

CBI 2016 – Case Reports. Guidelines for authors.

A case report should describe **an experience** of the author(s) in solving some **practical problem** in one of the following domains:

- Business Analytics
- Business Data Engineering
- Business Models & Service Innovation
- Business Process Management
- Enterprise Architecture and Enterprise Engineering
- Method Engineering
- Modeling in Business Informatics
- Business Systems Engineering
- Semantic Web and Conceptual Modeling
- Business Informatics and Serious Games

Length and format

A case report should be submitted as a Microsoft Word document, **1 - 10 pages** long. Please use the standard Microsoft Word template.

Structure

The authors need to indicate one of the **CBI domains (above)** that fits the best the subject of the case report.

We recommend including the following elements in your case report:

- **Context:** Description of the business context of the work
- **Problem:** Description of the problem and its origins
- **Solution:** Description of the solution, including methods or theories used in order to develop it
- **Lessons learned:** Outcomes and conclusions: lessons learned, positive and negative

Common mistakes to avoid

- The case report should present **an analysis of the case** rather than **a personal or emotional account of events**.
- A reader of a Case Report is **neither a potential client nor a competitor**; one can think of them as a partner. Thus, the case report **should not be a sales pitch**.

Coaching

A coach will be appointed to help you prepare the final version of your paper.