

PAPER PRESENTING A CASE STUDY

Name and Surname

Affiliation: institution, city, country

ORCID: ...

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Abstract

Your abstract should be between 150-250 words. Introduce the topic and its significance. State the purpose of your research. Describe the approach or methodology. Summarize key findings.

Keywords:

Provide codes:

Mathematics Subject Classification (MSC):.... <https://zbmath.org/static/msc2020.pdf>

Journal of Economic Literature (JEL):.... <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>

Introduction

The introduction to the case study description is a key element that prepares the reader for further reading. It should provide context, outline the scope of the case study and pique interest. Begin by introducing the organization that is the subject of the case study. Identify the motivation and objectives of the case study. What insights or conclusions do you want to convey? Are you analyzing a successful strategy by examining a failure, or are you describing a unique situation for educational purposes?

Describe the case

Clearly identify the problem or opportunity that is the subject of the case study. It could be a challenge the organization faced, a decision it had to make, or an opportunity it wanted to take advantage of. Provide a brief overview of the broader context in which the case study plays out. This could include relevant industry trends, challenges or opportunities that form the backdrop to the situation being analyzed. And again, the organization's motivation for taking action

Undertaken actions

According to the BPM Case Studies standard, describe what was done, how it was done, what the constraints were.

Results

Present the key findings, results, or insights that will be analyzed in the case study. This will help engage the reader and set expectations for what they can learn from the analysis.

Theoretical, practical, and social implications

Explain why the case study is important. Discuss how it contributes to understanding broader industry trends, management practices, or relevant academic concepts.

Summary

Consider including a thesis statement that succinctly summarizes the case study's main argument or conclusion. Define the scope of the case study, specifying what is included and what is not. Explain any limitations or restrictions in the available data or information for analysis. Summarize how the results obtained can guide future research.

References

Provide a reference list. Ensure that all references are cited within the text. Follow APA citation and reference style.

Make at least minimal use of the scientific literature in your case study presentation, as it allows you to place the problem under analysis in a broader theoretical context and allows you to compare the study's results with previous research. The use of scientific literature also ensures the credibility and reliability of the analysis, emphasizing its academic value. In order to make effective use of the literature, it is necessary to carefully select the sources that are most relevant to the problem under study, and systematically refer to them throughout the work, presenting the connections between theory and practice.