

# CALL FOR PAPERS

## ELGAR CASES IN ENTREPRENEURSHIP SERIES

### Cases on High Growth Entrepreneurship: Scaling Up

While many business leaders possess ambition and potential, only a select few successfully navigate the complexities of scaling an organization. This casebook, *Cases on High Growth Entrepreneurship: Scaling Up for Success*, seeks to serve as the definitive resource for students and executives who are not just aspiring to understand how to grow, but are committed to uncovering learnings on scaling up.

The casebook will explore how leaders can catalyze and sustain high-growth episodes by focusing on key strategies essential for success. We invite case contributions that align with one of the **Seven Scaling Strategies** framework—strategic pathways that business leaders can adopt to craft and implement growth strategies with the potential for transformational impact. Each case should address at least one of the following strategies:

1. **Compass:** Defining an aspirational purpose and transformative vision.
2. **Coach:** Developing leadership capabilities and high-performance teams.
3. **Customer:** Understanding, defining, and reaching the ideal customer profile.
4. **Creativity:** Leveraging innovation and intellectual property for competitive advantage.
5. **Capability:** Crystallizing competitive advantage and building advanced value chain, business and operating model capabilities.
6. **Channel:** Optimizing go-to-market strategies and sales channels.
7. **Capital:** Managing financial health and securing funding for growth.

#### Description and Criteria for a Case

We are looking for teaching cases (3000-5000 words) that reflect real-world scenarios, focusing on the challenges and opportunities of scaling up an organization. Each case should:

- Be based on a real organization or entrepreneur navigating the scale-up process.
- Provide a narrative that outlines the context, challenges faced, and the strategies implemented.
- Be rooted in primary or secondary research, with data and insights supporting the story.
- Include practical and theoretical insights, highlighting decision-making processes and outcomes.

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Each full case should be accompanied by:

- An abstract summarising the case in 100-150 words
- Up to six keywords
- Teaching level (e.g., undergraduate, postgraduate, executive)
- A set of questions for students to consider
- Learning objectives
- Teaching notes (up to 1500 words, provided separately from the case text)
- References and further reading

### Submission Guidelines for Extended Abstracts

To indicate your interest in contributing to this casebook please **submit an extended abstract** (approximately 800 words) to include an introduction to the company (e.g., location size, sector, ownership, leadership) and its alignment with one (or more) of the above strategies.

### Timeline

The proposed timeline for the case book is as follows:

- **Abstract Submission Deadline:** March 7, 2025
- **Decision and feedback on extended abstracts:** May 9, 2025
- **Full case submission:** September 2, 2025
- **Case review and feedback:** November 17, 2025
- **Final case submission:** April 6, 2026
- **Book publication:** Summer 2026

The casebook is being edited by Dr. Simon Raby [sraby@mtroyal.ca](mailto:sraby@mtroyal.ca) and Dr. Oleksiy Osiyevskyy [oosiyevs@ucalgary.ca](mailto:oosiyevs@ucalgary.ca). We look forward to receiving your submissions and encourage you to share insights that can help drive a deeper understanding of scaling strategies. If you have any questions or would like to discuss potential contributions, please contact either editor.

This casebook will not only serve as a valuable reference for educators and students but also as a practical guide for business leaders navigating the scale-up process.

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