

Message from the President

Dear SCR Members

The first thing I want to do is send a great big “Thank You” to John Riddick and his crew for a wonderful summer workshop in Hanover, Indiana! Everything was well planned and the conference went so smoothly. (Although poor Leigh Cellucci might disagree, as my driving may have left her with permanent damage.) I know that a lot of hard work went into the event and I, for one, had a great time! Of course, John had nothing to do with the scenery, but Hanover College has one of the most beautiful campuses I have ever seen. It overlooks the river and there are so many trees and lush foliage. I think everyone had a wonderful time whether they took the trolley ride through historic Madison or the River Boat dinner cruise or both. And, as always, I enjoyed seeing old friends and meeting new people—just one of the many benefits of belonging to SCR.

Just before the workshop, I found out that Joy Benson has resigned as editor along with Sally Dresdow as the associate editor of the *Journal of Critical Incidents*. On behalf of the Society for Case Research, I want to acknowledge the efforts that Joy and Sally made to get that journal off the ground and running and thank them very much for all of their hard work. They have done a wonderful job with the *Journal of Critical Incidents*, which offers us yet another outlet for our work! Tim Brotherton will be the new editor and Tim Redmer the associate editor. They will be taking over that journal beginning with the MBAA Conference in March. So, please be patient with them, at least the first year.

Next year, the workshop will be in Rochester, New York in June and hosted by Bonalyn Nelsen. After listening to what Bonnie has planned for us, I think the workshop promises to be another great occasion and an opportunity to learn and help our colleagues in their scholarly efforts. So be writing your cases now for the workshop in 2011. You will be getting more information on this in the spring of 2011.

The next big project is the MBAA in Chicago March 23–25, 2011. I hope you are making plans to attend. Remember, at the MBAA you have an opportunity to present your critical incidents and get feedback. Also, if you have written an article about case research, writing, or teaching, or if you have an idea for a panel, please consider the MBAA. This is a great place to get feedback! Eric Nelson is program chair this year. The call for papers appears on pages 4-5 of this *Newsletter*. So please plan to attend.

This year SCR is beginning a program to help bring graduate students to our conferences through the “Case and Critical Incident Competition for Graduate Level Students.” Again, the hard-working members of SCR deserve recognition. So, many thanks to Robyne Hart, Karen Koza and Craig Rabe for working so hard to put the proposal together. Graduate students will have the opportunity to become involved in case writing and compete for a \$500 award to be used for SCR conference registration/travel. This is a great opportunity for graduate students to get involved! For more information regarding this opportunity, please visit the SCR web site.

Have a great semester!

Kay A. Hodge, President
Society for Case Research
University of Nebraska, Kearney

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Find Us on the Internet!

Facebook: The Society for Case Research is now a group on Facebook. Come and join your colleagues and friends. This is a great opportunity to meet outside the annual meeting in Chicago each spring and the Case Writer's Workshop each summer.

SCR Website: Visit the SCR Website at <http://sfcr.org/> for updates on conferences and publishing opportunities. You can also find style guides for our publications and past issues of the newsletter. Once you pay your annual dues, you can access the material available in the "Members Only" section of the site.

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. You and all your co-authors must be current on your dues in order to publish in SCR publications. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Annual Meeting *Proceedings*, *Annual Advances in Business Cases*, *Business Case Journal* and the new electronic *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 for Case Research: If you pay by check, please make sure you send it to Karen Foust at her home address. The address is Society for Case Research, c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

Upcoming Summer Workshop Locations

Cases and teaching notes represent a recognized intellectual contribution when published in the *Annual Advances*. The summer workshop is a face-to-face environment where both experienced and novice authors can develop their skills. The atmosphere is very collegial with ample opportunities to connect and develop working relationships and friendships. The workshop goal is for participants to help each other prepare publishable cases and teaching notes. The workshops also include planned social activities and opportunities for informal interaction. Spouses and families are welcome at the annual event. Organizers offer a variety of activities so the event can be a working vacation.

The Workshop is a "working meeting" with multiple sessions each day during which small groups conduct case reviews. Participants in these review groups provide feedback to their fellow authors and in return receive detailed, comprehensive feedback on their own cases from a panel of their peers. A scribe records the suggested changes for the authors to use in revising their cases. After the workshop, authors may submit their revised cases and teaching notes, along with a note indicating how they incorporated the suggestions received, to *Annual Advances in Business Cases*. Submissions successfully passing through a blind review process are then published.

It is important for authors to understand that the review process is rigorous. Workshop attendees are expected to serve as reviewers for *Annual Advances* and provide comprehensive feedback explaining their comments to help authors develop their cases into publishable works. The organization needs your participation in the review process in order to provide helpful and timely feedback to authors.

The fall semester is a great time to begin the planning and research needed to write a case and teaching note for the workshop. Remember that publication will require an appropriate representative of the organization to sign a permission to publish, so consider that requirement upfront as you prepare to write a case. The locations of the next three workshops are listed below.

- 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, on June 23-25, 2011. Contact: Bonalyn Nelsen, Rochester Institute of Technology, (315) 597-4916, bjnism@rit.edu
- 2012: The 34th Annual Summer Case Writers Workshop will be hosted by Missouri State University, Springfield. Contact: George Schmelzle, Missouri State University, College of Business Administration, (417) 836-5041 gschmelzle@missouristate.edu
- 2013: The 35th Annual Summer Case Writers Workshop will be hosted by Western Connecticut State University, Danbury; Connecticut. Contact: Karen Koza, Western Connecticut State University, Ansell School of Business, (203) 837-9036, kozak@wcsu.edu

Information on dates for workshops in future years, registration, lodging, and transportation will be provided in future editions of the Newsletter, SCR emails, and posts on the Website and Facebook.

Society for Case Research
2011 Annual Meeting - Drake Hotel - Chicago
March 23-25, 2011

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

The Society for Case Research (SCR) is one of eleven autonomous associations that meet 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).

SCR Submission Deadline: October 23, 2010.

Authors will be notified about the status of their submission(s) by November 30, 2010. Items must be submitted by 5:00 PM (Central Time) on October 23.

Types of Submissions 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 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).

Following the conference, critical incidents may be revised and resubmitted. These resubmissions then undergo a double-blind review process for possible publication in the new SCR electronic *Journal of Critical Incidents*.

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.

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 will be provided to authors during the conference. The authors leave the conference 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 2000 or later and are to be submitted electronically using our SCR website. Look for a confirmation to your submission from either Eric Nelson (enelson@ucmo.edu) or Andrew Derrosette (apd90700@ucmo.edu). If you do not receive a reply, be sure to contact one of these two individuals. For more information, contact Eric at 660-422-2629 (office cell phone). For complete formatting guidelines, see the SCR Manuscript Guidelines on the website (www.sfcn.org).

To facilitate the blind review of submissions, authors of critical incidents, teaching notes, embryo cases, papers, and panel topics should submit a cover page with the title of their submission and author information and separate manuscript files 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, embryo, paper, or panel). 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 late November 2010. For accepted papers and critical incidents final copies will be due via e-mail early in December 2010.

Submissions must not have been presented elsewhere before the 2011 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 2011 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!

\$500 Graduate Student Scholarship Competition

for

Critical Incident presented at MBAA International Conference

Competition Guidelines

- Open application process, does not require a nomination from Society for Case Research (SCR) member.
- Applicants must be a current graduate level student and plan to present a Critical Incident and Teaching Note in the SCR track at the MBAA International Conference to be eligible for the competition.
- Applicants will be required to submit a critical incident and teaching note as well as provide basic information (name, school, program, graduation date; plus a one-page summary stating their interest in attending the conference).
- Only one member from a team of students will be funded through winning the award.
- Preference will be given to new participants over former award recipients.
- Scholarship recipient must register for the reduced graduate student conference rate, pay for travel expenses upfront, and submit receipts for reimbursement.

Submission Deadline: October 23, 2010

Conference details can be found in the “Call for Papers and Critical Incidents” link on the [sfcr.org](http://www.sfcr.org) website.

To learn more about writing critical incidents please click on <http://www.sfcr.org/jci>.

Questions and submissions should be directed to:

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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.

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