

Southeast Case Research Association

Manuscript Submission and Formatting Instructions

Complete Case Submissions

A complete case submission will include an abstract, a written case, and an Instructor's Manual. Authors who submit complete cases by the deadline are eligible for Best Case Awards. Partially complete submissions may be accepted for presentation at the conference, but are not eligible for Best Case Awards. Authors should attempt to complete their case and Instructor's Manual for presentation at the conference.

Embryo Cases, Incomplete Cases, and Cases without an Instructors Manual

SECRA invites authors of Cases in various stages of development to take part in developmental workshops where experienced case writers can provide guidance and advice for completing your case. Even if all you have is an idea for a case, we have colleagues who can help you complete your case.

Publication Issues

An Abstract of accepted cases will be included in the Printed Conference Proceedings. Complete submissions will be published on the CD of the Conference Proceedings. Authors may withhold their complete case or Instructor's Manual if publication in the SECRA Proceedings might jeopardize future journal publication. Contact the Proceedings Editor (Stephanie Foote at sfoote@kennesaw.edu) if you wish to omit portions of your submission from the Proceedings or want to discuss this further.

Initial Submission Instructions

Submissions must be made electronically using the *Conference Review System* (CRS) accessible at www.conferencereview.com. Contact the Program Chair if you experience problems with the CRS. A format for Cases is provided on the following pages. To ensure a double blind review of your submission, please delete information which might identify the authors of your submission including names, affiliations, and contact information. Also remove author and affiliation information from the document properties.

Final Submission Instructions

Reviewers will evaluate your submission for inclusion in the conference program and, if accepted, will provide you with suggestions for revising your submission. Revised submissions are due to the Proceedings Editor by 4 January 2012. Submissions received after this date may still be included on the conference program even if they are too late for inclusion in the Proceedings. Please reinsert the any previously omitted author information in both the Case and Instructor's Manual. In addition to your Case and Instructor's Manual, please include a one-page abstract formatted for the Proceedings (see format on page 4 below).

This is the Title of Your Paper – It Should be in Times New Roman (TNR) Bold – 16 Font –Left Aligned

Name of Author 1 – this should be TNR - 14 font –left aligned
Affiliation

Name of Author 2 (etc.)

Affiliation – if 2 or more authors are of the same affiliation – list the authors and then list only the pertinent affiliation – after all authors and affiliations are listed, skip a line and insert a line (as follows).

You should begin the abstract section by skipping a line below the above drawn line. The Abstract should be in TNR 12 and italicized. Both the abstract and the body of the paper should be justified and single spaced. The Abstract should give brief description of the case and contain enough information to give the reader the basic premise of the situation. Abstracts should be no longer than a good paragraph or two. The abstract should not give the students any indication of potential recommendations or solutions. After completing the abstract, skip a line and insert a line.

INTRODUCTION 12 TNR BOLD

After skipping a line begin with your heading, what ever you want to call it (we used introduction here just because). Headings should be **BOLD** all **IN ALL CAPS**. Don't skip a line after headings. Always justify the body of the paper. Do not indent new paragraphs.

To begin a new paragraph, simply skip a line and continue with your writing. Within the body of the paper, fonts should be Times New Roman 12. You may bold and underline within the body of the paper but please use discretion here.

Now we will discuss page set up. I apologize for not doing it earlier but it just did not fit. OK – Margins –

Top 1.4

Left 1.5

Right 1.5

Bottom 1.5

These are not arbitrary numbers. Through trial and error, these are the numbers that allow for easy printing and publication.

TABLES AND EXHIBITS

Any tables and exhibits included in your case or an appendices must be in **MS WORD**. Please do not send tables or exhibits in Excel or other inserted programs. Also, please **do not use any color** in charts. For example, please see Table 1 and Exhibit 1 below. The use of tables and exhibits is highly encouraged because of their value to students using the case. If they tables are short they may be included in the case. If they are large, it may be better to include them in an appendix. If exhibits do not add to value of the case, please do not include them.

TABLE 1
CHANGE IN MARKET VALUE

	12/31/00	12/31/01
Sum of Cash Flows	\$ 7,750,000	\$ 5,350,000
Market Value	\$ 9,000,000	\$ 7,500,000

EXHIBIT 1

Business, Inc.

Projected Balance Sheet 12/31/02 (000)

<u>Assets</u>		<u>Liabilities</u>	
Current Assets	\$ 22,000	Current Liabilities	\$ 15,000
Long Term Investments	5,000	Long Term Debt	<u>36,000</u>
Property & Equipment	40,000	Total Liabilities	\$ 51,000
Intangibles	<u>8,000</u>		
		<u>Equity</u>	
Total Assets	<u>\$ 75,000</u>	Stockholders' Equity	<u>24,000</u>
		Total Liabilities & Equity	<u>\$ 75,000</u>

REFERENCES AND ADDITIONAL READINGS

Any referenced literature used in the case (and these are highly recommended) should be cited using APA format.

Limit your abstract to one page.
Set Cases Abstract margins to 1" top, 1.25"
sides, and 0.5" bottom

Group authors at single institution as shown.
Separate authors at different institutions with a
space

**THIS IS THE TITLE OF YOUR ABSTRACT FOR THE
PROCEEDINGS (BOLD, ALL CAPS, TIMES NEW ROMAN,
CENTERED)**

Author #1 First and Last Name
Author #2 First and Last Name
Institution Name

italics

**Remainder of page is Times New
Roman 12 with bold/italics where
noted**

Case Synopsis

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The main character has worked for many years in a successful family retail shoe business. His father and the senior managers have long demonstrated an extraordinary work ethic with a conservative but effective purchasing policy of deliberately overbuying shoes semi-annually, virtually preventing any stockouts. The business has developed an enviable reputation of good customer service with consistently large and diverse inventories.

Through dogged persistence, starting with a purchased (ineffective) data management system, the younger family member has gradually built his own valuable data base. Senior managers and even the young man himself are reluctant to change the normal procedures even though better use of quantitative data would likely significantly improve the profit picture. One can empathize with the managers' risk involved in making a buying policy change since the firm has performed well in the past. Should they take the chance?

Case Objectives and Use

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This case provides an opportunity to consider that vital period in a family business timeline when a younger successor is moving inevitably toward taking over top management of the organization. In this situation, the son of the founder/owner of a retail shoe business is contemplating the use of quantitative methods as a change in the normal reasonable merchandise buying policy of relying on intuition and experience. The heir-apparent is nervous about the proposed change and wonders if his father and other senior managers will be willing to take the risk.

The case, based on an actual business and using primary data, was written for undergraduate courses in Family Business Management, Small Business Management/Entrepreneurship, and Management Science. Some sample data is provided for optional assignment by the instructor. With or without the quantitative aspects, the case may be used in small business management/ entrepreneurship courses to segue into behavioral aspects of family business succession.

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Contact Author: First and Last Name, Department, Institution Name, Address, City, State, Zip, Phone: XXX-XXX-XXXX, email: Author1@institution.edu.