

Society for Case Research
2018 Annual Meeting – Palmer House - Chicago
April 18-20, 2018
Call for Papers, Cases, Critical Incidents, Panel Topics, and Embryo Cases
Submission Deadline (Extended): November 28, 2017 ~~October 30, 2017~~

The annual Society for Case Research (SCR) conference, held in conjunction with the MBAA International conference, is a great opportunity for novice and experienced case writers to present cases, critical incidents, papers, and panels, and exchange ideas about case research. The meeting provides a friendly, supportive atmosphere where the focus is not only on improving your work for possible publication, but also on developing ideas to enhance learning experiences for students.

If you are new to the SCR or case writing, this is a chance to enjoy a collegial atmosphere with a great group of case writers and researchers. Founded in 1978, the Society for Case Research (<http://www.sfcr.org>) facilitates the exchange of ideas leading to the improvement of case research, writing, and teaching; assists in the publication of written cases or case research and other scholarly work; and provides recognition for excellence in case research, writing and teaching. It publishes three scholarly, peer reviewed journals, the *Business Case Journal* (BCJ), *Journal of Case Studies* (JCS), and the *Journal of Critical Incidents* (JCI).

SCR is one of eleven autonomous associations that meet each spring in Chicago for an annual conference coordinated by MBAA International. Attendees may submit papers to multiple associations meeting at the conference (see <http://www.mbaainternational.org/annual-conference/>).

SUBMISSION TYPES.

For the 2018 annual conference, SCR invites the following types of submissions:

- **Papers** that are conceptual or empirical and address topics related to case research, case writing, or case teaching.
- **Panel Topics** may be proposed relating to any aspect of case research, case writing, or case teaching. Proposals should include the names, affiliations and addresses of all participants and a detailed description of the topic of discussion and its relevance to conference attendees.
- **Case Studies** consist of either descriptive- or decision-based cases and fully developed teaching notes. SCR invites cases on a wide variety of administrative activities and organization contexts. A case presents an account of a real situation, real organizations, and real people and may ask students to analyze the situation, evaluate the actions, and make recommendations based on their application of course concepts and theories. Cases are based on substantial primary field research or secondary sources.
- **Critical Incidents** are similar to cases but provide less information upon which to base an analysis, and instead briefly describe (3 page limit) a provocative situation upon which the student brings his background and knowledge to arrive at a course of action. Like case

studies, critical incidents must detail a real situation in a real organization and can be based on either field work or secondary source research.

- **Embryo Cases** consist of ideas, basic outlines, or initial rough drafts of cases from participants who would like to receive constructive feedback and suggestions from experienced case writers on how to turn these ideas into publishable cases. At a minimum, submissions should include an outline of the case situation and brief descriptions of how the author envisions using the case in class and what students will learn

SUBMISSIONS AND CONFERENCE PARTICIPATION

- **Submission Guidelines.** Specific guidelines for writing cases and teaching notes are available on the SCR Web site at <http://www.sfcr.org>. These guidelines include specific instructions on the format of the papers to be submitted (see <http://www.sfcr.org/bcj/> and look for the link labelled “SCR Manuscript Guidelines for Authors”). Submissions will be reviewed and supportive feedback will be provided to authors during the conference.
- **Student Awards.** SCR also supports the participation of students in the conference as a way of developing the next generation of case writers and researchers. Students that submit work that is accepted for participation in the SCR conference can apply for a merit-based student travel award/scholarship to help support their attendance. Guidelines for applying for this award can be located at SCR’s home page, <http://www.sfcr.org/> (look for the link labeled “Student Travel Award Criteria and Application”).
- **Conference Registration and Hotel Accommodations.** Participants will register for the conference at <https://mbaainternational.org/>, click on the registration link, and designate “Society for Case Research” as the “Primary” track. Additional information about the conference can be found at <https://mbaainternational.org/annual-conference/>. The hotel for all MBAA and Society for Case Research conference activities is the historic Palmer House Hilton Hotel in Chicago, IL; details for hotel reservations will be forthcoming.
- **Submission Deadline:** October 30, 2017. Submissions should be uploaded as ONE SINGLE FILE containing the cover sheet, summary sheet, case, teaching note, or other required documents; multiple files can be combined into a single ZIP file if necessary. Follow the link below to upload your submissions:

<https://www.dropbox.com/request/TIT2Pq6d1pvNwJLOIJ3s>

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