



2023 *IECJ*[®] Call for Interactive Cases Appropriate for Gamification

Utilizing interactive and engaging teaching content is significant to bolster student engagement and interest in learning. The [IMA Educational Case Journal \(IECJ\)[®]](#) is soliciting submissions of interactive teaching cases that can be gamified in any area appropriate for managerial decision settings, consistent with the [IMA Management Accounting Competency Framework](#).

[IMA](#)[®] (Institute of Management Accountants) will partner with a game vendor and sponsor the gamification of **up to four** selected cases. The final product includes web-based games that accompany the teaching cases, placing students in real-world scenarios to learn and demonstrate effective strategies for generating information, supporting business management, and influencing organizational decisions. **All selected cases and developed games will be published in a special issue of IECJ[®] in September 2024.**

The timeline of the case and game development process is described as follows:

Case and Game Development Stages	Deadline
Registered Report (i.e., case proposal) Submission	July 1, 2023
Announcement of Selected Cases	August 15, 2023
Teaching Case Submission – Initial Draft	November 1, 2023
Teaching Case Submission – Final Draft (without efficacy evidence)	January 31, 2024
Game Completion	March 15, 2024
Submission of Efficacy Evidence (for Case & Game)	June 28, 2024
Publication on IECJ (Special Issue) – Case & Game	September, 2024

Registered Report Submission Criteria

- The registered report must be submitted in English.
- The proposed case must be original work (i.e., not previously published or currently under review by other publications).
- Proposed cases reflecting practical business situations are preferred.
- The registered report must include a section discussing the reasons for which the case is a good candidate for gamification (e.g., why the case can be gamified, how it can help students to learn better through gamification, how it can be gamified, etc.)
- The registered report should be submitted electronically in Microsoft Word to IECJ@imanet.org, with the subject line: “2023 IECJ Call for Interactive Cases”.

Requirements for The Gamification Process

Authors of selected cases are required to meet with the game vendor in multiple collaborative sessions during the game development process.

- Between **September to November 2023**, the authors are required to complete a game design template prepared by the vendor. The vendor will then meet with the authors to understand case details (e.g., learning objectives, topics, scenarios, etc.) and complete the preliminary game design.
- Between **November 2023 to January 2024**, the authors are required to meet with the vendor regularly to finalize all the details in the game design template.

- Between **January 2024 to March 2024**, the authors are required to review the game throughout the development process and provide feedback to the vendor before the completion of the game.

Teaching Case Submission Criteria and Efficacy Requirements

- Case submission must include a cover page with the author's name and contact information.
- A separate and complete Teaching Note must be submitted concurrently with the case.
- If the case is based on "real-world" situations, please include a short discussion in the strategies for using the case section of the teaching note describing the "real-world" story that was the foundation of your case along with suggestions on how and when to share this story with the class.
- Cases and teaching notes must meet the *IECJ*[®] editorial guidelines. Click [here](#) to see the guidelines and other information.
- Ideally, both the case and the game must have been used in class and student feedback or other evidence of efficacy received should be included in the teaching notes. *IECJ* does not necessarily require quantitative scores from formal testing or students surveys as evidence of efficacy, although most authors do so using a Likert scale. That said, authors must provide convincing evidence that the case accomplishes the stated Learning Objectives. Examples of acceptable evidence include, but are not limited to, the following:
 - A tally of the comments made on some type of assessment instrument plus discussion of how the comments improved the case.
 - Comments from two or more professionals or other faculty members (not the authors) who had read through or used the case
 - Results from a formal study of efficacy (e.g., a pre/post test of learning)

Questions regarding this Call for Interactive Cases or the *IECJ* can be sent to Dr. Susie Duong, *IECJ* managing editor, at IECJ@imanet.org.