

ICSC 2014 GUIDELINE SUBMISSION

- The authors are encouraged to submit the cases through email attachment using Microsoft Word format.
- Cases should be written in English, typed on one side of the A4 paper, 1.5 spaced with a margin of "1 on the left- and 1" on the right hand-side, Times New Roman and font size 12.
- Each case should not exceed 20 pages, excluding teaching notes for case teaching, references, notes, and appendices.
- Do not use all caps for any text.
- Grammar, spelling, and punctuation corrections must be made.
- Please indicate clearly the title of cases, authors' names, institution names, email address for correspondence.
- References - APA citation style should be adopted for in-text citations and a reference list.
- Number footnotes consecutively throughout the cases.
- All case studies submitted for the conference must include appropriate signed permissions from case protagonists. Authors must obtain, and submit with their manuscript, written permission to use any and all copyrighted material quoted or reproduced in the case study.
- Every teaching case should be submitted together with teaching notes, and should include the following :

Teaching case
<ul style="list-style-type: none"> a) Aim: to meet certain predetermined purpose or pedagogical goal (teaching/learning outcome) b) Title c) Name(s) of case author(s) d) Case Synopsis - about the teaching case e) Acknowledgements f) Introduction g) Background of the case organization h) The story i) Concluding remark j) Set of questions for class exercise k) Required readings l) Teaching Notes <ul style="list-style-type: none"> • Synopsis

- Objectives
- Target Group
- Suggested Questions
- Case Leading Strategies
- Analysis
- Suggested alternatives
- A summary of what actually happened (if known)

- Every research case should include:

Research case
a) Aim: to inductively contribute to the theory development or to deductively perform theory testing
b) Title
c) Name(s) of case author(s)
d) Abstract
e) Introduction
f) Literature Review
g) Design and Research Method
h) Case Study Findings
i) Discussion
j) Conclusion
k) Acknowledgements
l) References

- Paper submission will be reviewed by the Reviewers Committee and a notification of acceptance will be sent by email to the successful authors upon acceptance.
- IMBRe, UUM is not responsible for any claim made in any of the Case Studies accepted for publication in the proceedings. The authors of each of the cases are solely responsible for the content, grammar, theories, and terminology set forth in proceedings.

Please use this address to submit your full paper: imbre@uum.edu.my

Any inquiry please contact: Mdm Hasliza (04-928 7604 (lyza@uum.edu.my)) or Mdm Noriza (04-928 7608 (noriza@uum.edu.my)).

Full paper submission: 15 April 2014