

# **JCR (Journal of Case Research)**

## **Manuscript Submission Guidelines**

*Established: 2026.06.23*

---

### **1. Purpose and Scope**

1. JCR (Journal of Case Research) is a peer-reviewed academic journal of the Academy of Case Research. It publishes scholarly articles, case studies, research notes, reviews, and other manuscripts related to case research, management, policy, education, public and private organizations, and interdisciplinary topics.
2. These guidelines apply to manuscripts written in English and submitted using the JCR English manuscript template. Authors preparing Korean manuscripts should refer to the separate Korean manuscript template and guidelines.
3. Authors must prepare manuscripts in accordance with the latest JCR template. Sample text and instructional notes included in the template should be deleted before final submission.

### **2. Submission Principles**

1. Manuscripts submitted to JCR must be original and must not have been published elsewhere or be under consideration by another journal, edited volume, or publication outlet.
2. Manuscripts are accepted on a rolling basis unless otherwise specified by the Editorial Board. Special issues may be organized according to the journal's editorial plan.
3. The submission date is the date on which the manuscript is received by the JCR Editorial Board or through the designated submission channel.
4. The Editorial Board makes the final decision on publication based on the journal's review process, publication standards, and editorial policies.

### **3. Submission and Review Process**

1. Submitted manuscripts are reviewed by experts in the relevant field. The Editorial Board may request revisions before making a final decision.
2. For double-blind review, authors may be asked to submit a review file that does not reveal author identity, affiliation, acknowledgments, or other identifying information.
3. Authors should submit the manuscript file together with any required submission form, research ethics statement, similarity check result, and supplementary materials requested by the Editorial Board.
4. If a similarity check report is required, the manuscript should meet the similarity standard set by the Editorial Board. Authors are responsible for ensuring that all sources are properly cited and that the manuscript complies with research ethics standards.

### **4. File Format, Length, and General Style**

1. Manuscripts should be submitted as a Microsoft Word file (.docx) using the JCR English manuscript template.
2. As a general rule, manuscripts should be within 20 A4 pages, including tables, figures, references, notes, and appendices, unless otherwise permitted by the Editorial Board.

3. Authors should preserve the template's page size, margins, heading hierarchy, captions, line numbers, headers, footers, and overall layout. The main body should follow the font and paragraph formatting defined in the template.
4. The first page should include the paper type, title, author names, affiliations, corresponding author information, abstract, keywords, and the first section of the main text, as shown in the template.

## **5. Author Information**

1. Authors should be listed according to their contribution to the manuscript. The first author, corresponding author, and co-authors should be clearly indicated when applicable.
2. Each author should provide affiliation information and an email address. The corresponding author should be marked with an asterisk (\*).
3. The corresponding author's email address should be provided. A telephone number may be included when required or when the author chooses to provide it. If there are multiple corresponding authors, author initials should be added for clarity.

## **6. Manuscript Order**

Manuscripts should generally be organized in the following order:

- Paper type (e.g., Article, Review, Case, Research Note)
- Title
- Author names
- Affiliations and corresponding author information
- Abstract
- Keywords
- Main text
- Appendices, notes, or supplementary materials, if any
- References

## **7. Abstract and Keywords**

1. The abstract should be a single paragraph of about 200 words maximum. It should provide a concise overview of the background and purpose of the study, research design or methodology, main findings, and originality or value.
2. JCR encourages authors to follow the logic of a structured abstract without displaying separate headings in the abstract. The abstract may cover: Background/Purpose, Study Design/Methodology/Approach, Findings, and Originality/Value.
3. Keywords should include three to ten terms that are specific to the manuscript while remaining reasonably common within the relevant field.

## **8. Main Text**

1. The main text should be written clearly and coherently so that readers outside the immediate subfield can understand the purpose, method, findings, and contribution of the study.

2. The JCR English template provides the following standard structure: Introduction, Theoretical Framework, Materials and Methods, Results, Discussion, and Conclusions. Authors may adjust section titles when appropriate for the nature of the manuscript, such as case study, review article, or research note.
3. The Introduction should place the study in a broad context, explain its importance, define the purpose and significance of the work, review key literature, and briefly present the main aim and principal conclusions.
4. Theoretical Framework should present the concepts, definitions, prior studies, and theories relevant to the manuscript and demonstrate how they relate to the broader body of knowledge.
5. Materials and Methods should be described with enough detail to allow readers to understand, replicate, or build on the study. Any restrictions on access to data, materials, code, protocols, or information should be disclosed at the submission stage.
6. Results should present findings clearly and precisely. Discussion should interpret the findings in relation to previous studies and the working hypotheses. Conclusions may be added when the discussion is long or complex.

## **9. Figures, Tables, and Schemes**

1. All figures and tables should be cited in the main text as Figure 1, Table 1, etc., and should be placed close to the first point at which they are cited.
2. Figure captions should be placed below the figure. Table captions should be placed above the table. The wording and formatting should follow the examples provided in the template.
3. If a figure contains multiple panels, each panel should be labeled and described using lowercase letters, such as (a) and (b).
4. Table footnotes may be added below the table when necessary. Authors should ensure that all data, labels, and notes are readable and consistent.

## **10. Equations and Theorem-Type Text**

1. Equations should be numbered sequentially when they are referenced in the text. The text following an equation does not necessarily need to begin a new paragraph, and equations should be punctuated as part of regular text when appropriate.
2. Theorem-type environments, including theorems, propositions, lemmas, corollaries, examples, and remarks, should be numbered sequentially within each type and formatted consistently with the template.
3. Proofs should clearly indicate the theorem or proposition being proved when necessary and should end with the proof symbol shown in the template.

## **11. Appendices, Notes, and Supplementary Materials**

1. Appendices are optional and may include details or data that are important for understanding the manuscript but would interrupt the flow of the main text.
2. All appendix sections should be cited in the main text. In appendices, figures and tables should be labeled beginning with "A," such as Figure A1, Figure A2, and Table A1.
3. Notes may be used when necessary. Supplementary materials may be submitted when they support the manuscript and comply with the Editorial Board's requirements.

## **12. In-Text Citations and References**

1. All references cited in the main text must appear in the reference list. References not cited in the main text should not be included in the reference list.
2. JCR uses the author-date citation format in the main text, for example: (Azikiwe & Bello, 2020a), (Davison, 1623/2019), (Fistek et al., 2017), or Hutcheson (2012).
3. References should be arranged alphabetically by the surname of the first author and listed individually at the end of the manuscript. Multiple works by the same author should be arranged by year.
4. References should follow APA 7th edition style. Authors are responsible for the accuracy and completeness of all reference information. The use of reference management software such as EndNote, Reference Manager, or Zotero is recommended.
5. Citations and references included in supplementary materials are permitted only when the cited works also appear in the main reference list.

### **13. Reference Examples: APA 7th Edition**

The following examples illustrate common APA 7th edition reference formats.

#### **Journal Article**

Smith, J. A., & Brown, L. B. (2020). The impact of financial regulations on market efficiency. *Journal of Financial Studies*, 45(3), 245–267. <https://doi.org/10.xxxx/yyyy>

#### **Book**

Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.

#### **Edited Book Chapter**

Thaler, R. H. (2018). Behavioral biases and financial decision-making. In A. T. Jones & B. R. Smith (Eds.), *Advances in behavioral finance* (pp. 45–68). Oxford University Press.

#### **Conference Paper**

Lee, M., & Kim, J. (2022). Investor sentiment and asset pricing: A machine learning approach. In *Proceedings of the Annual Financial Economics Conference* (pp. 102–120). Financial Economics Association.

#### **Website**

World Bank. (2023). *Global economic outlook: Projections for 2024 and beyond*. <https://www.worldbank.org/global-outlook-2024>

#### **Government Report**

U.S. Securities and Exchange Commission. (2021). *Regulatory framework for digital assets*. <https://www.sec.gov/digital-assets-report>

#### **Dissertation or Thesis**

Martinez, R. P. (2019). *The effects of quantitative easing on emerging markets* (Doctoral dissertation, Harvard University). ProQuest Dissertations & Theses Global.

#### **Working Paper**

Johnson, T., & Wang, X. (2020). The role of central bank policies in financial stability (Working Paper No. 2020-15). National Bureau of Economic Research. <https://www.nber.org/papers/w2020-15>

### **14. Artificial Intelligence (AI) Disclosure**

1. Authors must explicitly state whether AI-based technologies, including large language models (LLMs), chatbots, image generators, translation tools, or other AI tools, were used during research, analysis, drafting, editing, visualization, or manuscript preparation.
2. If AI tools were used, authors should describe how they were used and which parts of the research or manuscript preparation process they supported.
3. Authors remain fully responsible for the accuracy, reliability, originality, research ethics, and integrity of the manuscript. AI tools should not be listed as authors.

## **15. Copyright and License**

1. Copyright and publication rights are governed by JCR publication policies and by the terms indicated in the manuscript template or publication agreement.
2. The JCR English manuscript template includes a first-page copyright statement, such as “Copyright: © 2026 by the authors.” Editorial staff may update citation and publication information during production.

## **16. Final Submission Checklist**

- The manuscript uses the latest JCR English manuscript template.
- All sample text and instructional notes have been deleted or replaced with the author’s manuscript text.
- Author names, affiliations, corresponding author information, abstract, and keywords are complete.
- All figures, tables, schemes, equations, appendices, and notes are cited in the main text.
- References follow APA 7th edition style and all in-text citations appear in the reference list.
- Research ethics, similarity check, data availability, and AI disclosure requirements have been satisfied when applicable.
- The manuscript file, submission form, ethics statement, and any supplementary materials are prepared as separate files when requested by the Editorial Board.