

Society for Case Research Newsletter

Fall 2014

President's Letter

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The Society is only as good as the contributions made by the membership. Your society needs you to step up and get involved. There are many areas where we can use your assistance, some which take very little of your time, while others may take a little bit more. The opportunities are endless, and include:

- ✓ Serving on a committee for the Society. These committees include the Nominating Committee, Publications Committee, Membership Development & External Relations Committee, and other special committees that may be needed.
- ✓ Serving on the Board of Directors. There are positions for at-large members of the Board of Directors. If you want to contribute to the organization this is a great place to start. Serving as the Chair of the Spring Conference. This role, which is actually the Vice President-Program, coordinates the Spring conference in Chicago. We have started selecting this person two years in advance so there is a overlap before your year arrives.
- ✓ Serving as the Chair of the Summer Workshop. This is the Vice-President-Workshop. This person coordinates the Summer workshop. Serving in this capacity would require some support from your institution.
- ✓ Serving as a reviewer for one of our publications. The editors are often looking for reviewers to review the critical incidents/cases that are submitted for publication. The role of the reviewer is critical to our being able to put out professional journals.

✓ You can go to the member's only area of the website and read job descriptions. If you are interested in serving in any capacity, or wish to lend your skills to an area that I didn't mention, please contact me or any of the Board Members. It is through your participation that we will be able to continue doing the great work of the Society of Case Research.

I'm looking forward to seeing you in Chicago. Please don't hesitate to contact me if you have any questions or need assistance in any area.

JV

Summer 2014 Workshop Recap:

The 36th Annual Society for Case Research Summer Case Writing Workshop was held on July 10-12, 2014. Let's thank Cara Peters and the Winthrop University College of Business for helping to make the Summer 2014 workshop a success. The event depends on the host campus and the organizer working to support our organization.

As usual the workshop was a great opportunity to collaborate in case writing scholarship. Publication in the *Journal of Case Studies* requires attending a workshop where you get collegial, but extensive and detailed feedback. You leave the workshop with suggestions for change which you incorporate before starting the process of blind reviews. This last summer was a unique opportunity to visit a beautiful campus and to get a face-to-face peer review.

There was a great turnout this year with a total of 57 attendees from across the nation who presented their case studies on various companies. The broad and diverse geographic scope of our membership can be seen by noting scholars came from a variety of universities, including:

- ✓ Idaho State University
- ✓ East Carolina University
- ✓ Tulane University, and
- ✓ Texas A&M at Tyler

There were many great cases, but here are some that focused on corporations you might recognize:

- **Chipotle** and issues related with its supply chain
- **T-Mobile** and its merger with **Metro-PCS**
- **Starbucks** and its operations in India
- **Carolina Ingredients** and its information systems

The workshop included several opportunities to socialize and get to know colleagues from across the country. Families and faculty toured the NASCAR Hall of Fame in downtown Charlotte.

If you haven't participated in a workshop or it's been a while, consider writing a case for the next summer workshop. The announcement is listed in this newsletter.

Save the Date! Summer 2015 Case Writing Workshop

37th Annual Summer Case Writer's Workshop

Lipscomb University in Nashville, TN

July 9--12, 2015 Call for Cases and Participation

Come join us on the campus of Lipscomb University in Nashville, TN. Our campus is located about 11 miles from Nashville International Airport and 3 miles from downtown. Participants and authors should plan to attend the entire period of the conference. In addition to presenting your case, you will attend each of the sessions serving as a scribe, discussant or chair. Look for the submission deadlines and call for papers in your inbox later this fall.

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 before the workshop and come prepared to offer constructive feedback and suggestions on how a case and accompanying teaching note might be improved.

2015 Summer Workshop Continued:

YOU DO NOT HAVE TO SUBMIT A CASE TO ATTEND.

Individuals interested in exploring case writing and peer-reviewed scholarship and research are encouraged to attend. The workshop will also include a preconference workshop 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.

CONTACT

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FIND INSPIRATION

Find Inspiration: Find inspiration for cases by talking to businesses, listening to student work experiences or solving problems in your role as a community volunteer. Or find inspiration researching secondary sources. Keep it real. The SCR does not publish fictitious cases.

Manuscript Guidelines: The best place to start whether you are a new or experienced case writer is with the manuscript guidelines at the organization's Internet site. Check out the details with the link below.

http://sfcr.org/docs/SCR_Manuscript_Guidelines_for_Authors.pdf

JOIN US AT THE ANNUAL MEETING IN CHICAGO MARCH 2015 Held in Conjunction with the MBAA

Society for Case Research

2015 Annual Meeting – Palmer House - Chicago

March 25-27, 2015

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)

Submission Deadline: The deadline for submissions is October 17, 2014. Authors will be notified about the status of their submission(s) by November 28, 2014.

The following types of submissions are invited.

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

Critical Incidents: 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 or library research. Incidents must be submitted with a Teaching Note. Following the conference, critical incidents may be revised and resubmitted. These resubmissions then undergo a double-blind review process for possible publication in the Journal of Critical Incidents.

Panels. 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. 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 experienced 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. 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.

Manuscript Guidelines: Specific guidelines for writing cases and teaching notes are available on the SCR Web site at <http://www.sfcr.org>. 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.

SCR Annual Business Meeting. Sign up for the SCR lunch when you register for the conference. 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. 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.

MBAA Opportunities. The MBAA meeting brings together several organizations. This is one meeting where you can join the SCR and also present discipline-specific papers. Check out the list at the MBAA site.

http://mbaainternational.org/pro_divChairs.php

Hotel and Entertainment: Besides a great conference, in a great city (Chicago), at a great hotel (The Palmer House at the conference rate announced soon) – you’ll get two incredible nights of entertainment including Beatles Tribute band on Wednesday night and the Blues Review on Thursday.

Track Chair And Submission. A thanks to Craig Davis for his service to the organization as this year’s annual meeting track chair. Below is his contact information.

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Board of Directors and Officers

Use the link below to contact your officers or board of directors.

<http://sfcr.org/docs/officers.pdf>

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.