

[Insert Case Study Title]

[Name of the Contributors, Affiliation and Contact Information]

Abstract (max 300 words)

[The abstract should provide a succinct overview of your case, making the decision situation as well as the connection to theory very clear]

Keywords (min 3 keywords, max 6 keywords)

[Please include keywords that directly link to your case, the main topic and the theory you relate to]

Case Study (max 1000 words)

[Please include a brief description of the case study here. Please include a description of the company, the geographic location, the industry and the specific issue at play. Please be specific about the main character and decision point around which your case evolves. Also, you should be specific about the time in which the case takes place and the urgency of the decision.]

Learning Outcomes/ Teaching Objective (max 300 words)

[Please include a short overview on the learning outcomes, that is, focusing on the teaching goals of the case, highlighting what students should take away from the content and the key lessons the material intends to impart.]

Courses in which it could be taught

[Please include here a number of courses where the case could be taught. Please be sure to indicate both level (undergraduate versus postgraduate) and the area]

Discussion Questions (max 500 words)

[Insert a minimum of 3 and a maximum of 5 discussion questions.]

Theory (max 500 words)

[Please specify the theory the case should relate to. Be specific in which ways the case relates to the theory and how theory relates to the discussion questions.]

Further Reading and references

[Please insert here the references you use in describing the theory that should be linked with the case. Additionally, please add up to 5 additional references that could be given to the students for further reading.]