



SPJIMR

Wise Innovation Studio
for Emerging Tech

TaSIC 2025

Technology and Societal
Impact Conference

Guidelines for teaching case

Cover Letter

It should provide the following information:

- **Case title:** Provide a concise and informative title
- **Author details:** Mention the full names of all authors and their institutional affiliation/s with address, official email IDs, and contact details.

Manuscript without author/s identifiers

Abstract

- **Case summary, including the dilemma**
- **Learning objectives:** Highlight the primary focus and what students should learn.

Introduction

- **Background Information:** Provide context about the organisation or scenario.
- **Main Protagonists and other stakeholders:** Introduce key individuals or groups involved.
- **Context setting:** Describe the environment in which the case takes place.
- **Case dilemma:** The problem/issue faced by the protagonist.

Case Body

- **Detailed Narrative:** Provide a thorough account of the situation.
- **Relevant Data, Facts, and Figures:** Include essential information to understand the case.

Conclusion

- **Unresolved Issues:** Identify any remaining questions or issues.
- **Revisit the Dilemma and next steps**

Teaching note

- **Case synopsis**
- **Teaching objectives and position in the course**
- **Assignment questions:** Craft questions to stimulate discussion
- **Suggested answers or key discussion points:** Provide brief, insightful responses.
- **Additional readings or references:** Recommend further reading materials or references for deeper understanding.

Submission requirements

The case length should be 2000 to 2500 words, and submission must be in the word document format. Please follow the formatting guidelines below:

- **Margins:** 1 inch on all sides
- **Font:** Times New Roman, Size: 12
- **Line spacing:** Double spacing
- **Originality of Work:** Please note that the author/s is/are responsible for ensuring the originality of the submitted work. We request that you check the same on Turnitin or some equivalent software. Once the submission is made, we will assume that the work is original. Any issue or dispute arising on account of plagiarism in content/concept shall be the sole responsibility of the author/s. We also suggest that AI-generated content should not be submitted.
- **Template:** Submit **ONLY** using the template provided at:
<https://www.spjimr.org/academic-track-call-for-papers/>
- **References:** All references must follow the APA 6th edition style. Refer to the example mentioned based on categories:

Book

Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.

Journal Article

Smith, J., & Brown, L. (2020). Consumer behaviour in the digital age. *Journal of Marketing Research*, 57(3), 123-145. <https://doi.org/10.1016/j.jmr.2020.03.004>

Website

Johnson, M. (2021, July 20). How to build a brand strategy. *MarketingProfs*. Retrieved from
<https://www.marketingprofs.com/articles/2021/45678/how-to-build-a-brand-strategy>