

2021 Global Contest for the Best China-Focused Cases

Submission Guidelines

Before submitting your case for the “2021 Global Contest for the Best China-Focused Cases”, please make sure you have carefully read the Submission Guidelines and agreed with all the terms and conditions. By clicking [I agree] and continuing with the submission, you will be deemed to have accepted every term and condition under the Submission Guidelines. You have agreed that all the documents signed online and the electronic copies submitted should be legally binding on both parties. If you disagree with any term or condition in these Guidelines, you should not proceed with the submission.

The Submission Guidelines, as well as every matter related to “2021 Global Contest for the Best China-Focused Cases”, shall be governed by relevant laws of the People's Republic of China, and any dispute arising hereof shall be submitted to the local court of Pudong, Shanghai, where the host (China Europe International Business School, “CEIBS”) is located.

The terms in the Submission Guidelines and other regulations and files of “2021 Global Contest for the Best China-Focused Cases” have the following meaning:

- 1) “Author” or “Case Author” refers to the person who has completed the case.
- 2) “Copyright Holder” or “Copyright Holder of the Case” refers to the person or the entity who owns copyright of the case, including but not limited to the person who has completed the case or other legal entities and organizations which are deemed as author according to laws, rules or regulations or other people, legal entities and organizations that enjoy copyright through inheritance, assignment, donation and other ways permitted by law.
- 3) “Submitter” or “Case Submitter” refers to the copyright holder or the person duly authorized by the copyright holder to submit the case.
- 4) “Case Company (or organization/ institution)” refers to the companies, organizations and institutions which are main subjects of the case.

1. Type and Form of Case

- 1.1. Only teaching cases (as opposed to research cases) are eligible for the contest. We encourage cases based on the author’s own field research and interviews. In the absence of field research, library cases based on second-hand materials are also eligible.
- 1.2. Submitted cases should address management issues in China-related companies, organizations, or institutions operating inside or outside the country. Teaching

notes should incorporate relevant theories, concepts, frameworks, analytical methods or tools.

- 1.3. A complete teaching case should include both the case body and a teaching note in the same language as the case (Chinese or English).
- 1.4. Text cases, video cases and cases in other multimedia forms are welcome. Regardless of case form, the case must be accompanied by a written teaching note in the same language as the case.
- 1.5. Considering students' learning experience and the standard case length required by international case libraries, Chinese and English cases (including exhibits and appendices) should not exceed 12 pages (10,000 characters) and 15 pages (6,000 words), respectively.
- 1.6. The Online Submission System (publishing.chinacases.org) is the only way to submit cases. The case submitter shall submit the case through the Online Submission System after registering. The submitter shall be the author of the case or someone legally authorized to submit the case by the copyright holder. In the event that the copyright holder is unable to submit cases, the submitter shall submit a *Letter of Authorization for Submitting Cases* signed by the copyright holder. The submitter should ensure that the case information submitted is accurate and correct, that the case type (field-researched case or library case) is consistent with the facts, that the information on case authors is submitted in order, that all names are spelled correctly, and that all authorization documents are submitted at the same time.

2. Authorization of Case

- 2.1. Once ChinaCases.Org accepts a submitted case (*ChinaCases.Org Case Evaluation Criteria* can be downloaded from “File Center”), such case will then be included, compiled and operated by ChinaCases.Org. The submitter should grant ChinaCases.Org legal use of the case through licensing or transfer of rights.
 - 2.1.1. For cases submitted by institutions other than members of the Shanghai MBA Case Development and Sharing Platform, the case copyright holder does not need to transfer the case copyright; instead, the submitter shall then grant to CEIBS an irrevocable, global, non-exclusive license under which CEIBS, through ChinaCases.Org, is fully authorized to reproduce, distribute (provide copies of the case to users), or disseminate the case online. Ways in which ChinaCases.Org may use the case include but are not limited to its sale in the form of physical or digital versions, the provision of online reading services, and transmission online.

2.1.2. For cases submitted by members of the Shanghai MBA Case Development and Sharing Platform, the copyright attribution and other matters in relation to the case shall be executed in accordance with the *Shanghai MBA Case Development and Sharing Platform Member School's Copyright Statement* signed by the copyright holder and with the relevant policies of the Platform. The 14 member institutions of the platform are listed as follows (in alphabetical order) :

- ✓ Antai College of Economics & Management, Shanghai Jiao Tong University
- ✓ Business School, University of Shanghai for Science & Technology
- ✓ China Europe International Business School
- ✓ China Executive Leadership Academy Pudong
- ✓ College of Business, Shanghai University of Finance and Economics
- ✓ School of Business Administration, East China Normal University
- ✓ School of Business and Management, Shanghai International Studies University
- ✓ School of Business, East China University of Science & Technology
- ✓ School of Economics & Management, Shanghai Maritime University
- ✓ School of Economics & Management, Tongji University
- ✓ School of Management, Shanghai University
- ✓ School of Management, Shanghai University of International Business and Economics
- ✓ Shanghai Advanced Institute of Finance, Shanghai Jiao Tong University
- ✓ The Glorious Sun School of Business and Management, Donghua University

2.2. Field-researched cases must be accompanied by a *Case Content Confirmation Letter* signed by the case company, organization or institution related to the case with the official seal and the manager's signature. (please refer to “File Center” online)

2.3. To prevent authorization conflicts, the submitted cases should, in principle, not have been published elsewhere. In the event that a case has already been publicly published (including but not limited to publishing through journals, magazines, textbooks, case collections and publicly searchable case libraries, online media and other intermediary forms of public publishing), the submitter shall simultaneously submit the following items for qualification review: ① any prior license agreement or letter of authorization(if any), signed by the copyright holder and the licensee, pertaining to the publication, issuing and use of the case; ② and—in the event of any conflict between the Copyright Statement and a prior licensing agreement or authorization document—a Confirmation Letter, signed by the licensee, agreeing to execute the Copyright Statement.

- 2.4. The contest will commence on September 1, 2021, and the result will be communicated before the end of March 2022. In accordance with international academic norms, during the term above, the copyright holder should not submit the case to a third party or publish the case or a substantially similar case. Cases already published before submission shall be dealt with in accordance with article 2.3.

All submitters must disclose the copyright attribution of the submitted cases faithfully. In case of any false statement, concealment of copyright attribution information or related information, error, omission or inaccuracy, CEIBS is entitled to disqualify such contestants.

3. Quoting or Using Others' Works or Work Materials

The case author shall comply with the formatting requirements of ChinaCases.Org, academic norms and relevant laws and regulations when quoting or using others' works or work materials in either a field-researched case or a library case.

- 3.1. "Others' works" or "work materials" include but are not limited to:
- Figures, photos, videos, animations
 - Tables, statistics
 - Media reports
 - Content and screenshots of webpages and apps
 - Company trademarks, posters, product images
 - Emails, social media records
 - Others' theories, concepts, frameworks, analytical methods or tools
- 3.2. The case author confirms that the submitted case complies with academic norms and the requirements of national intellectual property laws and regulations. The case author shall assume full responsibility for all copyright issues related to the submitted case, including but not limited to plagiarism and infringement.
- 3.3. The case author should obtain permission from the copyright holder and clearly mark the source of the information when using or quoting others' works or work materials in the case. Once the case is submitted to ChinaCases.Org, ChinaCases.Org regards these materials as having obtained the consent or authorization from the copyright holder. In case of doubt as to whether the submitted case meets the submission requirements, ChinaCases.Org reserves the right to request the case author to provide a similarity report or authorization documents for the used or quoted works as described above.

- 3.4. If the quoted works or work materials involve non-public information, the case author should obtain authorization from the copyright holder of such information to avoid breaching the confidentiality agreement with others or infringing on others' trade secrets. If the company has confidentiality requirements, the author should disguise relevant names and statistics where necessary in the case. If it is a field-researched case, relevant information can be confirmed in a *Case Content Confirmation Letter*.
- 3.5. For the use of company trademarks, logos and other commercial signs, the author should obtain authorization from the concerned company in advance and use them in accordance with the company's requirements. They should be used only for descriptive purposes in the case. If it is a field-researched case, relevant information can be confirmed in a *Case Content Confirmation Letter*.
- 3.6. If the author needs to quote video materials, it is recommended to list only the video link and indicate the source. If the author must directly copy or embed the video materials (such as playing the full video in the teaching plan), the author must obtain authorization from the copyright holder such as the video owner or the third-party platform with exclusive use license in advance.

4. Formatting Requirements

- 4.1. **To guarantee impartiality, all cases are reviewed and judged anonymously, and therefore no author-related information (including but not limited to the author's name, affiliations, and the publication of the book or article, etc.) can be included in the submitted documents.**
- 4.2. Please submit the case as a docx or pdf file, and video case or video attachments in MP4 with subtitles. The video attachments need to be less than 50MB in size. Please use an unencrypted format.
- 4.3. Name the case as "*Case Name_Materials Name.extension name*", such as:
 - Tesla and China _ Case.docx
 - Tesla and China _ Teaching Note.docx
- 4.4. Case Body
The case consists of a title, the main body, exhibits and notes.
 - 1) The title should be brief and it would be appropriate to include the company name and a few descriptive words.
 - 2) The main body provides the content necessary to stimulate discussions.
 - 3) All figures, tables, statistics and reports should be referred to as exhibits and placed

at the end of the case body and before the endnotes. They should be cited in the body with a reference such as “See Exhibit X”. A source citation should be included below each exhibit. Exhibits should have a resolution of 300dpi. Exhibit content should avoid redundant information and be closely related to the class discussion.

- 4) The notes refer to footnotes and endnotes. In principle, the notes that add supplementary information to the body should be cited in numbered footnotes; the notes in the form of literature should be cited in numbered endnotes.

4.5. Teaching Note

The essential parts of a teaching note include case title, synopsis, learning objectives, intended audiences and courses, suggested readings and references, assignment questions, teaching plan, case discussion and analysis, and what happened.

Optional parts include: supporting teaching materials, key takeaways, board plan, etc.

- 1) The title of the teaching note should include the title of the case and the words “teaching note”, such as “Tesla and China Teaching Note”.
- 2) A synopsis summarizes the content and features of a case. It is recommended a Chinese synopsis should not exceed 350 characters and an English one 200 words.
- 3) Learning objectives shall be clear and specific, including the intended learning effects. It is recommended that the Chinese learning objectives should not exceed 350 characters and English one 200 words.
- 4) Intended audiences and courses.
- 5) Suggested readings and references.
- 6) Assignment questions shall match the learning objectives.
- 7) A teaching plan with an estimated time for identified topics and themes.
- 8) Case discussion and analysis include a detailed analysis of each question with the use of theories, concepts, frameworks, analytical methods or tools that offer insights and implications beyond the case company.
- 9) A brief follow-up on the development of the case company, the parties involved and the decisions made.

- 4.6. All the submitted documents should be well-written, complete in content, and clear in logic. Please follow the formatting template of ChinaCases.Org. (*Formatting Specifications* and *Template* can be downloaded from “File Center”)

5. Payment of Royalties

All cases that are collected and published by ChinaCases.Org will earn royalties (cases developed by CEIBS and cases under special cooperation agreements shall be stipulated separately). Royalties will be paid to the author or copyright holder of the case according to the agreement between ChinaCases.Org and the copyright holder.

CEIBS reserves the right to make amendments to the royalty system of ChinaCases.Org through announcement as well as the right of final interpretation and revision of the system. From July 1, 2021, ChinaCases.Org applies a pure sales-based royalty system. Please refer to *the Global Platform of China Cases Announcement of Sales-based Royalty System* for more details.

If you click “I agree” and continue to submit your case, you will be deemed to have accepted all the content of the Submission Guidelines. If you disagree with any term or condition in these Guidelines, you should not proceed with the submission.