

## Message To Members

Chicago in February. Bring your winter coat and ear muffs and prepare for a great annual meeting. Although some say the moniker "Windy City" refers to politicians and not weather, the breeze by the Drake may mean bundling up when leaving to experience restaurants and shopping at the end of the day.

This is the time of year when members are finalizing plans to attend the annual meeting in Chicago held in conjunction with the MBAA. Our program chair, John Veal, has put together a great meeting for this year. Session chairs and discussants will receive copies of papers to review. Discussants and chairs should prepare written remarks to share with authors. Those remarks help authors craft better cases and critical incidents.

Authors who want to submit their incident for peer review and possible publication in *The Journal of Critical Incidents* will need to respond to suggestions and comments from the meeting when submitting for the first round of blind reviews. The advantage of the meeting is that you get ideas and suggestions face-to-face and so can have clarification and discussion about suggested changes. If you are new to the SCR, our tradition is friendly, detailed and helpful suggestions that can turn ideas into articles.

If you haven't done so already, register for the meeting making sure you also sign up for the annual meeting members' business lunch at a cost of \$25. The lunch is where we discuss SCR business, transition to new officers and review ideas that help the organization. It is also a great way to meet colleagues, catching up with old friends and making new ones. The unique aspect of the SCR is our collegiality and willingness to help each other as we write and publish. Register online at <http://mbaainternational.org/register.php>. If you haven't attended the annual meeting before you might be wondering about the fun night events. Chicago has world class musical talent and each year our membership has the opportunity to enjoy jazz, blues and other acts included as part of your registration.

Presenting a paper at the meeting means you will be part of our tradition of recruiting case and critical incident writers to also serve as reviewers to help the editors of *The Journal of Critical Incidents* provide timely feedback for publication. One advantage of our model is that as you participate in the reviewing process, you also develop skills that translate to better case writing. *The Journal of Critical Incidents* has a tight schedule that goes from meeting, through two rounds of reviews to publication in 8 -10 months so it's important for reviewers to meet deadlines and commit to their colleagues.

It's also the time of year to thank the officers from the last year for their service to the SCR. The full list is at the end of this newsletter. You'll meet everyone at the annual lunch and in our sessions. Participants and planners all deserve a thank you for making the SCR with its supportive culture a great place to write and publish.

Ann Hackert, Editor, Idaho State University

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### **Facebook: Post, Comment and Participate**

Like us on Facebook and join the discussion. Facebook posts include new and deadline information. But you can post anything: a great day in the classroom teaching a case, a hint about how to better write a case or updates if you moved to a new school. Join the conversation.

### **SCR Enters Into An Additional Distribution Agreement**

In the continuing effort to broaden the distribution of our publications, SCR recently signed a non-exclusive agreement with The Gale Group, Inc. to distribute the content of the *Business Case Journal*, the *Journal of Case Studies*, and the *Journal of Critical Incidents*. This agreement brings further recognition to all three of our journals as content is now available to an even larger audience.

### **Membership Dues and Information**

Visit [socr.org](http://socr.org) and use PayPal to check your membership information and pay dues. Dues need to be current to publish in any of the SCR journals. Our value-priced membership supports three refereed journals and our organization's support of case writing and scholarship.

### **Summer SCR Case Writers Workshop 2013**

2013 July 11-13: 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](mailto:kozak@wcsu.edu)

Look for details coming soon to your email inbox. Authors attend for the entire period and are scheduled as discussants, chairs and scribes in a series of daily workshops. The panel-type participation allows participants to read cases in advance, prepare written suggestions and provide detailed feedback to authors preparing to submit their work for publication.

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.socr.org](http://www.socr.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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## Welcome to Chicago!

The SCR annual meeting is an event with opportunities for scholarship and fun. Sessions throughout the day are designed to involve authors and the audience in the opportunity to enhance scholarly research. The responsibilities of each of the roles at the meeting are briefly reviewed below. Whether you are presenting or discussing you will come away from the meeting with ideas to incorporate as you write and publish cases and critical incidents.

**Chair:** Chairs should begin and end sessions on time. The collegial exchange of ideas means the chair should strive for inclusiveness. Discussants first provide feedback and then authors, the chair and those attending the session will participate in a discussion of the work. This is an opportunity for authors to ask questions and receive clarification about comments and suggestions. The chair should watch the schedule and provide equal time to all scheduled to present.

**Discussant:** Discussants should prepare written comments in advance to share with chair, attendees and presenters. The SCR tradition is to provide feedback to help authors prepare their work for publication. Discussants may find it helpful use the JCI Reviewer form as a guide. Discussants typically "mark up" copies of papers to provide authors with grammar, spelling and stylistic suggestions. The conversation at the meeting is to suggest changes, clarification, ask questions and provide a thorough review similar to what an author receives in a blind publication review. The benefit of the face-to-face communication is that ideas and the quality of work is enhanced by the collaborative review.

**Scribes:** The role of the scribe is to accurately reflect the comments and suggestions the author must respond to. The scribe takes notes and then will review them briefly to make sure participants views are correctly represented. Discussants and participations usually begin with a brief review indicating whether or not the work presented seems to be a case or an incident and what steps an author might take to either expand or shorten work to meet case or CI criteria. The scribe distills the comments and develops a list which is usually categorized based on changes the author must incorporate, ones the participants don't require but think might help or enhance the work and any additional general comments.

**Panelists and Authors:** Provide copies of your panel, incident or embryo case to the audience. You will briefly present your work and then discussants, the chair and audience will participate in collegial feedback to help you develop your work for publication. Internet connectivity and projection equipment are not available so plan to informally share your work. Authors will receive suggestions, comments and ideas they will need to address before submitting work to The Journal of Critical Incidents for blind review. Comments are typically a consensus of participants and developed collaboratively with authors. The editors of the JCI and reviewers will receive the comments from the meetings.

**Society for Case Research**  
**2011 Annual Meeting - Drake Hotel - Chicago**  
**February 27-29, 2013**  
**Society for Case Research**

**CONFERENCE PROGRAM SCHEDULE**

**Wednesday**

**SOCIETY FOR CASE RESEARCH**

Wednesday 12:00 – 1:15 p.m.

Parkside Room, Upper West Mezzanine

Board of Directors Working Luncheon

**SOCIETY FOR CASE RESEARCH**

Wednesday 1:30-2:45 p.m.

Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Ann Hackert, Idaho State University

Discussant: Andrew Borchers, Lipscomb University

Bonnie Leonhardt, University of Northwestern Ohio

Scribe: Karen Berger, Pace University

**Chick-Fil-A: A Social Media Crisis**

Cara Peters, Winthrop University

Jane Thomas, Winthrop University

Jamie Benjumea, Winthrop University

Nick Garner, Winthrop University

Katie Turner, Winthrop University

**Retail Health Clinics: Sustain or Close?**

Patrick M. Hermanson, Idaho State University

**SOCIETY FOR CASE RESEARCH**

Wednesday 1:30-2:45 p.m.

Superior Room, Upper West Mezzanine

Theme: Embryo Case Review

Chair: Cheryl Noll, Eastern Illinois University

Discussant: Cheryl Ward, Middle Tennessee State University

Edwin Portugal, State University Of New York @ Potsdam

Scribe: Karen Foust, Tulane University

**Bechtel Reserve Boy Scouts of America**

Craig Davis, Ohio University

Tim Brotherton, Ferris State University

Don't Let the Zombies Get You: How the CDC Used Novelty to Reach New Audiences  
Amanda Weed, Ohio University

SOCIETY FOR CASE RESEARCH

Wednesday 1:30-2:45 p.m. Ontario Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Eric Nelson, University of Central Missouri

Discussant: Elizabeth Jones, Notre Dame of Maryland University  
Sarah Rogers, University of Central Missouri

Scribe: Nakato Hirakubo, Brooklyn College

How Can BPI Restore Consumer Confidence in Pink Slime?  
Asbjorn Osland, San Jose State University

The Failed Conversion of a Credit Union into a Mutual Savings Bank

Marco Pagani, San Jose State University

Asbjorn Osland, San Jose State University

Chunlei Wang, San Jose State University

SOCIETY FOR CASE RESEARCH

Wednesday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Deni Oas, University of Central Missouri

Discussant: Jim Tarter, University of Texas at Tyler  
George Schmelzle, Missouri State University

Scribe: Craig Davis, Ohio University

Should A&A Disclose FCPA Violations

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

Stakeholder Dialogue: Alley Cat Allies & US Fish and Wildlife Service

Asbjorn Osland, San Jose State University

Nanette Clinch, San Jose State University

SOCIETY FOR CASE RESEARCH

Wednesday 3:00-4:15 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Kay Hodge, University of Nebraska at Kearney

Discussant: Joanne Tokle, Idaho State University  
Joe Thomas, Middle Tennessee State University

Scribe: Steven Cox, Queens University of Charlotte

Shared Leadership at BGI

George Whaley, San Jose State University

Burning Bridges at the Restaurant: Should I be Honest in My Exit Interview?

David Baker, University of Central Missouri

Matthew VanSchenkof, University of Central Missouri

Eric Nelson, University of Central Missouri

Sarah Rogers, University of Central Missouri

The Ryan Budget

Michael J. Stellern, Rockhurst University

SOCIETY FOR CASE RESEARCH

Wednesday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Board of Directors Meeting

**Thursday**

SOCIETY FOR CASE RESEARCH

Thursday 8:00-9:00 a.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Timothy Brotherton, Ferris State University

Discussant: Harsha Desai, Loyola University Maryland

Charles Wilson, Rhode Island College Campus Police

Scribe: Robin Sronce, Drury University

How Do I Stick it out in what is Still a Hostile Environment

Nanette Clinch, San Jose State University

Asbjorn Osland, San Jose State University

Pamela M. Wells, San Jose State University

Is the Rent-A-Womb Business in India Legitimate?

Nanette Clinch, San Jose State University

Asbjorn Osland, San Jose State University

SOCIETY FOR CASE RESEARCH

Thursday 8:00-9:00 a.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: J. David Hunger, Saint John's University

Discussant: Jim Tarter, University of Texas at Tyler

John Vitton, University of North Dakota

Scribe: Cara Peters, Winthrop University

Is This an Appropriate Issue for the Board of Directors at a Credit Union to Consider?

Joanne Tokle, Idaho State University

Robert Tokle, Idaho State University

The Customer List

David Green, Middle Tennessee State University  
Joe Thomas, Middle Tennessee State University

SOCIETY FOR CASE RESEARCH

Thursday 8:00-9:00 a.m. Ontario Room, Upper West Mezzanine

Theme: Embryo Case Review

Chair: John Riddick, Hanover College

Discussant: Matthew VanSchenk Hof, University of Central Missouri  
Amanda Weed, Ohio University

Scribe: Andrew Borchers, Lipscomb University

ERP Introduction to a Family Corporation: Project Management and Change Process

Jacinto Gavino, Asian Institute of Management  
Edwin Portugal, University of New York at Potsdam

Japanese Cell Phone Manufacturers Near the Edge of a Cliff

Nakato Hirakubo, Brooklyn College  
Craig Davis, Ohio University  
Hyeongjung Kim, Shizuoka Sangyo University

SOCIETY FOR CASE RESEARCH

Thursday 9:15-10:30 a.m. Parkside Room, Upper West Mezzanine

Theme: Paper Presentations

The Society for Case Research: An Organization Built on a Culture of Success

Reed McKnight, University of New Mexico  
Roy Cook, Fort Lewis College  
Kay Hodge, University of Nebraska at Kearney

Copyright Issues: When Professors Become Scofflaws

Michael H. Hogg, Tulane University  
Karen Foust, Tulane University

SOCIETY FOR CASE RESEARCH

Thursday 9:15-10:30 a.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Cara Peters, Winthrop University

Discussant: Karen Koza, Western Connecticut University  
Timothy Redmer, Regent University

Scribe: Janet Papiernik, Indiana University -Purdue University Fort Wayne

Club Advising 101

Gabriele Lingenfelter, Christopher Newport University  
Jessica Sterling, Christopher Newport University

Asking for Trouble or Legally Deductible?

Reed McKnight, University of New Mexico  
Leigh W. Celluci, Eastern Carolina University  
Lou Fowler, Missouri Western State University

**SOCIETY FOR CASE RESEARCH**

Thursday 9:15-10:30 a.m. Ontario Room, Upper West Mezzanine

Theme: Embryo Case Review

Chair: Lizabeth Barclay, Oakland University  
Discussant: Ann Hackert, Idaho State University  
Asbjorn Osland, San Jose State University  
Scribe: Melinda Harper, Queens University of Charlotte

Age Discrimination at Texas Roadhouse, Inc.

Bonnie Leonhardt, University of Northwestern Ohio

Right at Home: Examining the Franchise Model for Elder Care in China

Robin Sronce, Drury University  
Rhonda Alexander, Drury University  
Leah Hein, Drury University  
Sonya Mellinger, Drury University  
Donna Petiford, Drury University

**SOCIETY FOR CASE RESEARCH**

Thursday 10:45 a.m.-12:00 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Roy Cook, Fort Lewis College  
Discussant: Michael Hogg, Tulane University  
Myles Bassell, City University of New York  
Scribe: Shirley Wilson, Bryant University

Susan G. Komen Tries to Reconstruct Damaged Brand

Asbjorn Osland, San Jose State University  
Nanette Clinch, San Jose State University

Can You Have Your Steak and Eat It Too

Asbjorn Osland, San Jose State University  
Nanette Clinch, San Jose State University

**SOCIETY FOR CASE RESEARCH**

Thursday 10:45 a.m.-12:00 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Gabriele Lingenfelter, Christopher Newport University  
Discussant: Patrick Hermanson, Idaho State University



Phillip Jolly, University of Houston  
Scribe: Amber Kauffman, Christopher Newport University

Would You Evict a Not-for-Profit Organization  
Timothy A. O. Redmer, Regent University  
Michael Gray, Board of Directors Christian Surfers U. S.

Evolution of Mike Gibson  
Anthony J. Mento, Loyola University  
Elizabeth H. Jones, Notre Dame of Maryland University

SOCIETY FOR CASE RESEARCH  
Thursday 10:45 a.m.-12:00 p.m. Ontario Room, Upper West Mezzanine

Theme: Embryo Case Review  
Chair: Reed McKnight, University of New Mexico  
Discussant: Neil Tocher, Idaho State University  
Barbara Ross Wooldridge, The University of Texas at Tyler  
Scribe: Deni Oas, University of Central Missouri

Samsung: Localization Versus Globalization  
Nakato Hirakubo, Brooklyn College  
Craig Davis, Ohio University  
Hyeongjung Kim, Shizuoka Sangyo University

“We’re Trekkers, Too”: How Customer Service Failure Became an Internet Meme  
Amanda Weed, Ohio University

The Industrial Plastics Company (India) Pvt. Ltd. Turnaround Strategy  
Harsha Desai, Loyola University Maryland  
Kiran Desai, McNeese State University

SOCIETY FOR CASE RESEARCH  
Thursday 12:00 – 1:15 p.m. Parkside Room, Upper West Mezzanine  
**Annual Meeting and Luncheon (Ticket Required)**

SOCIETY FOR CASE RESEARCH  
Thursday 1:30 p.m.-2:45 p.m. Parkside Room, Upper West Mezzanine

Theme: Panel Discussion

Best Practices-Reviewing Case Studies and Critical Incidents. Editor,  
Reviewer, and Author Responsibilities  
Panelists: John D. Veal, Jr., Webster University  
Kay Hodge, University of Nebraska at Kearney  
Tim Brotherton, Ferris State University  
Eric Nelson, University of Central Missouri

**SOCIETY FOR CASE RESEARCH**

Thursday 1:30-2:45 p.m. Superior Room, Upper West Mezzanine

Theme: Panel Discussion

Collaborating with Others to Develop Critical Incidents and Cases

Panelists: Cheryl L. Noll, Eastern Illinois University  
John Riddick, Hanover College  
Joe Thomas, Middle Tennessee State University

**SOCIETY FOR CASE RESEARCH**

Thursday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Timothy Redmer, Regent University  
Discussant: Phillip Vardiman, Abilene Christian University  
Michael J. Stellern, Rockhurst University  
Scribe: Bonnie Leonhardt, University of Northwestern Ohio

Southeast Exhibitions: Filling Big Shoes

Timothy E. Burson, Queens University of Charlotte  
Zachary M. White, Queens University of Charlotte  
Bradley W. Brooks, Queens University of Charlotte  
Steven M. Cox, Queens University of Charlotte

Target the Problem With Data Mining

Steven M. Cox, Queens University of Charlotte  
Melinda Harper, Queens University of Charlotte

Are Operating Leases Really Dead

Craig Rabe, Luther College

**SOCIETY FOR CASE RESEARCH**

Thursday 3:00-4:15 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Janet Papiernik, Indiana University -Purdue University Fort Wayne  
Discussant: Sambhavi Lakshminarayanan, City University of New York  
Shirley Wilson, Bryant University  
Scribe: Elizabeth Jones, Notre Dame of Maryland University

Frontier Communications: A Case Study in Missed Customer Service Opportunities

Robert Edmonds, State University of New York Maritime College

Flat World Knowledge: Paying Authors to Write Free Textbooks

Brent D. Beal, The University of Texas at Tyler  
Jim Tarter, The University of Texas at Tyler

**SOCIETY FOR CASE RESEARCH**

Thursday 3:00-4:15 p.m. Ontario Room, Upper West Mezzanine

Chair: Gabriele Lingenfelter, Christopher Newport University  
Discussant: Reed McKnight, University of New Mexico  
Sonya Mellinger, Drury University  
Scribe: John Vitton, University of North Dakota

Datsun

Nakato Hirakubo, Brooklyn College  
Craig Davis, Ohio University

Where's the Dislike Button? Detroit Symphony Orchestra Dispute Plays Out in Social Media  
Cornelia A. Pokrzywa, Oakland University  
Lizabeth A. Barclay, Oakland University

**Friday**

**SOCIETY FOR CASE RESEARCH**

Friday 8:00-9:15 a.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Barbara Nemecek, Adelphi University  
Discussant: Harsha Desai, Loyola University Maryland  
Amber Kauffman, Christopher Newport University  
Scribe: Kay Hodge, University of Nebraska at Kearney

Retail Store Analysis for the Jolly Cobbler

Andrew Borchers, Lipscomb University  
Bill Fredenberger, Lipscomb University

Gerber and Food Safety: Arsenic and (Old) Rice

Karen A. Berger, Pace University  
Laura J. Blake, Mitchell College

**SOCIETY FOR CASE RESEARCH**

Friday 8:00-9:15 a.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Craig Davis, Ohio University  
Discussant: Nakato Hirakubo, Brooklyn College  
Cheryl Noll, Eastern Illinois University  
Scribe: John Riddick, Hanover College

A Fiasco on Friday

Sambhavi Lakshminarayanan, City University of New York  
Savita Hanspal, Huether School of Business

Susan G. Komen – For the Cure

Joe Thomas, Middle Tennessee State University

Cheryl Ward, Middle Tennessee State University

**SOCIETY FOR CASE RESEARCH**

Friday 9:30-10:45 a.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Matthew VanSchenk Hof, University of Central Missouri

Discussant: Edwin Portugal, State University Of New York @ Potsdam

George Schmelzle, Missouri State University

Scribe: Karen Foust, Tulane University

A Big Change at Get-You-There Air

Phillip Jolly, University of Houston

Joseph Reid, University of Alaska Anchorage

Bogdan Hoanca, University of Alaska Anchorage

Inky Situation: A Safe is Not as Safe as One Might Think

Amber Kauffman, Christopher Newport University

Gabriele Lingenfelter, Christopher Newport University

**SOCIETY FOR CASE RESEARCH**

Friday 9:30-10:45 a.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: George Whaley, San Jose State University

Discussant: Amanda Weed, Ohio University

Roy Cook, Fort Lewis College

Scribe: Joe Thomas, Middle Tennessee State University

Interviewing Ethics: What Would You Do?

Charles Frasier, Lipscomb University

Andrew Borchers, Lipscomb University

Inventory Accounting on an Egg Farm

Tomas Lopez-Pumarejo, Brooklyn College

Myles Bassell, Brooklyn College

**SOCIETY FOR CASE RESEARCH**

Friday 9:30-10:45 a.m. Ontario Room, Upper West Mezzanine

Theme: Embryo Case Review

Chair: Joanne Tokle, Idaho State University

Discussant: Cheryl Ward, Middle Tennessee State University

Discussant: Eric Nelson, University of Central Missouri

Scribe: Timothy Brotherton, Ferris State University

Here's the Brief: The Decision Points for Wendy's New Ad Campaign  
Craig Davis, Ohio University  
Nakato Hirakubo, Brooklyn College

Whistleblowing-The Unfortunate Case of Drummond v Land Learning Foundation  
Deni Oas, University of Central Missouri

Ruffled Feathers at Chick-Fil-A: The Cows are not Commenting  
Barbara Ross Wooldridge, The University of Texas at Tyler  
Krist R. Swimberghe, The University of Texas at Tyler

#### SOCIETY FOR CASE RESEARCH

Friday 11:00-12:15 a.m. Parkside Room, Upper West Mezzanine

Theme: Panel Discussion

Fundamentals of Case Teaching

Panelists: J. David Hunger, Saint John's University  
Roy Cook, Fort Lewis College  
Barbara Nemecek, Adelphi University

#### SOCIETY FOR CASE RESEARCH

Friday 11:00-12:15 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Gabriele Lingenfelter, Christopher Newport University  
Discussant: Leslie Korb, Lindsey Wilson College  
Robin Sronce, Drury University  
Scribe: Sonya Mellinger, Drury University

The Umed Group: Expansion Crossroads  
Kingshuk Mukherjee, St. John's University

My Life in Numbers: An Insurance Decision  
Jeff Brookman, Idaho State University  
Ann M. Hackert, Idaho State University

#### SOCIETY FOR CASE RESEARCH

Friday 1:45-3:00 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Robin Sronce, Drury University  
Discussant: Phillip Jolly, University of Houston  
Robert Edmonds, State University of New York Maritime College  
Scribe: Craig Rabe, Luther College

Now That He Knew, What Should He Do?

Reed McKnight, University of New Mexico  
Leigh W. Cellucci, Eastern Carolina University  
Roy Cook, Fort Lewis College  
Phil Vardiman, Abilene Christian University

Police Discipline at Eastern State University

Shirley A. Wilson, Bryant University  
Charles P. Wilson, Rhode Island College

SOCIETY FOR CASE RESEARCH

Friday 1:45-3:00 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: George Whaley, San Jose State University  
Discussant: Melinda Harper, Queens University of Charlotte  
Patrick Hermanson, Idaho State University  
Scribe: Barbara Ross Wooldridge, The University of Texas at Tyler

Predicting Service Delivery Times at the Britt Hunt Company

Andrew Borchers, Lipscomb University  
Doug Sanford, Britt Hunt Company  
Bill Fredenberger, Lipscomb University

Revenue Recognition in the Tourism Industry

Tomas Lopez-Pumarejo, Brooklyn College  
Myles Bassell, Brooklyn College

SOCIETY FOR CASE RESEARCH

Friday 1:45-3:00 p.m. Ontario Room, Upper West Mezzanine

Theme: Critical Incident Review

Chair: Elizabeth Barclay, Oakland University  
Discussant: Kingshuk Mukherjee, St. John's University  
Sarah Rogers, University of Central Missouri  
Scribe: Harsha Desai, Loyola University Maryland

If You're Out of Schlitz, You're Out of Beer!

John J. Vitton, University of North Dakota  
Seong-Hyun Nam, University of North Dakota

Retention versus Recruiting

Neil Tocher, Idaho State University  
James Jolly, Idaho State University

Reflective Learning through the Looking Glass

Sondra Simpson, Elmhurst College

SOCIETY FOR CASE RESEARCH

Friday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Theme: Panel Discussion

Marketing the Society for Case Research

Panelists: Timothy Brotherton, Ferris State University

Craig Davis, Ohio University

John Veal, Webster University

Roy Cook, Fort Lewis College

## Journal of Critical Incidents Reviewer Form: 2013

Use the reviewer form to prepare for the meeting as a discussant or session chair. This form is used for the JCI so the first line does not apply to the meeting but does for the round 1 submission immediately after the meeting.

CRITICAL INCIDENT			
Criteria	Yes	No	Comments
Blind Memorandum addressing feedback from Round 1 Review is provided.			
Describes a provocative/interesting situation			
Focal point is a single decision point OR single descriptive event.			
Hook is effective for catching the reader's interest.			
Introductory paragraph states the issue to be solved or analyzed.			
Incident is timely – focuses on a current issue.			
Incident is discipline relevant – focuses on an issue or event common to many organizations.			
Contains information students will need to make an informed decision or analyze the situation.			
If you mark NO to the above, is there additional CI information identified as companion readings/industry notes OR information presented in the teaching note that would enhance the story contained in the CI?			
Fosters student's use of their knowledge and skill.			
Figures and tables are relevant to the CI.			
Figures and tables are clearly referenced in the body of the CI.			
CI flows well and is easy to read.			
CI information accurately reflects a real situation.			
CI meets 3 page limitation			
Free of grammar, punctuation, & spelling errors.			
Written in past tense			
OVERALL ASSESSMENT			
For each item, place a check mark in the appropriate column. For both 'minor' and 'major' revisions, provide specific recommendations that must be met in order for you to recommend publication.	No additional revisions are needed before a publication decision can be made.	Minor revisions are needed before acceptance decision can be made	Major revisions are needed before publication decision can be made.
Critical Incident:			
Comments			



TEACHING NOTE			
Criteria	Yes	No	Comments
Critical Incident Overview identifying the salient points of the CI.			
Critical Incident overview identifies courses in which the CI could be used.			
Critical Incident overview states whether the CI is decision or descriptive.			
List of learning objectives [what the student will be able to do] NOT teaching objectives.			
Learning objectives are appropriate for the focus of the CI.			
Statement on whether or not the CI is disguised. If the later, states how.			
Overview of extent of the fieldwork conducted [if applicable]			
List of questions for students to answer.			
Questions are appropriately rigorous for the stated learning objectives.			
Restatement of each question with answer.			
Answers provide a substantial response, including use of applicable theories, formulas, laws, etc. [A non-expert could use the answers to assess the students' response]			
Developing responses to the questions will help students understand and/or apply concepts, theories, and techniques appropriate to the courses identified.			
General Discussion section [Is optional – contains class activities, class discussion points, etc.]			
Epilogue			
Additional Pedagogical Materials provided. If, yes, they are relevant to the desired learning.			
References are provided.			
OVERALL ASSESSMENT			
For each item, place a check mark in the appropriate column. For both 'minor' and 'major' revisions, provide specific recommendations that must be met in order for you to recommend publication.	No additional revisions are needed before a publication decision can be made.	Minor revisions are needed before acceptance decision can be made	Major revisions are needed before publication decision can be made.
Teaching Note:			
Comments:			

## SCR OFFICERS AND BOARD MEMBERS: 2012-2013

### President:

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### Immediate Past President:

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