

Emerald-GUCAS 聚焦中国的教学案例 比赛



获奖者将得到 1500 美金

奖励

截止日期：2012 年 12 月
15 日



Emerald 新兴市场案例集和毕业生中国科学大学非常骄傲的宣布他们的第一个聚焦中国的案例比赛。中国管理专家将会被邀请来观摩这些案例。

毕业生中国科学大学（GUCAS）

毕业生中国科学大学成立于 2001 年 5 月。其前身是中国科学技术大学的管理部门。学校的教学模式是“集成的学校和学院”，为学生提供来自 12 所研究中心利用教学和研究资源的机会。

关于 GUCAS 的更多信息，请点击[这里](#)。

覆盖范围

欢迎以下的相关主题聚焦中国的案例：

- 人力资源管理
- 企业家精神
- 战略
- 市场营销
- 运作与物流
- 管理科学
- 会计和财务
- 旅游与酒店管理
- 建成环境
- 公共部门管理

- 电子商务

提交标准

在提交之前请阅读以下内容：

- 案例应该聚焦中国或者是中国的某一个区域
- 所有的案例应该是英文的
- 稿件应该被提交到 2012 中国特刊 <http://mc.manuscriptcentral.com/eemcs>*
- 所有的案例应当基于一个公司的真实情景，有清晰的决策制定情景
- 提交的案例应该是从未发表过的
- 所有的稿件应该协调以下方面：
 - 案例研究
 - 案例教学注释
 - 案例标题页
 - 签署同意出版的形
 - 案例提交的所有内容必须是作者本人的，包括图表

注：案例将会自动进入同行评审过程。选中的案例会发表在 Emerald 市场营销案例 (EEMCS) 集中 (ISSN 2045-0621)。通过参加比赛，你将自动同意将你的案例发表在 EEMCS 中，并且同意接受同行们评审之后的修订。

截至日期和时间

稿件截至时间：2012 年 12 月 15 日

结果公布时间：2013 年 3 月 1 日

建议阅读/参考：

- 教学案例提交清单
- 香港 Ali Farhoomand 大学的案例写作指南
- 一个简化的案例写作方法研究
- 如何写教学案例

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通过 [@EmeraldCases](#) Emerald 市场进行持续信息更新

*有关中国市场的案例提交到其他的期刊将不会在此次竞赛中考虑

**案例不需要进行包装，也不要二级数据

Emerald-GUCAS China-focused teaching case competition



Winner/s to receive

US\$1500

Deadline: 15 December

2012



[Emerald Emerging Markets Case Studies](#) (EEMCS) and the [Graduate University of Chinese Academy of Sciences](#) (GUCAS) are proud to announce their first [China-focused case competition](#). Experts on Chinese management (based both within and outside of China) are invited to contribute stimulating teaching cases for this competition.

GUCAS

The GS School of Management of Chinese Academy of Sciences was founded in May 2001. The predecessor of the School was Management Department, Graduate School (Beijing) of the University of Science & Technology of China. The Educational Model of the School is "Integration of the School and Institutes" which offers the students the opportunity to utilize the teaching and research resources from both the School and a network of 12 research institutes/centers of the Chinese Academy of Sciences.

For more information on GUCAS please [click here](#).

Coverage

China-focused cases on the following and related topics are welcome:

- Human Resource Management
- Entrepreneurship
- Strategy
- Marketing

- Operations and Logistics
- Management Science
- Accounting and Finance
- Tourism and Hospitality
- The Built Environment
- Public Sector Management
- E-business.

Compulsory submission criteria

Please read all the following before submitting:

- Cases should have a focus on China or a region thereof (the Mainland and/or the Greater China market).
 - All cases should be in English.
 - Submissions to be made to **China 2012 Special Issue** at <http://mc.manuscriptcentral.com/eemcs>
 - All cases (even if disguised) should be based on a real situation in a real company, with a clear decision-making situation, and prepared in accordance with the [EEMCS case writing guidelines](#).
 - Case studies submitted should not have been published before in their current or substantially similar form, or be under consideration for publication in any ISSN/ ISBN-registered publication or with any other case-centre. Please read our [originality guidelines](#) for more details.
 - All submissions must comprise all of the following:
 - Case study;
 - [Case teaching note](#);
 - [Case title page](#);
 - [Signed consent to publish forms](#)
- ** from representatives of the organizations being written about;
- Permissions documentation must be supplied for any content that is not of the author's own making, including tables and figures from other sources (please read Emerald's [permissions guidelines](#));
 - Full [Harvard-style referencing](#) for secondary data sources.

NB: Cases will be automatically entered into the peer review process. Selected cases will be published in [Emerald Emerging Markets Case Studies \(EEMCS\)](#) collection (ISSN 2045-0621). By participating in the competition, you are automatically agreeing to having your case study published in EEMCS, providing it is accepted for publication after peer review and rounds of revision (if required).

Deadline and timeline

Deadline for submissions: **December 15, 2012**

Results to be announced by March 1, 2013.

Suggested reading/reference:

- [Teaching Case Submission Checklist](#).
- [Case writing guide](#) by Ali Farhoomand, University of Hong Kong.
- [A simplified approach to writing case studies](#) by Dr Melodena Balakrishnan, Chair of the Academy of International Business, MENA chapter and Regional Editor Middle East, Emerald Emerging Markets Case Studies.
- [How to write a teaching note](#) by Professor Leif Sjoblom, IMD, Switzerland, Emerald Regional Editor – Africa.

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Keep up to date with competition news by following Emerald Emerging Markets on Twitter [@EmeraldCases](#).

* Cases related to the Chinese market submitted to other issues will not be considered for the competition.

** Not required if case is very well disguised, or if case is based entirely on secondary data.