

Society for Case Research Newsletter

Fall 2013

www.sfcr.org/



President's Message

As winter approaches, I hope you have all had a good start to the Fall semester. By now all of you who submitted critical incidents, papers or panels, should have heard from Joe Thomas, Program Chair of our upcoming Annual Conference in Chicago, March 26-28, 2014. We are expecting a strong turnout and we encourage all of you to attend. You will find that attending will help you get re-energized about your writing and research, maybe even help you find a new co-author, or just have a great time.

Make your plane reservations as early as you can! Experts, like Peter Greenberg, the Travel Detective, say that fares are only like to go up as you get closer to the date. The Palmer House was an old favorite and now, for the first time in several years, we are returning there for our conference.

Make sure you follow up with our Program Chair, Joe Thomas, and get him all the information that is needed to include your critical incident, panel or paper in the program as well as the proceedings. We do not publish full critical incidents or papers in the proceedings, but we do include abstracts if we receive them from you.

Please answer your email – we want to help you get the timeslot that works for you. Ideally, we want everyone to stay for the whole conference, but we know that some of you will have to leave. So help the program chair out and read the draft schedules that are sent to make sure that you have the slot you want. The later it gets, the harder it is to change your timeslot.

We are a volunteer organization and our goal is to facilitate the exchange of ideas leading to the improvement of case research, writing, and teaching. I hope you will join us and get involved. New members bring new ideas and leadership to our organization. Come to our luncheon in Chicago to meet the officers and active membership. See you all in Chicago!

Karen

Host a Summer Workshop

Openings for Summer 2015 and beyond. Contact Roy Cook, our executive director or Karen Berger, President.

kberger@pace.edu

cook_r@fortlewis.com

Save the Dates!

MBAA Annual Meeting

March 26-28

Chicago, Illinois

The Palmer House Hotel

36th Annual Summer Workshop

Winthrop University

Rock Hill, South Carolina

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Promoting Publication

The SCR has two major meeting events each year and both have opportunities for publication. This is in addition to our referred journal. Each meeting involves a format that provides potential authors with an extensive review and detailed suggestions for changes to help enhance the odds for publishing in our journals.

This face-to-face feedback is a collaborative effort between reviewers and authors. The collegial interaction is designed to be supportive and helpful as you rework cases or critical incidents for publication.

Now is the time to plan and write your case for the summer workshop. Those of you attending the annual meeting in Chicago will not only present but participate as reviewers both at the meeting and as blind reviewers for the *Journal of Critical Incidents*.

Dues support our organization and fund our activities. The \$50 you pay in membership is required by you and your co-authors for publication in any of our three refereed publications but the opportunities to publish make this a great value.

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.

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.

Call for Cases

36th Annual Summer Case Writer's Workshop

Winthrop University in Rock Hill, South Carolina

July 10---12, 2014

WHO SHOULD ATTEND?

Case Writers at all stages – prospective authors who want to learn what case writing is all about; new authors that desire feedback, help, and encouragement; and experienced authors who want their cases professionally reviewed.

WHAT'S THE SCOOP?

Learn About Case Writing. The Annual Summer Case Writer's Workshop helps prospective authors, new authors, and experienced authors of case writing learn how to prepare cases for classroom use and publication. Concurrent groups meet over 1.5 days to discuss each case submitted. As a case author, you will receive feedback from a group of fellow case writers to help improve your case and teaching note. In each group the author is present; a chair facilitates the feedback process; a scribe takes notes (so the author can listen to the comments and engage with the reviewers). Participants in each group have read the case prior to the workshop and come prepared to offer constructive feedback and suggestions on how a case and accompanying teaching note might be improved.

YOU DO NOT HAVE TO SUBMIT A CASE TO ATTEND. Individuals interested in exploring case writing as an alternative to traditional research are encouraged to attend. Note, a preconference workshop will also be offered for those that are new to case writing. In addition, all conference attendees will get the opportunity to review up to five cases as part of their conference attendance.

Publish Your Case. Abstracts of all cases accepted for presentation will be published in the Conference Proceedings. Cases presented at the workshop are eligible for submission to the Journal of Case Studies, a blind---refereed publication sponsored by the Society for Case Research.

Have a Good Time. Workshop participants are a friendly, enthusiastic group who get together to help each other with case writing and case teaching. The program on Friday evening will involve a fun experience for you and your whole family at a local attraction.

36th Annual Summer Case Writer's Workshop

WHERE?

On the campus of Winthrop University in Rock Hill, South Carolina. Rock Hill is approximately 25 miles south of Charlotte, North Carolina and 70 miles north of Columbia, South Carolina.

WHEN?

July 10---12, 2014. A pre---conference workshop for new case writers will be offered on July 10th. The conference will then begin with a welcome dinner that same day and sessions will run from 8 am on Friday, July 11th to 1 pm on Saturday, July 12th.

TYPES OF CASES?

Cases are encouraged in ALL BUSINESS DISCIPLINES and will be reviewed by participants from both within and outside the discipline, a particular strength of the SCR workshop leading to cases with broader perspectives. Both decision and descriptive cases are accepted in SCR journals.

Submissions are to be sent to Dr. Cara Peters, Associate Dean at Winthrop University, petersc@winthrop.edu by May 31, 2014.

Annual Meeting Update: March 26 – 28, 2014

The Palmer House, Chicago, IL

Please join the SCR at the annual meeting in the spring. Submissions are up about 50% from last year. This promises to be an exciting program. With the larger than usual number of submissions, it will be necessary to have sessions from 1pm on Wednesday through late afternoon on Friday. Anyone with special travel plans needs to contact Joe.Thomas@mtsu.edu with information on their agenda. Joe sent us a preliminary schedule so check it and make sure it works for you.

Registration. On-line registration (as well as downloadable snail mail registration forms) are also available at www.mbaainternational.org. Remember to book your hotel reservations at the Palmer House. You can access a link for hotel registration at the MBAA meeting site. Plan your schedule so you can attend the entire conference and participate as a review, session chair or scribe.

Evening entertainment. Entertainment is always a part of the annual meeting. 2014 conference entertainment includes one of America's leading Beatles Tribute bands, American English, the host to our Chicago Blues Review, Big Ray, and Mr. Eddie Shaw.

Casewriter's Corner: Beginning As A Case Writer

Now what? If you ever thought about writing a case for publication but weren't sure where to start and the steps to take, the SCR offers resources and support to help. Each year there are two meetings where participants receive personal feedback with a detailed review of their work and suggestions for changes. The annual meeting in the spring held in conjunction with the MBAA meeting each year in Chicago focuses on Critical Incidents which are three-page scenarios or mini cases. Attendees both present and review. Scribes take notes on the conversation so authors can return home with written comments to address. During sessions, authors should make sure they understand the comments. Sessions provide an opportunity for give-and-take as reviewers and authors work together to develop a list of agreed on changes.

The summer workshop is for longer case studies. The format is different from your typical meeting because attendees are expected to come and participate in all the sessions, not just their own presentations. Participation includes preparing detailed reviewer comments, suggestions and feedback for other authors. As with the meeting in Chicago each year, scribes take detailed notes about suggested changes.

Now that you decided to write a case, you will need to come up with an idea. You can write a decision or descriptive case. The difference is how you do the research. A decision case involves field research with a company or individual with a decision to make. Descriptive cases involve using secondary sources to describe a decision. A decision case will require a signed release from the subjects.

Get ideas for cases from the world around you. Have you ever thought a student's story about their job or business would be great to share? Did you have a guest speaker, alumni, or business owner with a compelling narrative about a decision they faced? You can also use your own experiences. Authors successfully published cases about their child's daycare, issues faced when serving on the board of a nonprofit or decisions at schools or churches.

Explore the publication guidelines and "how to" hints available for each of the SCR publications available at the website; <http://www.sfcr.org/publications.php>. Understanding these details will help you save time when you get started. Stylistic and formatting requirements and page length restrictions are best incorporated from the

Getting Started

- ✓ Plan to attend the summer workshop or the annual meeting
- ✓ Understand the meeting formats and participant responsibilities
- ✓ Get started and get ideas from students, businesses and friends
- ✓ Read the guidelines and checklists at the SCR site before you start writing
- ✓ Write objectives that align with your case questions
- ✓ Keep in mind the importance of the teaching note

beginning. There are manuscript guidelines, samples of cases and timelines to help you prepare.

One technique experienced case writers often use to begin with the teaching note. What is it you want students to learn or be able to do after they complete the case or critical incident? The brief 250-word overview in your teaching note is a great place to craft the “short story” version of your paper. Think of it as the blurb on a book’s dust jacket. This is the description to sell your work to potential adopters. Remember to share what it is about the case or critical incident that caught your interest and attention.

The teaching note is more than just questions and answers. Before you write questions and research answers, you need to have a goal in mind for your students’ journey. Develop a list of objectives for cases and critical incidents to help make clear what you hope students will learn. This can be one of the tougher aspects of case writing when you are getting started. Many of us didn’t learn how to write objectives and develop alignment when we were graduate students. The objectives are what you want students to learn as they work their way through the case. The framework the SCR uses to evaluate objectives is Bloom’s taxonomy. There are several resources available on the Internet, a few of which are listed at the end of this article.

Once you have objectives write questions that map back to them. If the objectives are the foundation, then the questions are the walls. A teaching note needs a solid foundation but it also needs the sturdy structure provided by questions that align with objectives. Look at the examples at the SCR Internet site to gain perspective on objectives, questions and alignment.

Writing a case is a collaborative process even if you don’t have co-author. You will collaborate with the subject of your field work making changes as you better frame the decision or description. The face-to-face and blind reviews are also a collaborative process. Our goal is to offer detailed and sometimes tough feedback in a collegial way with the goal of increasing the likelihood of publication. Finally, remember your classroom is also a source of collaboration. Testing out your case or incident in your classroom adds students as another source of collaborative input.

So if you ever thought you had a story to tell or an insight to share, think about writing a case or incident. The SCR and its meetings and publications offer you the support you need to publish. Along the way you will likely find new friends, co-authors and colleagues who share your passion for incorporating the real world in your classrooms.

Author: Ann M. Hackert

Internet Sites: Bloom’s and Objectives

http://www.vcu.edu/cte/resources/nfrg/10_03_writing_course_objectives.htm

http://ww2.odu.edu/educ/roverbau/Bloom/blooms_taxonomy.htm

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