

Faculty of Management, Tribhuvan University

Case Study Submission Guidelines for Authors

1. Background

The Faculty of Management (FOM), Tribhuvan University invites submissions of original, contextually relevant case studies designed primarily for classroom use in its undergraduate and graduate programs. These teaching cases aim to enhance the learning experience by integrating theoretical knowledge with real-world challenges encountered by businesses and other organizations in Nepal.

2. Rationale

Case studies are taken as powerful pedagogical tools that promote analytical thinking, creativity, problem-solving, and decision-making skills of participants. FoM seeks to promote a culture of contextual learning among the students through cases that are locally grounded, methodologically rigorous, and educationally impactful.

3. Case Study Types and Thematic Areas

The submitted case study may fall in any category under decision-making or problem solving case or application of theory and management frameworks. However, it must have an issue or dilemma or opportunity that needs managerial action. Submissions may address any of the following thematic areas (but not limited to):

- General Management, Finance & Accounting, Marketing, HRM, Entrepreneurship
- Business Ethics, CSR, Sustainability, Corporate Governance, Strategy
- Managerial Economics, Operations Management
- Cross-cutting themes combining two or more areas above, i.e., integrative case study

4. Quality Criteria

Submitted cases should meet the following standards:

- **Reality:** The case must be based on real events or authentic scenarios from the Nepalese context.
- **Significance:** It should address important and timely business or management issues.
- **Comprehensiveness:** The case must provide sufficient context and information (but not entire) for thorough understanding and analysis.
- **Alternative Perspectives:** It should provide enough background or information to develop multiple viewpoints or decision options.
- **Evidence-Based:** All claims must be supported by credible data or documentation.
- **Reasonable Complexity:** The case should pose an appropriate level of challenge to stimulate critical thinking.
- **Emotionally Rich:** It should include human elements that evoke empathy and engagement, wherever appropriate. Authors are encouraged to provide narratives and quotes wherever necessary.

- **Engaging Composition:** The writing should be clear, compelling, and logically structured to sustain reader's interest. An effective case study captures curiosity and presents a narrative 'trap'- a thought-provoking situation or dilemma that challenges the reader to think critically and seek solutions.

5. Format and Submission Requirements

- Length: 1,500 to 6,000 words (excluding references)
- Each Table/Figure: Counted as 250 words
- Questions: 3 to 5 higher-order questions (optional). When included, the questions must be aligned with higher-order learning needs of students/participants – applying, analyzing, evaluating, and creating – as per Bloom's Taxonomy (2002). Factual recall questions should be avoided.
- Referencing: APA 7th Edition
- Formatting:
 - Font: Times New Roman, 12 pt
 - Spacing: 1.5
 - Margins: 1 inch
 - File Format: .doc/.docx
- Case teaching note

6. Ethical Considerations and Generative AI Use Policy

6.1 Ethical Considerations:

- **Informed Consent:** Case study authors must obtain explicit permission (written if required) from individuals or organizations featured in the case.
- **Anonymity:** Names and identifying details must be changed or omitted if confidentiality is requested or required.
- **Originality:** All submissions must be the author's own work and not copied, plagiarized, or previously published.
- **Factual Accuracy:** Information presented in the case must be truthful, verifiable, and free from fabrication or exaggeration.

6.2 Generative AI Use Policy:

- Disclosure of AI usage is mandatory.
- AI can assist with language but not content creation.
- Fabrication or misleading use of AI is prohibited.

7. Post-Selection Responsibilities

Selected authors must:

- Attend a mandatory one-day workshop.
- Incorporate feedback.
- Submit revisions.
- Respond to editorial communication.

8. Payment Terms

Each selected cases will be compensated depending on type, complexity, rigor, word count, and depth as decided by the Faculty of Management. Payment will be done only after final approval.

9. Copyright

Accepted cases will be the property of FoM, Tribhuvan University. Authors will be credited, but reuse requires permission.

10. Submission Process

Interested faculty members and practitioners can submit case studies via designated email/portal. Along with case study, the submission must also include a short biography (100–150 words) and declaration of originality and AI use (if applicable).

11. Contact for Queries

Ms. Sandhya Poudel

Faculty of Management, Tribhuvan University

Email: sandhya.poudel@fom.tu.edu.np

Contact No.: 9851066234