# TEMPLATE - BUSINESS CASE

# Case sections

# About the organization: Briefly describe the organization

# Description of the general context: Describe the role of the proposed innovation in the overall strategy of the organization

# Challenge or opportunity: Contextualize the challenge or problem that the organization's innovative effort sought to solve

# Innovation: Characterize the implemented innovation, pointing out its differentials in relation to solutions comparable to it (if any), and describing the methodology / approach / design used to solve the challenge presented

# Innovation strategy: Describe what stage the innovation is in

# Results: Describe the results obtained (qualitative and quantitative) of the case. How did these results impact your vision of the future, and the preparation for future challenges of your company / organization?

# Lessons learned: What difficulties and opportunities for improvement did you find in developing the solution?

# Technological competitiveness: How does the proposed innovation advance technological competitiveness for the organization and / or the country? What is the positioning of the new knowledge presented relative to competitors in advanced economies? What social impacts are the result of the innovation presented?

# Mobilizing the innovation ecosystem: Explain how the case presented interacted with the other actors in the innovation ecosystem, explaining the connection and networks between external agents that resulted in a higher degree of innovation given these interactions.

# Sheet format

* Paper size should be letter (21.59 cm x 27.94 cm).
* The margins must be 2.54 cm on each edge of the page (top, bottom, left and right).
* Page numbering should be done using Arabic numerals and sequentially at the bottom right of the page.

**Text Format**

* The case should be written in Spanish, Portuguese or English, in a formal and appropriate way in scientific prose.
* The case should include, in sections and subsections, if necessary, the following: general context, description of the organization, description of the challenge to be solved, description of the innovation implemented, the results and lessons learned
* Page limit: maximum 16 and minimum 10, including abstract, text, bibliography, figures, graphs, photos and illustrations.
* Tables, figures and graphics must be called from the text and presented consecutively numbered, with the title aligned to the left at the top and the font aligned to the left at the bottom
* The Times New Roman font should be used.
* The line spacing between paragraphs must be double
* Paragraph indent: The first line of each paragraph of the text must be indented 1.27cm from the left margin.
* Table 1 shows the typefaces and sizes to use

**Table 1.**

|  |  |  |
| --- | --- | --- |
| **Object and Example** | **Font type** | **Size** |
| **Title** | Times New Roman, bold centered | 12 |
| **1. Section Title** | Times New Roman, in bold Arabic numerals | 12 |
| ***Subsection title*** | Times New Roman, Bold and italic | 12 |
| Text body | Times New Roman, justified | 12 |
| Footnotes | Times New Roman with single spacing | 10 |
| *Tables/ Figures title* | Times New Roman, Titles in centered italics | 12 |
| Tables content | Times New Roman | 12 |
| Tables/Figures source | Times New Roman centered | 12 |
| References | Times New Roman | 12 |

# References

* For citations and references, use the current version of the APA 7th edition

# Submission for evaluation

* Only cases sent to: trabajos.altec@uner.edu.ar
* Business cases should be sent in PDF format.

# The case for evaluation should be sent anonymized for the blind evaluation process. It cannot contain any data that reveals the identity of the authors. Once reviewed, and if accepted, if it should include all the information of the authors.

For more detailed information about the APA Standard 7th edition, enter the following link: <https://normas-apa.org/wp-content/uploads/Guia-Normas-APA-7ma-edicion.pdf>