



**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
- **Template:** Submit **ONLY** using the template provided at:  
<https://www.spjimr.org/academic-track-call-for-papers/>
- **References:** All references must follow the APA 6<sup>th</sup> edition style.  
Refer to the example mentioned based on categories:

### Book

Kotler, P., & Keller, K. L. (2016). *Marketing management (15<sup>th</sup> 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>