Ivey | Publishing

AUTHOR RESOURCES

Essential information, useful tips, and valuable resources to help you produce a high-quality submission.

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CASE TEACHING AND WRITING WORKSHOPS

Learn directly from the world leader in Case Method training. These workshops are integrated, hands-on, and intensely practical

Receive one-on-one feedback.

Develop the skills to become a case author

15,000 Participants

Benefit from learning to use the case method quickly and effectively

Locations:

- Toronto, Ontario, Canada
- Your institution or campus
- Online

Case Teaching and Writing Workshop Information

View Upcoming Case Workshop Dates

"(Case writing) opens doors on the research side. I've had industry partners that I've wanted to do research with and one of the easiest ways for us to get to know each other is by working together on a case."

Darren Meister, Associate Professor, Entrepreneurship

PUBLISHING PROCESS

SUBMISSION

Use our online process to **submit your case**, teaching note and supporting material.
You can also submit other products online, such as exercises and industry or technical notes.

Our Submission Guidelines

Review Our Resources

Questions?
Contact us at publishcases@ivey.ca

REVIEW

Prereview

A product coordinator will work with you from submission to publication. They will provide feedback in preparation for an academic content review. You may be asked to revise your case.

Academic Content Review

Your submission will be evaluated in a double-blind peer review by qualified case experts at the Ivey Business School.

ACCEPTANCE

Once all required revisions have been completed, your submission will be accepted for publication.

EDITING

First Round

Your product coordinator will send your material to an Ivey Publishing copy editor. You will be asked to respond to questions and suggested revisions.

Second Round

After receiving your input in the editing process, a second Ivey Publishing copy editor will review your material for quality assurance. Your product coordinator will prepare a final draft for your approval.

PUBLICATION

Congratulations! Your material will now be available on our website and through our global distribution network.

PROMOTE YOUR CASE

The Ivey Publishing marketing team will be happy to work with you on the promotion of your case. Cases can be featured in periodic case alerts, newsletters, social media, blog posts, and interviews.

CASE ESSENTIALS

Our cases are based on real people, companies and events.

CASE TYPES ACCEPTED

Field based

Cases based on fieldwork, interviews, and internal company data. Interview-based cases that have been released for general distribution by the subject organization. Disguised cases are accepted if the disguise is necessary and strong. All field cases must be accompanied by our Consent-to-Use Form.

Consent to Use Form

Published sources

Published sources cannot be disguised. Credible footnotes must be used. Authors must avoid attributing statements, actions or feelings to actual persons or organizations without providing consent or a source.

Citations

General experience

Based on the author's own experience within a real organization. These cases are often disguised.

CASE OUTLINE

OPENING

Introduces a protagonist and decision point

ORGANIZATION BACKGROUND

Provides history, industry, products, services, structure and competition

AREA OF INTEREST

Introduces context related to subject area

CASE DECISION

Explores the dilemma facing the protagonist

ALTERNATIVES

Modulates case difficulty

CONCLUSION

Restates decision with relevant tasks or deadlines

ABOUT OUR COLLECTION

40,000+
Products available on our platform

8,000+
Products in the Ivey Publishing collection

30+
Ivey cases published on average per month

20+
Partnerships with schools to produce co-branded collections

55
Countries represented by Ivey authors

168
Countries we have customers in

10+
Lanuages case studies have been translated to

PRODUCTS

Ivey Publishing offers cases and a variety of tools to help you meet your outlined learning objectives.

Case*
A description of a real situation, centered on a decision about an opportunity, a challenge, etc. faced by a person or persons in an organization

Note*
Supplemental material used to aid case teaching, including technical and industry notes to help with learning a required technique or provide richer context for analysis

Exercise*
A flexible format that is often shorter and more focused than a case such as a role-play

Article
Reprints from a variety of business publications, including the *Ivey Business Journal, Harvard Business Review, MIT Sloan Management Review* and more

Digital Learning Experiences
Audio and video content, and interactive media such as simulations

**Ivey Publishing accepts external submissions of these products*

DISCIPLINES

Ivey Publishing's case collection offers content across all business disciplines

- Accounting
- Communications
- Economics & Public Policy
- Entrepreneurship
- Finance
- General Management
- Strategy
- Human Resource Management
- International Business
- Management Science & Information Systems
- Marketing
- Operations Management
- Organizational Behaviour & Leadership
- Sustainability

PUBLISHING BENEFITS

ELEVATED QUALITY

- Receive detailed feedback from experts in your field of study at the Ivey Business School as part of a unique, double-blind peer review.
- Refine your material with careful formatting and editing with Ivey's experienced product team to visually enhance the high quality of your work.
- Retain use of the material in courses taught and textbooks authored by you without payment of a permission fee.
- Ivey Publishing has been a global leader in publishing and distributing high quality learning materials for nearly 50 years.

GLOBAL DISTRIBUTION

- List your case with one of the largest publishers of high quality business cases, with more than 30 distributors and a global reach of 168 countries.
- Receive a 15% royalty for all external case sales.
- Reach thousands of educators across the world who register anually for instant access to sample copies.
- Ivey cases are used in 88% of the *Financial Times* top 100 MBA programs.

"Every student who reads your case is going to be impacted by something you wrote. One of the things we sometimes forget as academics is that the impact of our case writing is much broader in the number of people impacted than journal articles."

Glenn Rowe, former Professor,
General Management & Strategy

PUBLISHING BENEFITS

WORLDWIDE PROMOTION

- Promote your case alongside leading case collections, such as Harvard Business School, Darden Business Publishing, and The Case Centre.
- Receive global recognition and exposure with Ivey Publishing's annual best selling case awards, international case competitions, and promotion at the most significant conferences in business education.
- Regular promotion of cases and case authors through social media, newsletters, and webinars.
- iveypublishing.ca receives more than 2 million page views annually.
- Knowledgeable sales staff promote products with faculty across the globe.

ACADEMIC IMPACT

- Detailed reports provided to show how your case has been used.
- Make a meaningful contribution to the case-based learning community.
- Strengthen the credibility of your subject matter expertise with a large community of case users.
- Ivey cases are used in 96% of *The Economist's* top-ranked full-time MBA schools.
- Ivey cases are used in 88% of the *Financial Times* top-ranked Global MBA program.
- Ivey cases are used in 97% of the *Bloomberg* Best International Business Schools.

CASE STUDY RESOURCES

Click each heading to access applicable resource.

CASE WRITING VIDEOS
Case writing advice from experienced case authors.

SUBMISSION GUIDELINES
Please follow these guidelines for a successful submission.

TEACHING NOTE LAYOUT
A template to follow for writing your case's accompanying teaching note.

CITATION GUIDELINES
Examples of how to credit published sources to avoid plagiarism.

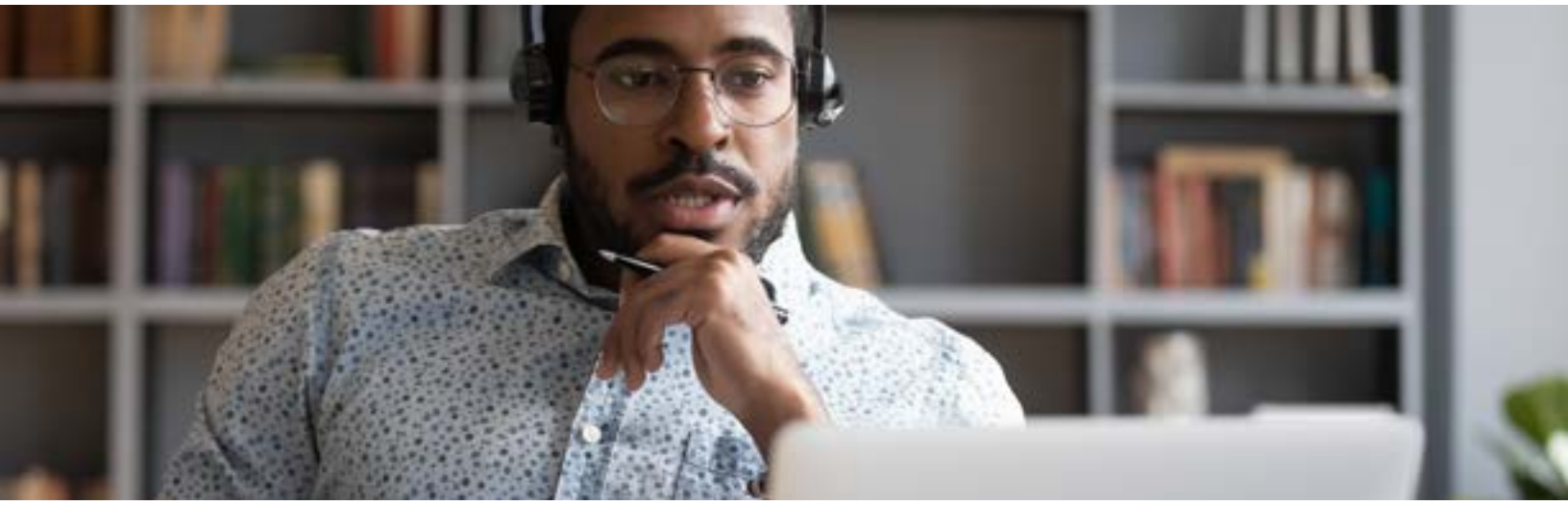
CONSENT TO USE (RELEASE FORM)
Ivey Publishing requires consent for the collection, use, and disclosure of personal information.

CASE PLANNING WORKSHEET
This worksheet helps you plan a case-writing framework.

Do you have an idea, a question, or need help? Contact us at **publishcases@ivey.ca** or visit our **Teaching & Authoring Tools.**

Submit Your Case

CASE ALERT

Ivey Publishing actively seeks cases in certain disciplines and subject areas.

Register for New-Case Alerts