

Publishing Business Cases with Warrington Press

A Guide for Contributors

Purpose

This document explains how a case becomes a **peer-reviewed** Warrington Press publication. It is intended for current and prospective contributors:

- Warrington College of Business faculty (tenure and non-tenure)
- UF faculty outside Warrington, in partnership with a Warrington co-author
- Warrington DBA and PhD students
- Warrington DBA and PhD alumni

The goal is to make the publication process visible and predictable. Because Warrington Press cases are peer-reviewed, they can help faculty maintain Scholarly Academic (SA) and Practice Academic (PA) qualifications in accordance with AACSB standards.

It is not a guide to writing a compelling case. That is a separate document. This one is about process: what a Warrington Press case is, how it is submitted, who reviews it, how it is produced, and how amendments are handled after publication.

About the Series

The Warrington Case Series, published by Warrington Press, is an imprint of University of Florida Press. UF Press is our production and distribution partner. Cases bearing the Warrington Press label are produced by UF Press and distributed through the same channels as their broader catalog, thereby giving the series scholarly standing and durable accessibility.

The series belongs to the descriptive business case tradition associated with Harvard, Ivey, and Stanford. Cases are *correlational rather than causal* in their analytical approach: they describe a situation, a problem, and the approaches taken, and they invite the reader to engage in decision-making rather than offering a verdict on outcomes.

The series was inaugurated with *Building an AI University*, a macro case anchoring four supporting micro cases on the University of Florida's investment in AI infrastructure. The inaugural series was structurally unusual — its institutional scale required a macro/micro architecture — and producing those cases helped establish the conventions the series now uses: figures placed inline at the point of argument, an opening case-map exhibit, the UF brand palette, and the Python/matplotlib toolchain. Future cases

return to the standard descriptive form, and the inaugural series is best understood as the artifact that helped the press find its shape.

Why Contribute

The series welcomes contributors across several pathways, each with its own reasons for participating.

Warrington faculty (tenure- and non-tenure-track): Contributing to the series puts your teaching materials, executive engagements, and applied research into a peer-reviewed, citable form that is useful for maintaining AACSB qualifications (particularly for non-tenure-track faculty maintaining SA or PA status), for promotion files, and for visibility within the case-teaching community. Begin with an informal note to any committee member; we can help shape a proposal before formal submission.

UF faculty outside Warrington (in partnership with a Warrington co-author): Cross-disciplinary cases extend the reach of your research into business education and result in a co-authored publication in a peer-reviewed series. Mention your Warrington co-author (or your interest in finding one) in your initial inquiry; the committee can help facilitate matches when useful.

Warrington DBA and PhD students: Authoring or co-authoring a Warrington Press case translates your research into a form that reaches classrooms. It provides evidence of contribution to teaching practice that complements traditional research output and is useful in the academic job market and in dossiers for programs that value teaching-engaged scholarship. Co-authoring with a faculty member is the most common path; we will help facilitate matches when useful.

Warrington DBA and PhD alumni: Alumni often hold case-worthy material from their organizations and industries that wouldn't otherwise reach business classrooms. Contributing a case both shares that material with future students and adds a peer-reviewed publication to your record. All contributions are welcome, whether sole-authored, co-authored with a Warrington faculty member, or co-authored with peers.

For all paths, the entry point is the same: a brief inquiry to the editorial committee outlining what you have in mind. The committee will respond within a reasonable window and help you shape the proposal or draft from there.

The Warrington Case Form

A Warrington Press case shares a common structure regardless of subject or industry:

- **A context or situation** that sets the stage
- **A problem** that emerges from it
- **One or more decision points** for the protagonists
- **The approaches** that were considered and taken

Beyond this shared shape, the form is deliberately flexible.

Data sources. Cases may draw on secondary data, primary data (interviews and direct stakeholder engagement), or both. The analytical standard is rigor and transparent sourcing, not a particular method.

Length. Cases range from short (roughly two pages) to long. Length should follow the case rather than the other way around — a tight, well-shaped short case is as welcome as a longer one that genuinely needs the space.

Authorship. Cases may be sole-authored or co-authored. Co-authoring across roles is explicitly welcome: faculty with doctoral students, faculty with external colleagues, alumni with Warrington faculty, and other combinations that bring complementary access or expertise.

Topic scope. Like Harvard or Ivey, Warrington Press publishes cases on institutions or organizations. Cases need not be UF-rooted. DBA and PhD students and alumni, in particular, often bring case-worthy material from their own organizations, and that material is genuinely welcome.

The opening paragraph/section. The first paragraph/section is meant to hold the reader. Cases are written to be read, not merely assigned, and the opening section sets the stage. Writing tips will be provided in a separate document.

Visual and Layout Conventions

Exhibit 1: the case map. Every Warrington Press case opens with a figure that lays out the arc of the case, typically in three acts (context → decision point(s) → approaches). This exhibit does double duty: it orients the reader and disciplines the author. If the arc cannot be drawn in one figure, the case is not yet structured.

Figures are inline, not ganged. They appear at the point of argument where they support the text, rather than being gathered at the end of the case. This is a deliberate departure from some scholarly conventions. Authors place a callout in the manuscript indicating where each figure belongs; UF Press's typesetting team places the figure at that point during layout.

Brand palette. Cases use the UF brand palette throughout exhibits to give the series visual consistency. Authors can request the current palette specifications when preparing figures.

Python/matplotlib toolchain. The series uses Python with matplotlib as the recommended figure toolchain, primarily because it offers fine control over color, typography, and accessibility, and because code-generated figures are reproducible. Source code for all inaugural-series exhibits is available as a seed library for large-language-model prompt-based coding; contributors are welcome to use it as a starting point. Other toolchains are accepted, provided figures meet brand and quality standards.

Editorial Committee and Submission Workflow

Proposals and questions are reviewed by the Warrington Press editorial committee before production approval. The committee currently consists of:

- **John Kraft**, former Dean of the Warrington College of Business, the Heavener School of Business, the Fisher School of Accounting, and the Hough Graduate School of Business (1990–2020)
- **Megan Leroy**, Assistant Dean and Director of the Teaching and Learning Center, Warrington College of Business
- **Michael Carrillo**, Clinical Associate Professor, Department of Marketing, and Faculty Director, MS Marketing

The committee's composition brings an institutional perspective, pedagogical rigor, and experience in series-level case authorship to each review.

Submission workflow:

1. **Inquiry, proposal, or draft case.** Prospective contributors may enter the process at any stage: a brief inquiry, a short proposal outlining the case (its subject, decision points, data sources, expected length, and any co-authors), or a complete draft case. Earlier engagement is welcome — the committee can help refine the direction before significant drafting effort is invested.
2. **Review the inaugural series for look and feel.** Before drafting, contributors are encouraged to review *Building an AI University* to see the series conventions in practice — section organization, exhibit style, citation standards, and the case-map opening exhibit. The inaugural series is the working reference for what a Warrington Press case looks like on the page.
3. **Committee review.** The committee reviews submissions on a rolling basis and responds with approval, requested revisions, or further questions. Approval moves the case forward to drafting (or to production, if a complete draft has been submitted).
4. **Manuscript submission.** Approved cases are submitted in Word format, with figures as separate files and callouts in the manuscript indicating placement. UF Press's standard manuscript and illustration requirements apply (see Production, below).
5. **Approval for production.** Once the manuscript is complete and the committee has approved, the case is handed off to UF Press for production.

Peer review. Warrington Press cases undergo editorial peer review. At the current volume, peer review is conducted by the editorial committee as part of the submission and approval process. As the catalog grows, the press will adopt a structured peer-review workflow supported by appropriate tooling.

Production

After committee approval, UF Press takes the case through a defined production lifecycle:

- **Intake review and quality control**
- **Copyediting** for clarity, consistency, and house style ([Chicago Manual of Style](#), current edition, is the preferred citation style)
- **Templated typesetting and layout**, including placement of figures at the callouts in the manuscript
- **Proofreading**
- **Accessibility preparation and metadata** for digital distribution, including alt text for every image
- **Distribution** through UF Press's digital channels, with print-on-demand available where applicable

Submission specifications are detailed in two UF Press documents that contributors should consult before final manuscript submission: the *Manuscript Requirements* and the *Illustration Requirements*.

The essentials:

- Word manuscript, no embedded figures
- Figures as separate files (TIF, JPG, PDF, EPS, PNG, or AI), each at least 1800 × 2700 pixels (300 ppi at 6 × 9 inches)
- Callouts placed in the manuscript in curly brackets: {insert figure 1 here}
- Alt text for every image
- Tables as separate Word files, one per file
- CMS current edition for citations unless an alternative style is agreed in advance

Turnaround. For production-ready micro cases (roughly 2,750 words, up to seven figures), UF Press estimates 4–6 weeks from intake to publication, depending on author responsiveness to copyedits and proofs. Macro cases (roughly 5,500 words, up to fifteen figures) require additional time.

Post-Publication Amendments and Versioning

Cases are citable artifacts. Once a case is published, readers may already be teaching with it, citing it, or building on it. Amendments are managed through a defined process rather than reactive patches.

Stabilization window: After publication, a case enters an 8–12-week stabilization window during which corrections are collected rather than applied individually. This window is shorter than UF Press's standard 12–18 months for monographs, reflecting the more time-sensitive nature of teaching cases.

How corrections are submitted: An author(s) emails proposed corrections to UF Press, noting the page number or illustration that needs editing. Each case has a corrections folder in UF Press's editorial system. Corrections accumulated during the stabilization window are reviewed and implemented together.

How corrections are applied: Routine corrections are handled as silent corrections by default. The revised file replaces the prior version at the print-on-demand printer and is redistributed across digital channels. Versions are tracked through the impression line on the copyright page.

Why a silent correction is the default: Errata notes often draw more attention to discrepancies than they resolve, particularly in short-form publications, where adding a separate note can disrupt text flow and exhibit placement. UF Press's editorial preference, which Warrington Press follows, is to handle minor corrections silently and reserve explanatory notes for substantive or extensive changes, which would typically be handled as a revised edition rather than an erratum.

Committee review: The editorial committee reviews proposed amendments using the same governance as that applied to original submissions. This maintains a single standard of editorial judgment throughout a case's lifecycle.

A note on substantive changes: If a case requires substantive revision, not merely a corrected figure or a clarified sentence, but a meaningful change in argument, data, or framing, UF Press and the committee will treat it as a revised edition, with a brief preface explaining what changed and why. This is rare; most amendments fall well below this threshold.

Inquiries can be directed to Michael Carrillo, Editorial Committee, at michael.carrillo@ufl.edu, or to any committee member.