The Balsillie Case Studies

Guidelines

The Balsillie Case Studies is a repository of evidence-based true stories of technology-related governance dilemma across various sectors. They are concise and peer-reviewed pieces written in a story-telling format. The idea of the case study is to raise some of the key governance dilemmas/questions that need to be addressed.

The authors are compensated for the case study package a flat rate of $1500 CAD, subject to peer review and editorial compliance. Authors are further entitled to an annual Royalty totalling fifteen percent (15%) of the revenues ("Proceeds") and the royalty is divided equally among authors in case there is more than one in a case study. Proceeds exclude any revenues associated with usage of the Case Study by the Balsillie School in programs of the Balsillie School.

The principal author is afforded a Research Assistant, if required, through the graduate and PhD students at the Balsillie School of International Affairs. The BSIA will compensate the Research Assistant, who should be mentored by the principal author.

Objective

The Balsillie Case Studies are designed to be used in classroom exercises for graduate students but depending on the relevance and timeliness of the matter, they can be used to navigate workshops, masterclass and executive courses with members of the industry, government, civil society and academia. The case studies expose policymakers and future leaders with lived experiences to find innovative governance solutions and break away from the status quo.

Publication

The Balsillie Case Studies is a publication that authors can have to their credit with DOI issued to each publication. They are peer reviewed to ensure quality, substance and accountability and acceptability. They will be available on an e-commerce platform for licenced consumption.

Process

To produce a case study, the authors submit their case study proposal including the proposed deadline here in this link for review by the editorial team of BSIA. In the proposal, the case study rationale/introduction should provide the issue and a protagonist, an

individual grappling with two or more compelling governance approaches, each of which becomes the subject of the discussion of the case study.

Composition

The word length is capped at **1500 words** each for the case study and teaching note (exclusive of citation).

The writing style of the case studies are similar to feature stories in newspapers. Example includes this report in the Guardian. It should be anecdotal, driven by a protagonist who is representing an institution, that is trying to address a governance dilemma. It could also be a policymaker of a governmental institution trying to address the dilemma. This then gives a hook to the reader about the story.

Emphasis is laid on having a protagonist in the story, who is grappling with a two or more compelling dilemma. The protagonist is someone who the author has knowledge about. News articles are often the sources for identifying the protagonist, who can be government officials, ministers or industry leaders, trying to address the matter. The protagonist can be the author themselves provided they have a role in the decision-making of a policy in a company, industry, government or multilateral institution. Alternatively, they can be a person, who the author is able to interview for the story. This would, however, require research ethics approval. The protagonist should introduce the tech-governance dilemma within the first paragraph before going into the background (see Annex 1 as an example).

The Balsillie Case Studies prefer real names of individuals and companies for authenticity. Provided an issue is too sensitive the protagonist can be anonymized or fictionalized in consultation with the editor of the Balsillie Case Studies. A skeletal outline of the Case Study and Teaching Note are provided in Annex 1.

The headline should be topical, punchy and give the reader a sense of what the case study is about. Here are some examples of headlines:

"Cryptocurrency mining and the cost to climate: the Bitcoin experience".

“Can WTO reduce the technological inequality among nations?”

“Consent, Pay or Settle: Meta’s Struggle for Staying Profitable in the European Union”

“Martynka’s Refugee Support on Third-Party Platforms Risks Data Security”

Citations **must** be in the form of endnotes (NOT footnotes), using the citation format of the Chicago Manual of Style both in the Case Study and Teaching Note. This means

callout numbers only in the text, and full citations in the endnotes. Here's an example for endnote citation.

Case Study citations are not limited to academic literatures. The Balsillie Case Studies accepts citations from a wide range of sources including credible news websites, grey literatures and social media platforms for e.g. the verified X handle of the US President or the Prime Minister of Canada.

The Case Study and Teaching Note should be drafted in separate documents.

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Annex 1

Balsillie Case Study Format

Length 1500 (exclusive of citations)

Components of a **Balsillie Case Study** includes:

1. An introduction that outlines the issue, the protagonist and the dilemma
2. the background that outlines how the situation unfolded, the backstory
3. policy frameworks in place, local, regional/international
4. return to the dilemma and the discuss the policy gaps and challenges
5. concludes the case with either the concerns, words about what is required or the potential 'next steps'

A **Teaching Notes** should provide:

1. a synopsis of the case study
2. the objective of the case study in a paragraph and learning outcomes in bullet points
3. relevant readings for participants
4. a breakdown of the teaching structure or the components of discussion
5. 3 to 5 case questions and analysis of those questions that explain what the facilitators should expect in response or how they contribute to the learning outcomes.