

BLOOMSBURY FASHION BUSINESS CASES



HOW TO ACCESS EXTENDED TEACHING NOTES

Bloomsbury Fashion Business Cases contains a number of cases for which you need to be authenticated to access Extended Teaching Notes, which are exclusive guides to teaching the business case, available only to vetted instructors.

All cases contain teaching notes, but only **Extended** Teaching Notes are locked. Containing sample answers, grading guides, recommended solutions, and much more, it is imperative that Extended Teaching Notes are locked for instructor-only access.

This document provides an overview of how instructors can gain access to Extended Teaching Notes.

HOW DOES IT WORK?

Extended Teaching Notes are available to you as an instructor once you have signed in with your **authenticated personal account**.

When your institution first subscribed to Bloomsbury Fashion Business Cases, your **librarian** will have supplied Bloomsbury with a list of instructors who require access to Extended Teaching Notes (with the instructors' permission). Bloomsbury will then have set up authenticated personal accounts for each individual instructor with their **institutional email addresses**. You will have received an email from notification@bloomsburyfashioncentral.com asking you to choose a password and activate your account at this time.

Alternatively, if you already had an existing personal account on Bloomsbury Fashion Central, we will have authenticated your existing account to grant you access to the Extended Teaching Notes.

Note: your **personal** account is different from your **institutional** account. Your personal account is associated only with your email address and determines permissions (whether you are a student or instructor user), whereas your institutional account is set up by your library and may use IP, Shibboleth, library card access, or use login credentials, and will be used by all patrons at your institution to grant access to the case study collection. The two accounts are separated in the site's top navigation:

Sign In:

No Account? [Sign Up](#)

SIGNING IN TO YOUR PERSONAL ACCOUNT

When viewing a case containing extended teaching notes, **before** logging into your authenticated personal account, you will see a locked notice prompting you to [Sign In](#) with your personal account:

Business Questions

1. If you were Anderson, what would you do if your employees refused to use the new systems in which you had invested?
2. If you were one of the IT consulting group members, what would you do if you heard about the reduced project timeline and budget before the project began?
3. In the globalized market environment in the fashion industry, what should be the main priorities for adopting new technologies in a company?
4. Considering the current case, why do you think user acceptance toward a new technological system(s) is important for successful adoption by a company?
5. If you were a system user of Laura & K, instead of refusing to use the system, what alternatives would you suggest to the company if you felt like the new systems were inefficient and inconvenient?

Extended Teaching Notes

Extended Teaching Notes are only available for authorized instructors. Please [Sign In](#) with your personal instructor account to access.

Note: The same restriction will be applied if you download a PDF of the case. You will not be able to see the contents of the Extended Teaching Notes, instead you will see a notice prompting you to sign in.

Clicking the [Sign In](#) link on the case page will take you directly to the personal account sign in page:

[Home](#) | [About](#) | [Browse](#) | [Timelines](#)

Sign In

New to Bloomsbury Fashion Central? [Sign up](#) to create your account now.

Email address

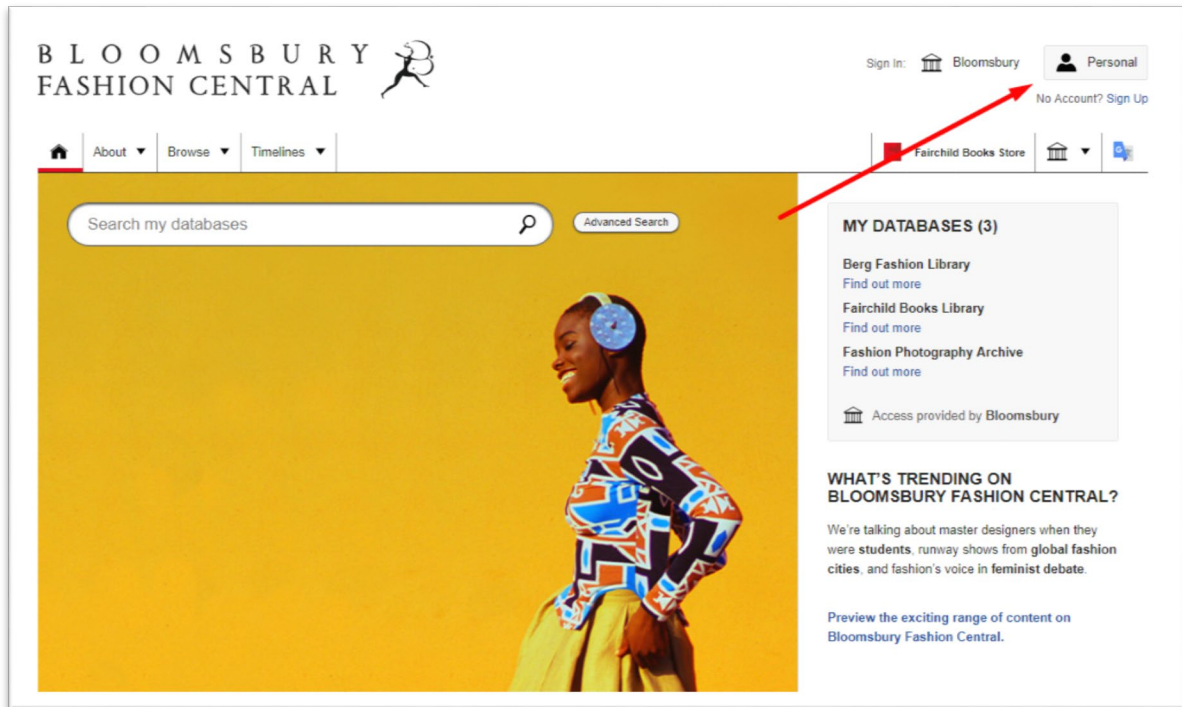
Password (required)

[Forgotten password?](#)

Remember me

Here you should enter your email address and password. You can also reset your password on this page if required by clicking **‘Forgotten password?’** and entering your email address. This will automate a password reset link to your email address.

Alternatively, you can navigate to the personal sign in page from anywhere on the site using the top navigation:



AFTER SIGNING IN

You should now be able to view the contents of the Extended Teaching Notes within the case page:

Business Questions

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Extended Teaching Notes

Class

This case can be used in an intermediate undergraduate class on new technology adoption and user acceptance toward new technological system(s) in the fashion industry and is structured to apply in the classroom.

Learning outcomes

Using this case, students are expected to start exploring the complexity of new technology adoption in globalized fashion companies, understanding the importance of user acceptance toward new technological system(s) for success, and learning how to best react when resolving issues occurring with new technologies in the best interests of the company. Students must also start to establish an understanding of the definition of new technology adoption and be capable of applying the scenario to other examples in the fashion industry.

Main task

Students should take on the roles of the company CEO, IT consultant, and system user, and must suggest responses to the study questions. The following are possible responses to compare and contrast:

You will now also be able to view the contents of the Extended Teaching Notes in the PDF download:

New Technology Acceptance
in the Global Fashion Industry

5. If you were a system user of Laura & K, instead of refusing to use the system, what alternatives would you suggest to the company if you felt like the new systems were inefficient and inconvenient?

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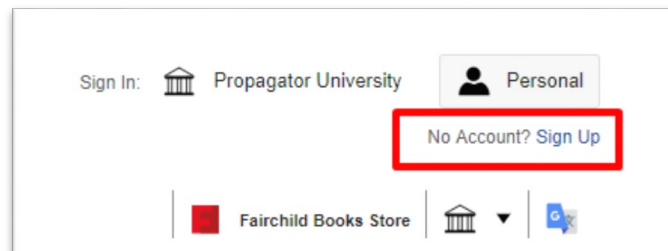
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WHAT IF I DON'T HAVE A PERSONAL ACCOUNT?

If you or your Librarian have not created a personal account, click [Sign Up](#) in the top navigation:



Then complete the required fields and click the **Sign Up** button. You will receive an account validation email within ten minutes. Once you have validated your account, please [Contact Us](#) with the inquiry **Change of Details**. Please include your full name, institution name and role. A member of our Sales team will notify you once your access has been authenticated with 48 hours.

WHAT IF I HAVE AN ACCOUNT BUT IT ISN'T AUTHENTICATED?

If you have signed in to your personal account but it is not yet authenticated, you will receive the below message when trying to access Extended Teaching Notes:

Extended Teaching Notes

You are not currently authorized to view Extended Teaching Notes. If you are an instructor please [Contact Us](#) to authorize your personal account.

References and Further Reading

Cantamessa Marco, Francesca Montagna, and Paolo Neirotti. 2012. "Understanding the Organizational Impact of PLM Systems: Evidence from an Aerospace Company". *International Journal of Operations & Production Management* 32 (2): 191-215 .

Please [Contact Us](#) with the inquiry **Change of Details**. Please include your full name, institution name and role. A member of our Sales team will notify you once your access has been authenticated with 48 hours.