

## Message from the President

It's Fall already? Where did the summer go? I don't know about the rest of you, but starting classes this Fall seemed to be a bigger shock to my system than usual. This past year, I've been involved in a variety of class redesign projects and building cases and critical incidents into these courses has been a key element. It never ceases to amaze me how well students respond to cases and critical incidents, they just seem to identify with the content more deeply when us "educator types" provide them with a relevant context for their learning. The other element that seems to help cases and critical incidents come to life for students is when the subject matter of the case, the core decision or "nut," is innovative and exciting. So, it's with that spirit of relevance and innovation that we invite you to the 2013 Society for Case Research Annual Meeting held in Chicago, IL on February 27 to March 1, 2013.

The Annual Meeting is held in conjunction with, and as a part of, the MBAA International Conference at the Drake Hotel. The MBAA theme this meeting is entitled "Relevant and Innovative: Advancing Thoughts, Theories, and Practice in Business Disciplines." (For more information on MBAA International see: <http://www.mbaainternational.org/>) It is my belief that SCR is uniquely positioned for this conference theme since our core focus on researching, writing, and implementing cases and critical incidents is by nature relevant and innovative. Can I call on some of you to put forward conference papers and panels that capitalize on this theme?

Submission due dates for the Annual Meeting are fast approaching, so keep in contact with our Conference Chair, John Veal ([scrchicago@gmail.com](mailto:scrchicago@gmail.com)) and read the call for papers in this newsletter. Some of you may have noticed that the submission process for the conference is a little different this year, both the timing of the deadlines and the website submission instructions have changed. Make sure that you stick with the deadlines as the conference is being held in early March, 2013, there is very little flex in the due dates this time around. We plan to have a new and improved submission process for next year that is more fully integrated into our existing website. Basically, SCR is evolving, as it has since the beginning, which is one of the values in this organization that makes it exciting, at least to me... but as your president, I am admittedly **highly** biased.

In that spirit of evolution, our Executive Director, Roy Cook, has spearheaded efforts to better publicize the use of SCR cases and critical incidents through a number of publication sources. He has developed a number of distribution agreements over the past four years and this past summer we have, after many years of effort, signed an agreement with Pearson Publishing. For our case and critical incident authors, these types of agreements represent an opportunity to reach a broader audience with their work - a level of exposure for our research that is to me, exciting. Roy, on behalf of the Society for Case Research, thank you so much for pushing us into this direction!

Roy's efforts are exemplary of the kinds of efforts we see among the membership of SCR. There are a lot of people working on improving the core elements of the Society, too many to properly thank in this short letter and I frankly think I might embarrass a few of you if I did mention you. It's really that selfless spirit of giving back that makes SCR function so well and that spirit starts with the feedback we provide each other in the conference and workshop sessions. It's easy to give back to an organization when we feel that we have gotten something out of the process, and the feedback element is the key to our membership relationship. Specific, constructive, improvement-related feedback that helps each and every participant to achieve publication must be our goal, both to draw new members and get those long-term members deeply involved in giving back to the organization. I'll leave you with a quote:

"That's what makes ~~Linux~~ (SCR) so good: you put in something, and that effort multiplies. It's a positive feedback cycle."--Linus Torvalds (Chief Architect, Linux Kernel)

Eric Nelson  
University of Central Missouri

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### Find Us on Facebook

The SCR has a Facebook page where you can find information on recent and upcoming events. It's a great way to keep up the organization and get updates from the SCR and colleagues. Log in and check out the latest news.

### Find Us on the Internet

Check out the SCR on the Internet! The organizations site at <http://www.sfcr.org/> has publishing guidelines, information on all our journals and announcements for upcoming meeting deadlines and conference locations. Bookmark the site and visit publishing guidelines, sample cases and other helpful resources for writers.

### Journal of Case Studies

Visit the site for the *Journal of Case Studies* (formerly *Annual Advances in Case Studies*) at <http://www.sfcrjcs.org/index.php/sfcrjcs>. Log on with your membership information and access cases to use in your classes or as you author textbooks. Editor Leigh Cellucci and Associate Editor Cara Peters created a well-designed site with accessible content so take a few minutes to log on and check it out.

### 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. Visit the SCR Internet sit and pay today! The SCR year begins in July and you need a paid membership to publish in our journals. Your memberships gives you access to all our publications and you'll be part of a great group of dedicated scholars whose experience and interest in case writing are willingly shared at our summer workshop and annual meeting to help you develop your case or incident. You can add dues to your registration or pay using PayPal or by check. If you pay by check, send it to our Treasurer Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

SCR News 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 sent out via e-mail effective with the Spring 2006 issue and is available online at [www.sfcr.org](http://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.

**Society for Case Research**  
**2013 Annual Meeting**  
**\*\*\*\*\*Call for Papers\*\*\*\*\***

**Conference Theme for 2013**

*“Relevant and Innovative: Advancing Thoughts, Theories, and Practice in Business Disciplines”*

**Publishing Sub-theme for 2013**

*“Know Your Research Landscape...Informed and Connected to Editors, Gurus, and Peers”*

Authors are invited to submit original works to be reviewed at the conference. The following types of submissions are invited:

Papers  
Critical Incidents  
Panel Topics  
Embryo Cases

Specific guidelines for writing cases and teaching notes are available on the SCR Web site in the document Manuscript Guidelines for Authors. These guidelines include specific instructions on the format of the papers to be submitted. Submissions will be reviewed and supportive feedback will be provided to authors during the conference.

Authors can submit their works by going to the submission website located at <http://www.scrsubmission.org>. There will also be a link on the SCR Website for submissions of your work. Submissions must be received by October 19, 2012.

Authors are reminded that:

- ✓ You must be a member of the Society for Case Research in order to have your submission accepted for presentation at the conference.
- ✓ Authors submitting papers will also asked to serve as reviewers/discussants for papers submitted by other authors.

The 2013 Annual Meeting for the Society for Case Research that will be held in Chicago will be held February 27 to March 1, 2013 at the Drake Hotel, Chicago, IL. Please note that this conference will be held earlier this year than it has been in recent years.

If you have any questions please feel free to contact John D. Veal, Jr. at [scrchicago@gmail.com](mailto:scrchicago@gmail.com).

## Society for Case Research 2013 Annual Meeting Information

### **Hotel and Entertainment**

Besides a great conference, in a great city (Chicago), at a great hotel (The Drake – only \$159 per night this year) – you'll get two incredible nights of entertainment including an exciting Chicago Blues Revue featuring a stage full of Chicago's best blues performers and a fascinating evening of amazing, unique listening music. Chicago is a great cultural center for museums, art and architecture but it's also known for its music.

### **SCR Annual Business Meeting**

Sign up for the SCR lunch. This is where we conduct our business meeting, pass the gavel to the next President and make our awards for best papers and service to the organization. Lunch is also a great way to meet case writers from other colleges and universities and learn about the organization's plans for the upcoming year. The collegial group offers you a chance to network with others who share your passion for teaching, research and case writing. Lunch is not included in the MBAA registration, so please sign up and join us. Visit the Internet site for the meeting at <http://mbaainternational.org/> to sign up. Registration will be available at the site later in October.

### **Meeting Registration**

The MBAA sends out information and registration materials but you can also go the Internet site and sign up the meeting. The 2013 general theme is Relevant and Innovative: Advancing Thoughts, Theories, and Practice in Business Disciplines and we have two great nights of entertainment – all for only \$195 -- just more evidence that MBAA International IS America's Best Conference Value! You also have the opportunity to sign up and be a part of the other organizations that hold their meetings at the same time. It can be a great way to present and publish with the Society for Case Research and organizations that represent the various disciplines in business. You will need to pay an additional registration fee for those organizations but you can add value to your trip with both a case and a presentation in your discipline.

Meet old friends and make some new ones enjoying the meeting, our lunch and the Blues Revue.

## **Case Writers' Corner: Finding Inspiration for Cases and Incidents**

Ann Hackert, Idaho State University

How do you turn a blank page into a page turner? The best cases and incidents are more than just a classroom exercise. They bring a relevant issue to life in way that engages students in active learning as they analyze the issues, identify problems and offer solutions. Case writers are always looking for inspiration. Cases and incidents can be based on field research or public information. Cases can be descriptive or require a decision. There are as many ways to do case research as there are scholars, but here are some ideas about how to find inspiration and how to get started.

Inspiration can be found anywhere there is a good story to tell. As case writers our story cannot be based on fiction. Instead we need to do field work and collect data or use public information to craft our narrative. Field work provides a great opportunity to get quotes and see inside the organization and the thought process of decision makers. Friends, relatives, alumni, students and local businesses are all sources of cases. Everyone and everything is fair game for a case. Companies and managers with problems to solve or decisions to make are a source of stories. Incidents with their three-page limit will involve a limited issue while a case can include extensive information and data about companies, the industry and the environment.

The first paragraph of a case should hook the reader, just like a Hollywood pitch. This may not be the movie of the week, but we all know the drama and tension that exists in the workplace as companies deal with employees, examine their financial condition, figure out whether they should do or not do a project and try to meet the challenges of a competitive economy. Your audience is both the faculty who might adopt your case and the students who will analyze it. Faculty want to find cases and incidents that not only illustrate the concepts but also involve students.

Here are some ideas about how to begin finding inspiration:

- ✓ Read the business press and find stories and examples that you could use to write a case
- ✓ Ask students to tell you about their experiences as they relate to topics in the classes you teach.
- ✓ Ask alumni about their work and recent decisions or issues they faced
- ✓ Connect with local businesses and ask them what recent or challenging decisions they made or plan to make
- ✓ Your university might be a source for inspiration; projects, financing or marketing efforts
- ✓ Offer graduate students the option of writing a case and teaching note as part of work required for graduate credit in your class
- ✓ Visiting executives on campus who speak to classes and meet with students often tell stories and share experiences that would make a great case or incident
- ✓ If your public service includes membership on a board or as a member of a group or organization making decisions, use your experience to find situations that make good cases or incidents

If you're curious about the world around you, there will be limitless sources of inspiration. Many businesses welcome the opportunity to work with faculty but remember to let them know upfront that you plan to publish it and you'll be asking them to sign a release to do so. View your blank page as an opportunity to involve your community and students in the academic process of developing a case.

And if you have a great idea to add to this, why not log on to Facebook, post and share. Facebook is great way for us to not only connect between meetings but to find inspiration from case writing scholars.

## Summer Workshop 2012 : Award for Best Case

The award for the best case was presented at the summer workshop was for the case titled *ISU Credit Union Faces the Great Contraction of 2008-09* authored by the team of Dr. Robert Tokle and Dr. Joanne Tokle from Idaho State University. Bob and Joanne are long-time participants in the Society for Case Research. Joanne is the Associate Dean of the College of Business and she also teaches in the MBA program and undergraduate statistics. Bob teaches economics in the College of Arts and Letters and currently serves as the Chairman of the Board of Directors of the Idaho State Credit Union. A great example of authors finding case writing inspiration through public service to the Pocatello and Idaho State University community.

### Society for Case Research, Publications

The SCR is about collegial case writing, reviewing and interaction on aspects of writing and using cases. Cases and Critical Incidents represent scholarly research that helps students in the classroom apply textbook concepts and develop their analytical and critical thinking skills. The SCR has several publication outlets and scholars are encouraged to join, attend meetings and publish.

Below is a list of publications and basic information as to submissions and types of scholarly work published. The SCR is has three refereed publications available to faculty. Editors' contact information and submission guidelines and criteria are available at the Internet site: <http://www.sfcr.org/publications.php>

Publication	Submissions
Business Case Journal	Submission accepted throughout the year.
Journal of Critical Incidents	Submission requires authors to attend SCR annual meeting in conjunction with the MBAA annual meeting and present and participate in order to be considered for publication. Authors incorporate meeting feedback and submit revisions to the editor where two rounds of blind reviews occur. There is a 3-page limit for the text of the CI, but the teaching note has no page limit. Authors are expected to serve as discussants at the meeting and reviewers for the JCI.
Journal of Case Studies	Submission requires authors to attend a summer workshop. Attendance is required for all three days of the workshop. Authors attend all sessions and present their case and teaching note to a panel of reviewers. Each author is expected to serve as a reviewer in any session in which he or she is not presenting. Authors incorporate meeting feedback and submit to the editor where two rounds of blind reviews occur. Authors are also expected to participate as reviewers for the publication

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