

Submission Guidelines for Research Manuscripts

By submitting the full paper, the author(s) must make a commitment that the work is original and not published elsewhere earlier in any manner. Although original papers would be accepted for peer review throughout the year, the journal editorial board reserves the right to reject any paper if the paper is not found to meet the requirements of the journal. Papers will be sent for peer review if the editorial board finds that the paper meets all the requirements of scholarly work and has the potential to succeed in the peer review process of the journal. Authors are requested to write an email to understand more about the manuscript submission guidelines.

Preparation of Articles Articles must be laid out as follows:

- Microsoft Word document
- Letter size (8.5 inches by 11 inches)
- 1-inch margins all around
- 12-point Times New Roman font
- 1.5-spaced (references and notes included)
- Citation and reference as per APA 7th Edition
- Do not save it as a read-only file as the manuscript will be subject to copyediting.
- The article should be between 8 and 20 pages. Tables, figures, charts, and other non-linear text elements are not included in the total page count.

Once your work complies with the guidelines and is prepared for submission, please submit it to conference@kingscollege.edu.np

Submission Guidelines for Case Studies

Font: Times New Roman, Size 12

Spacing: 1.5

Margin: One inch

Length: 3000-5000 words (Including Annex)

The case study should identify growth and innovation related challenges of a venture. The venture could be a small and medium enterprise, a startup, a corporate or any private entity that is engaged in business activities. To begin with, a case has to have a hook: an overriding issue that pulls various parts together, a managerial issue or decision that requires urgent attention. The trick is to present the story so that the hook is not immediately apparent but 'discovered' by students putting the relevant pieces together. More importantly, the hook must be linked to a particular concept, theory, or methodology. The cases should be original and unpublished piece of writing. Proper credits should be given to ideas, quotes, and writing borrowed in APA format. More on the APA formatting could be accessed here:

<https://www.isu.edu/media/libraries/student-success/tutoring/handouts-writing/using-sources/APA7-Style.pdf>

Common tips for you to think about as you write your case study.

- **Collect information**

Cases can be based on primary or secondary data; however, carrying out interviews with the protagonist and others in the organization, where possible, often results in a better and more balanced case study. Make sure that you have all the materials you will need before you start the writing process. This will speed up the actual process. Most case studies have a mixture of primary and secondary sources to help capture the spirit of the protagonist.

- **Structure the narrative**

Tell the story in chronological order and in the past tense. Identify and establish the central protagonist and their dilemma in the first paragraph and summaries the dilemma again at the end of the case.

- **Develop the protagonist**

Ensure the protagonist is a well-developed character and that students can identify with their motivations throughout the case.

- **Get permission**

When you submit your case study and teaching note, you must include signed permission from the relevant protagonist or company featured in the case and for any material for which you don't own the copyright.

- **Be clear on your teaching objective**

The case method offers a variety of class participation methods, such as discussion, role-play, presentation, or examination. Decide which method best suits the case you want to write.

Writing a case study

How to write & structure a case

- Write in the past tense
- Identify and establish an issue/problem

The opening paragraph should make clear:

- Nature/Character of the Protagonist(s)
- Who the key decision maker is/are
- What the nature of the problem or issue is
- When the issue or problem took place, including specific dates
- Why the issue or problem arose

The body of the case should:

- Tell the whole story – usually in a chronological order
- Typically contain general background on business environment, company background, and the details of the specific issue(s) faced by the company
- Tell more than one side of the story so that students can think of competing alternatives

The concluding paragraph should:

- Provide a short synthesis of the case to reiterate the main issues, or even to raise new questions

Remember, the goal is not to answer a question but to identify an issue and present it to the reader in as much depth as possible. A well-written case provides context and information for the reader to have an overview of the issue and invokes further questioning on how to best address the issue given the information. At the same time, the information in the case should be self-sufficient, i.e., the writers should assume that a reader does not have prior knowledge about the firm and the industry. Thus, an effective case study provides a holistic view surrounding an issue.

Important Date

February 28, 2025: Registration Open

April 15, 2025: Submission Deadline for Abstracts

End of April, 2025: Notification of Abstract
Acceptance

May 31, 2025: Submission of Full Papers

June 14 and June 15, 2025: Conference Days