



GUIDELINES FOR ACADEMIC CASE SUBMISSIONS

Council of Supply Chain Management Professionals

Authors submitting cases for the Supply Chain Management Educators' Conference should use the following guidelines. Case submissions should include:

- a clear decision point and focus of the case that is primarily a distribution/logistics/supply chain issue
- adequate information on the internal and external factors facing the company
- useful tools, tables, figures (financial numbers when available) to facilitate analysis
- a teaching note which must include the following:
 - a synopsis of the case
 - teaching/learning objectives and appropriate audiences for case
 - teaching suggestions
 - several questions/answers to facilitate discussion of the case
 - a summary of the pros/cons of each alternative being considered in the case, if not already done in the case
 - an epilogue
 - lessons learned/outcomes – this should be linked to teaching objectives above
- length of cases, not including the teaching note and figures, should be 2,000- 4,000 words (approximately 6-12 pages)