

Message from the President

The **SCR 2009 Summer Case Writers Workshop** was held on June 25-27 on the campus of Middle Tennessee State University in Murfreesboro with long-time SCR member Joe Thomas as program chair and host. The program included a memorable trip to the Grand Ole Opry in Nashville. Case presenters are in the process of revising their cases to submit to Editor Ken Rhee at Northern Kentucky University for publication in the 2009 *Annual Advances in Business Cases*. At the Workshop, Ken presented the 2008 Best Case Award to Claudia Orr, Brian Gnauck, and Bruce Sherony, all of Northern Michigan University, for their case "Crystal Lumber: Strategy in a Struggling Family Business."

The **2010 SCR Annual Meeting** on March 24-26, 2010, has issued its call for papers, panel topics, critical incidents, and embryo cases. This meeting is held every year at the Drake Hotel in Chicago in conjunction with the MBAA (Midwest Business Administration Association) Conference, giving attendees the opportunity to attend and participate in the programs of eleven academic associations comprising the MBAA. We expect another record turnout this year for SCR program chair Eric Nelson of the University of Central Missouri (enelson@ucmo.edu). Now is the time to submit your program ideas and papers to him to make the 2010 meeting the best ever.

NOTE: Following our practice of the last several years, SCR will hold its Annual Business Meeting as part of a luncheon on Thursday. When registering for the conference, be sure to **sign up for the luncheon** (which is subsidized by both the MBAA and SCR). Also, if you are a primary registrant for SCR, do not sign up for a copy of the proceedings—you will receive a copy as a member of SCR.

The SCR *Journal of Critical Incidents*, under the editorship of Joy Benson (University of Wisconsin River Falls), is on track to publish its second edition in October. This electronic journal provides an outlet for critical incidents presented each year in March at the SCR Annual Meeting. Following the meeting, they are subjected to a blind review and revision process. Volume three will consist of incidents presented at the upcoming 2010 Annual Meeting.

The **Publication Committee**, rejuvenated under the leadership of president-elect Mark Bezik, now of Concordia University Wisconsin, has undertaken several initiatives to clarify the SCR review and publication processes and better communicate requirements to program participants. In addition, each of the SCR journals now has an associate editor to assist its editor and help with the heavy workload involved.

The **SCR Website** (www.sfcr.org) continues to be updated to be more useful to members and others seeking information about SCR and its activities. SCR cases and critical incidents published since 2002 in *Business Case Journal*, *Annual Advances in Business Cases*, and the new *Journal of Critical Incidents* are available for classroom adoption in a searchable database located in a special SCR member section of the website.

Finally, thinking further ahead, the **2010 Summer Case Writers Workshop** will be held on July 15-17 on the campus of Hanover College, chaired by Hanover Professor John Riddick (riddick@hanover.edu). Hanover is the oldest college in Indiana, has a beautiful campus overlooking the Ohio River in Hanover, Indiana, and is an easy drive from the Cincinnati, Louisville, or Indianapolis airports.

Thanks to all of you who attend our SCR meetings and workshops for your enthusiastic participation in the sessions and for the helpful feedback you give to our presenters. The SCR succeeds only because of this active participation of its members and their willingness to serve as session chairs, discussants, and paper reviewers. You have made my job as president both easy and a real pleasure.

Bill Stratton
SCR President, 2009-10
Idaho State University

In This Issue:	Page		Page
Message from the President	1	Summer Workshop Report 2009	8
Membership Information and Dues	2	Summer Workshop 2010	9
Upcoming Workshop Locations	2	SCR Contact Information	10
SCR Publications	3		
Call for Papers: 2010 Annual Meeting	5		

Membership Dues and Information

It is important to remember to pay your dues for membership in SCR. You need to be a member of SCR to attend and present at meetings. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Proceedings, Annual Advances, Business Case Journal and the new electronic journal, Journal of Critical Incidents. Do not pay for the proceedings again when you register for the MBAA—don't check that box.
2. To pay online, go to <http://www.scr.org> and click on "Member Area" if you are a member or "Join" if you are not a member and follow directions. Eventually you will get to the "Pay Dues" link bringing you to the payment page. At the top, if you are a member, it will show when your membership expires. To make a payment, select the membership type you want, 1-year or 2-year and whether you are located in the U.S., Mexico or Canada. Click the "Pay with PayPal" button. Follow the instructions provided by PayPal and then return to the SCR site. You will need to keep your payment status active to receive information from the SCR. Those who wish to pay by check can mail it to the address on the Pay Dues page; your payment status will change once payment is received.
3. SCR runs on a July to July membership year. Go online or send a check made payable to the Society to Case Research: If you pay by check, please make sure you send it to Karen at her home address That address is Society for Case Research c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

Upcoming Summer Workshop Locations

- ▶ 2010: The 32nd Annual Summer Case Writers Workshop will be hosted by Hanover College on its campus overlooking the Ohio River in Hanover, Indiana, on July 15-17, 2010. The workshop is chaired by John C. Riddick, Jr., Assistant Professor (Riddick@hanover.edu, 502-216-2602) and coordinated by Diane C. Montgomery, Administrative Coordinator (Montgomery@hanover.edu, 812-866-7396) both of whom are with the Center for Business Preparation at Hanover College.
- ▶ 2011: The 33rd Annual Summer Case Writers Workshop will be hosted by chair Bonalyn Nelsen on the campus of Rochester Institute of Technology in Rochester, NY.

SOCIETY FOR CASE RESEARCH PUBLICATIONS

The Society for Case Research (SCR) publishes three separate journals, each with its particular purpose and audience in mind. These comprise the *Business Case Journal*, *Annual Advances in Business Cases*, and the *Journal of Critical Incidents*. Cases and critical incidents accepted for publication in any SCR outlet must be based on real events in an actual organization, although individuals and/or the organization may be disguised to preserve anonymity.

Cases and critical incidents appearing in all three publications are made available on the SCR website (www.sfcr.org) in a searchable database to members of SCR. They are also being made available to textbook authors and for course adoption by instructors at EBSCO Publishing, Primus (McGraw-Hill) and XanEdu.

SCR provides publication guidelines on its website (www.sfcr.org). These guidelines are integrated so that, with a couple of exceptions, they apply to all submissions to the Annual Conference and Summer Workshop as well as submissions to any of the SCR publications (*Business Case Journal*, *Annual Advances in Business Case*, and *Journal of Critical Incidents*).

It is important for authors to access and follow the publication guidelines available at the SCR website. The Spring 2009 SCR newsletter contains an article by Bill Stratton titled "Writing a Case or Critical Incident" that provides valuable insights into the process of developing, researching and writing cases and critical incidents.

All submitted cases and their teaching notes receive double blind reviews from experienced case authors. Feedback is provided to authors and, when appropriate, they have the opportunity to revise and resubmit their cases. Teaching notes are not published but are available to faculty who adopt cases and critical incidents. The quality of the teaching note is an important aspect of acceptance for publication.

Business Case Journal

The Business Case Journal accepts publications at any time. Authors should submit a case and teaching note to the editor, Kay Hodge. Her contact information is available at the end of the newsletter. The acceptance rate for the journal is 14-15%. The current issue of the BCJ is expected to be published by the end of September. Kay welcomes volunteers who would like to review for the journal. The BCJ typically publishes two times each year.

Annual Advances in Business Cases

The publication cycle for this refereed publication begins with submission of a completed case and teaching note to the summer workshop. Submissions to the workshop are due on May 1 of each year. Cases considered for Annual Advances in Business Cases must first be submitted and reviewed at the annual SCR summer workshop. The workshop involves working sessions where authors receive feedback from a panel of case writers. Those attending the workshop are also expected to attend sessions and provide feedback to other authors. Scribes make note of the discussion during sessions and authors return home with suggestions about how to improve their case. Authors may use the meeting feedback to develop their cases and teaching notes for Annual Advances, or they may decide to incorporate the suggestions and submit them to the BCJ or other case journals. Following a blind review of submitted cases, Annual Advances is published electronically in the spring following the summer workshop.

Journal of Critical Incidents

The publication cycle for the Journal of Critical Incidents begins with submission of a critical incident and detailed teaching note for review at the SCR annual meeting held each year in the spring in Chicago in conjunction with the MBAA meeting. The initial deadline for submitting a Critical Incident is typically October 1 each year. Incidents are more focused and less detailed than a case study. Although they have a specific focus, incidents still involve a decision with enough information to provide students the opportunity to analyze and consider several alternatives. Authors receive feedback at the spring meeting and then can submit their work for blind review. The JCI is published electronically each year in October.

Reviewers

Authors submitting their work to either the summer workshop or the annual meeting are expected to participate by providing feedback to others. After the spring and summer meetings participants are asked to participate in the review process. Reviewers, by completing timely and thoughtful reviews with detailed feedback, are an important part of the publication process.

Society for Case Research

2010 Annual Meeting – The Drake Hotel - Chicago

March 24-26, 2010

Call for Papers, Critical Incidents, Panel Topics, Embryo Cases



The Society for Case Research (SCR) is one of eleven autonomous associations that meet together each March 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/conf.htm> for details).

Submission Deadline: October 16, 2009. Authors will be notified about the status of their submission(s) by November 30, 2009. Items must be submitted by 5:00 PM (Central) on Oct. 16th.

The following types of submissions are invited:

Papers that are conceptual or empirical and address topics related to case research, case writing, or case teaching.

Critical Incidents are similar to cases but provide less information upon which to base an analysis, and instead briefly describe a provocative situation upon which the student brings his background and knowledge to bear to arrive at a course of action. Incidents must detail a real situation in a real organization and can be based on either field work or library research. Incidents must be submitted with a Teaching Note including: an Overview of the incident, Teaching Objectives, Discussion Questions (and their Answers), a General Discussion or an Additional Issues section if needed, any special teaching approaches (e.g., role playing), and an Epilogue if appropriate (see the SCR website at <http://www.sfcr.org/> for formatting specifics). You can go directly to the guidelines at:

http://www.sfcr.org/docs/SCR_Manuscript_Submission_Guidelines_for_SCR_Pubs_Stratton_version_080923.pdf

Following the conference, critical incidents are revised and undergo a blind review process for possible publication in the new SCR electronic Journal of Critical Incidents.

Panel Topics that are 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.

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 published 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. Guidelines for writing cases and teaching notes are available on the SCR Web site at <http://www.sfcr.org>. Submissions will be reviewed and supportive feedback provided to authors during the conference. The authors leave prepared to write an effective case for submission to the SCR Summer Case Writers Workshop or other similar venue. Embryo Cases are a good opportunity for both experienced case writers and those who are just thinking about getting into case writing to receive suggestions and guidance on turning their ideas into publishable works.

Submission Guidelines

Submissions must be in Microsoft Word 97 or later and are to be submitted electronically via e-mail to Eric Nelson at enelson@ucmo.edu. For information, contact Eric at 660-422-2629 (office cell phone). For complete formatting guidelines, see the SCR Manuscript Guidelines on the website (www.sfcr.org).

To facilitate the double blind review process, authors should separately submit both a cover page and separate manuscript files for critical incidents, teaching notes, embryo cases, papers, and panel topics that do not contain information identifying the authors. Name each file with a keyword from the paper title and the file identifier (cover, ci, tn, emb, ppr, or pnl). The author's name(s) should appear only in the cover page file.

- *Cover page* [keyword_cover] stating the title of the submission and for each author: (a) author's name, (b) affiliation, (c) mailing address, (d) telephone number, (e) fax number, (f) e-mail address, and (g) if the author is also presenting papers at other tracks during the MBAA meeting. The contact author should be clearly identified. For a critical incident, include a listing, in descending order of importance, of up to three subject areas involved in the incident. Choose from among the following areas: Business & Society; Business Law; International Business; Finance/Investment; Accounting; MIS/Computer; Policy/Strategy; Production/OM; Ethics; Economics; Marketing; Personnel/OB; Entrepreneurship; Small Business; Non-Profit; and Other (specify).

Submissions files for critical incidents, teaching notes, embryo cases, papers, and panel topics should be labeled as follows:

- Critical incident [keyword_ci]
- Teaching Note [keyword_tn] (in a file separate from the critical incident file)
- Paper [keyword_paper]
- Embryo Case [keyword_embryo]
- Panel Topic {keyword_panel

Authors will be notified of the status of their submission(s) by mid-November 2009. For accepted papers and critical incidents, e-mailed final copies will be due early in December 2009.

Submissions must not have been presented elsewhere before the 2010 meeting or be under consideration by other conferences or journals. All author(s) must be members of SCR, and at least one must present the paper at the Chicago MBAA Conference.

Remember to Sign Up to Attend Lunch at the 2010 Annual Meeting!

The SCR holds an annual business meeting during lunch on Thursday in Chicago. This is a great opportunity for you to find out about new SCR initiatives and provide input and feedback to the organization. SCR works because all of its efforts focus on case research, writing, and teaching. Because the noon lunch meeting is an important part of our organization, the price you are asked to pay is supplemented by both SCR and MBAA. Sign up and pay the additional charge when you formally register for Chicago. Of course the lunch is also a great place to meet new SCR members and catch up with old friends. Don't miss out!

Summer Workshop 2009

The 2009 SCR Summer Workshop was June 25-27. It was hosted by Middle Tennessee State University in Murfreesboro, TN. There was a total of 40 cases submitted for the workshop, including three from authors residing outside of the U.S. Thirty-four cases were presented. Fifty-seven people registered for the workshop. As is typical, there was a wide variety of cases representing most business disciplines. Most of the registrants were case writing veterans, although there were some in attendance who did not have cases and were learning about the case writing process.

Perhaps the highlight of the workshop was the opportunity to attend the Grand Ole Opry, along with about 3000 members of Kiwanis International. Participants and guests also had the opportunity to do the Back Stage Tour of the Opry House on Friday afternoon. They were able to observe the production processes and to hear SCR member Tom Lyon play his harmonica. Everyone on the tour also sang (Happy Birthday) on the stage of the Grand Ole Opry.

Each year the editor of the *Annual Advances in Business Cases* selects the Best Case published in that edition from the previous Summer Workshop. The case author is then awarded the Best Case Award at the succeeding Summer Workshop. The 2008 award went to Claudia Orr, Brian Gnauck and Bruce Sherony of Northern Michigan University for their case titled "Crystal Lumber: Strategy in a Struggling Family Business." Congratulations to the authors for their award and for an exceptional case study.

A silent auction is held in conjunction with the summer workshop. Participants bring items that can easily fit into a suitcase for the trip home. The proceeds of the auction help fund SCR activities. This summer participants bid on a variety of items and the SCR raised \$400. Thanks to Karen Berger for organizing the silent auction.

Thanks to Joe Thomas for hosting his second successful Summer Case Writers Workshop.

**32st Annual
Summer Case Writer's Workshop**

SOCIETY FOR CASE RESEARCH

Summer Workshop 2010

July 15- 17, 2010

Hosted By

Hanover College, Hanover, Indiana

Location:

Just outside of historic Madison, Indiana on 650 acres overlooking the Ohio River.

Hanover is just 45 miles from Louisville, KY, 70 miles from Cincinnati, OH and 95 miles from Indianapolis, IN.

For More Information Please Contact:

John C. Riddick, Jr.
Center for Business Preparation
Hanover College
P.O. Box 108
Hanover, IN 47243
(812) 866-7490 Office
(502) 588-3109 Home Office
(502) 216-2602 Mobile
riddick@hanover.edu

SCR OFFICERS AND BOARD MEMBERS – 2009-2010

President:

Bill Stratton
Idaho State University
Pocatello, ID 83209-8020
(208) 282-2281
strabill@isu.edu

President-Elect & Chair of

Publications Committee:
Joy Benson
Univ. of Wisconsin-River Falls
River Falls, WI 54022-5013
(715) 425-3335
joy.benson@uwrf.edu

Immediate Past President:

Robyne Hart
Associated Colleges of the Midwest
Chicago, IL 60606
(812) 599-3596
rhart@acm.edu

Vice President-2010 Program:

Eric Nelson
Dockery 405F, Dept. of Management
University of Central Missouri
Warrensburg, MO 64093
(660) 422-2629(cell)
enelson@ucmo.edu

Vice President 2010 Workshop: TBA

John C. Riddick, Jr.
Center for Business Preparation
Hanover College
P.O. Box 108
Hanover, IN 47243
(812) 866-7490 Office
(502) 588-3109 Home Office
(502) 216-2602 Mobile
riddick@hanover.edu

Treasurer: (3 years 2011)

Karen Foust
207 Belle Meade Blvd.
Thibodaux, LA 70301-4907
(504) 865-5548
kfoust@bellsouth.net

Secretary: (3 years 2011)

Janet Papiernik
IU-PU Fort Wayne
Fort Wayne, IN 46805-1499
(260) 481-6477
papiernj@ipfw.edu

At Large Directors: (6)

Gary Clendenen (2010)
Siena College
Cohoes, NY 12047
(518) 782-6759
gclendenen@yahoo.com

Craig Rabe (2010)
Accounting and Management
Luther College
700 College Drive
Decorah, IA 52101
(563) 387-1035
Rabecr01@luther.edu

Karen Berger (2011)
Pace University
Pleasantville, NY 10570
(914) 773-3646
kberger@pace.edu

Jeff Totten (2011)
McNeese State University
Lake Charles, LA 70609
(337) 475-5534
jtotten@mcneese.edu

Tim Redmer (2012)
School of Global Leadership
Regent University
1000 Regent University Drive
Virginia Beach, VA 23464
(757) 352-4360
timored@regent.edu

Leslie Korb (2012)
Georgian Court University
900 Lakewood Avenue
Lakewood, NJ 08701
(732) 987-2668
korbl@georgian.edu

Archivist and Director of

Development:
Roy Cook
Fort Lewis College
(970) 946-9612
Cook_R@fortlewis.edu

Director for External Relations:

Jim Camerius
Northern Michigan University
(906) 249-3887
jcameriu@nmu.edu

SCR Publications Editors (4)

Editor of *Annual Advances in Business Cases:*

Kenneth S. Rhee
Northern Kentucky University
Highland Heights, KY 41099
(859) 572-6310
rhee@nku.edu

Editor of *Business Case Journal:*

Kay Hodge
University of Nebraska at Kearney
Kearney, NE 68849
(308) 865-8003
hodgek@unk.edu

Editor of *SCR Newsletter:*

Ann Hackert
Idaho State University
Pocatello, ID 83209-8020
(208) 282-2506
hackeann@cob.isu.edu

Editor of the *Journal of Critical Incidents:*

Joy Benson
124 South Hall
410 S. Third Street
Univ. of Wisconsin-River Falls
River Falls, WI 54022-5013
(715) 425-3335
joy.benson@uwrf.edu

The *SCR Newsletter* is published three times a year by the Society for Case Research. Editorial work is completed at Idaho State University by Dr. Ann M. Hackert. The newsletter is distributed via e-mail and is available online at www.sfcr.org. The purpose of the Society for Case Research (SCR) is to assist in the development of individual efforts in the field of case writing, case teaching, and case research, which enhances business education. The major objectives of the SCR are to provide programs for the exchange of ideas and the improvement of case research, writing, and teaching; to assist in the publication of written cases or case research and other scholarly work; and, to provide recognition for excellence in case research, writing, and teaching.