- Source of information must appear at the bottom of each table/graph/figure
- There is no infringement of existing copyrights or indulgence in plagiarism.
- A check by Turnitin should produce a similarity index of less than 15%
- Authors must have written permission for reproducing tables, figures, graphics, or excerpts of more than 400 words. Anything freely available on a web site or in the published documents of the company does not imply that it is free to use. Author must obtain formal written permission to use copyrighted material.