

# Society for Case Research Newsletter

Winter 2014

[www.sfcr.org/](http://www.sfcr.org/)

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*Welcome to the Windy City! MBAA March 26-28*

*at the Palmer House*

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## **President's Message**

We are a couple of weeks from our conference in the Windy City. Hope to see you all there. The MBAA schedule is posted at and it is included in this Newsletter.

[http://www.mbaainternational.org/pdf/MBAA%20Program%202014\\_FINAL%20to%20P%20OST.pdf](http://www.mbaainternational.org/pdf/MBAA%20Program%202014_FINAL%20to%20P%20OST.pdf). We hope that you have made your reservations for travel, hotel and the conference.

Joe Thomas, our Program Vice-President, sent out critical incidents, embryos and papers for you to develop your remarks as scribes, chairs and discussants. You also received the guidelines for participants to help you prepare.

The Annual Meeting is a wonderful time to get reacquainted with people you have not seen, meet new people, and find potential research or case writer partners. On Thursday, March 27, we will have the SCR luncheon, La Salle room, 7<sup>th</sup> floor. We hope that you will join us. For those of you who are new, this is an opportunity to mix with people who are active in SCR and learn more about us as an organization. When you register for the conference, make sure that you select and pay for the lunch. It is only an additional \$25, the food is very good and the company is even better!

Hope to see you very soon at the Palmer House Hilton March 26 – March 28<sup>th</sup>.

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 Date!

### MBAA Annual Meeting

*March 26-28*

*Chicago, Illinois*

*The Palmer House*

### 36<sup>th</sup> Annual Summer Workshop

*Winthrop University*

*Rock Hill, South Carolina*

*July 10--12, 2014*

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## Do Your Dues

Support for the SCR comes from your participation and dues. The SCR supports research and publication with three refereed scholarly journals including the Business Case Journal, Journal of Case Studies and Journal of Critical Incidents.

Members participate by attending meetings and interacting with other scholars to better develop case study research. The upcoming annual meeting held in conjunction with the MBAA is just one example where authors receive detailed and helpful feedback to help improve manuscripts for publication.

The dues you pay support the infrastructure of the organization, its activities and journals. Your \$50 a year benefits you by providing quality publication opportunities. Just as important, the organization offers authors a unique, collegial environment to learn case writing or, for experienced authors, hone your craft.

Join us now as a new member or renew if your membership lapsed.

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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 PROGRAM 2014

## WEDNESDAY

### Wednesday 1:30-2:45 p.m. LaSalle 1, 7<sup>th</sup> Floor

Theme: Critical Incident Presentations

Chair: Karen Berger, Pace University

Scribe: Tim Brotherton, Ferris State University

Discussants: Ann Hackert, Idaho State University

Kay Hodge, University of Nebraska at Kearney

Smile Train Donors *NOT* Smiling?

Cheryl B. Ward, Middle Tennessee State University

Diane R. Edmondson, Middle Tennessee State University

Winnebago's Use of LIFO

Karen M. Foust, Tulane University

Michael H. Hogg, Tulane University

Christine P. Smith, Tulane University

Telecommuting: A Bust or a Boom

John D. Veal, Webster University

### Wednesday 1:30–2:45 p.m. LaSalle 2, 7<sup>th</sup> Floor

Theme: Embryo Case Presentations

Chair: Marianne Collins, Winona State University

Scribe: Roy Cook, Fort Lewis College

Discussants: Joanne Tockle, Idaho State University

Steve Ellis, Hanover College

Adding Mathematical Statistics to the Auditor's Tool Box

Eddward Herron, University of Wisconsin – LaCrosse

Jack Knorr, Baylor University

Joseph Kastantin, University of Wisconsin – LaCrosse

Keystone Business Administration Institute: A Case Study in Failed Entrepreneurship

Robert Edmonds, SUNY Maritime College

Don't Waffle When Faced with a Tipping Point!

David Jenkins, Entrepreneur

Harsha Desai, Loyola University of Maryland

Kiran Desai, Louisiana Tech University

### Wednesday 3:00-4:15 p.m.. LaSalle 1, 7<sup>th</sup> Floor

Theme: Critical Incident Presentations

Chair: Diane R. Edmondson, Middle Tennessee State University

Scribe: Marianne Collins, Winona State University  
Discussants: Cheryl B. Ward, Middle Tennessee State University  
John Veal, Webster University

Gold Peak Tea: Social Media Promotion Gone Wrong  
Karen Berger, Pace University  
David Fleischmann, Pace University

Mortgage Concentration Risk in a Small Depository Institution  
Robert Tokle, Idaho State University  
Joanne Tokle, Idaho State University

Too Big for His Britches  
Kay Hodge, University of Nebraska at Kearney  
Donald A. Carpenter, Colorado Mesa University

**Wednesday 3:00-4:15 p.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Sambhavi Lakshminarayanan, City University of New York  
Scribe: Ann Hackert, Idaho State University  
Discussants: Harsha Desai, Loyola University of Maryland  
Jeff Totten, McNeese State University

Refuge: A Place of Safety or Danger  
Timothy A. O. Redmer, Regent University

Hey! Worm!  
Frank Dattilo, Elmhurst College  
Elyse Jacks, Elmhurst College  
Sondra Simpson, Elmhurst College

Chennai Super Kings: Growing a Global Sports Brand  
Joffi Thomas, Indian Institute of Management Kozhikode  
Biswarup Saha, Indian Institute of Management Kozhikode  
Chandrasekhar Satpathy, Indian Institute of Management Kozhikode

**Wednesday 4:30-5:45pm LaSalle 3, 7<sup>th</sup> Floor**

Society for Case Research Board Meeting  
Chair: Karen Berger, Pace University

## THURSDAY

### **Thursday 8:00-9:00 a.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: Panel Discussion: Secrets to a Successful Conference Experience

Panel Members: John Veal, Webster University  
Ann Hackert, Idaho State University  
Cara Peters, Winthrop University

### **Thursday 8:00-9:00 a.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Poonam Arora, Manhattan College  
Scribe: Donna Smith, Ferris State University  
Discussants: Roy Cook, Fort Lewis College  
Gabriele Lingenfelter, Christopher Newport University

Datsun Returns: Reviving an Abolished Brand for Select Global Markets  
Nakato Hirakubo, Brooklyn College  
Craig Davis, Ohio University

American Textbooks: Buying Strategies and New Business Models  
Parag Dhumal, University of Wisconsin-Parkside  
Michele Gee, University of Wisconsin-Parkside  
QiZou, University of Wisconsin-Parkside

### **Thursday, 8:00-9:00 a.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Embryo Cases  
Chair: Steve Ellis, Hanover College  
Scribe: Andrew Borchers, Lipscomb University  
Discussants: Patrick Schultz, University of North Dakota  
Tracy Blasdel, Rockhurst University

Is It OK to Bid Again?  
Britt McKinley Shirley, The University of Tampa

As the World Churns: Food Network and Butter Wrapper Protest to Save Paula Deen  
Amanda J. Weed, Ohio University

### **Thursday 9:15-10:30 a.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: The Faces of Facebook: Critical Incidents  
Chair: Robert Edmonds, SUNY Maritime College  
Scribe: Wesley Bily, Elmhurst College  
Discussants: Nicolette Avery, Elmhurst College  
Robert Mittelman, Carleton University

Social Media, Free Speech, and Discipline

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

Facebook  
Joseph Younkin, Christopher Newman University  
Gabriele Lingenfelter, Christopher Newman University

In Your Face(book): Social Media and Unfair Labor Practices  
Janell Kurtz, St. Cloud State University  
Elaine Davis, St. Cloud State University

**Thursday 9:15-10:30 a.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Panel: The Presentation and Publication of Critical Incidents  
Panel Members: Tim Brotherton, Editor, *Journal of Critical Incidents*  
Tim Redmer, Associate, Editor, *Journal of Critical Incidents*  
John Veal, Chairman, SCR Publications Committee  
Joe Thomas, Reviewer, *Journal of Critical Incidents*

**Thursday 9:15-10:30 a.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Joffi Thomas, Indian Institute of Management Kozhikode  
Scribe: Jeff Totten, McNeese State University  
Discussants: Britt Shirley, University of Tampa  
Mike Stellern, Rockhurst University

Balancing Business Needs with Protecting Corporate Culture  
Tracy Blasdel, Rockhurst University  
Jeremy O'Connor, Rockhurst University

Easy Money: An Ethical Dilemma  
Susan Tyler, Elmhurst College  
Sondra Simpson, Elmhurst College

Should I Report Him?  
Nanette Clinch, San Jose State University  
Asbjorn Osland, San Jose State University  
Natalie Carboni, San Jose State University  
Pamela Wells, San Jose State University

**Thursday 10:45-12:00 p.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Harsha Desai, Loyola University of Maryland  
Scribe: Kay Hodge, University of Nebraska at Kearney  
Discussants: George Whaley, San Jose State University  
Eddward Herron, University of Wisconsin - LaCrosse

The Human Side of Logistics

Poonam Arora, Manhattan College  
Peter Hanges, Manhattan College  
Tina Nitis, Manhattan College  
Anthony Bruzzone, Manhattan College

Diversity Challenges at Eastern University  
Shirley Wilson, Bryant University  
Harsh Luthar, Bryant University

Harassment: I've Left, Do I Still Come Forward?  
Jennifer Cordon Thor, Oakland University  
Lizabeth Barclay, Oakland University

**Thursday 10:45-12:00 p.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Neil Tocher, Idaho State University  
Scribe: Tracy Bladel, Rockhurst University  
Discussants: Britt Shirley, University of Tampa  
Patrick Schultz, University of North Dakota

Skyline's Windscape  
Lisa Lindgren, St. John's University

Sensemaking: Is She Crafting a Hobby or a Business  
Donna Smith, Ferris State University  
Timothy Brotherton, Ferris State University

First Katrina, Now This: The Times-Picayune Downsizes  
Jeff Totten, McNeese State University  
Craig Davis, Ohio University

**Thursday 10:45-12:00 p.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Cara Peters, Winthrop University  
Scribe: Joffi Thomas, Indian Institute of Management Kozhikode  
Discussants: J. David Hunger, Saint John's University  
Elizabeth Jones, Notre Dame of Maryland University

Tattoos in the Workplace  
Asbjorn Osland, San Jose State University  
Nanette Clinch, San Jose State University

An Unforeseen Christmas Crisis  
Wesley Bily, Elmhurst College  
Amanda Grenier, Elmhurst College  
Edward O'Connor, Elmhurst College  
Sondra Simpson, Elmhurst College

KIVA Zip: Mission Drift or Niche Extension  
Robert Mittelman, Carleton University

**Thursday 1:30-2:45 p.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: Panel: Teaching with Cases: Problems and Solutions  
Panelists: J. David Hunger, Saint John's University  
Roy Cook, Fort Lewis College  
Robyne J. Hart, Associated Colleges of the Midwest

**Thursday 1:30-2:45 p.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Edwin Portugal, State University of New York at Potsdam  
Scribe: George Whaley, San Jose State University  
Discussants: Kelly Trusty, Trine University  
Joseph Kastantin, University of Wisconsin - LaCrosse

High Heels and Low Morale  
Poonam Arora, Manhattan College

Breadmaking 101: Pricing for Profits  
Ann Hackert, Idaho State University

Taking the Ire Out of anirate Customer  
Marianne Collins, Winona State University

**Thursday 1:30-2:45 p.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Carolyn Predmore, Manhattan College  
Scribe: Janet Rovenpor, Manhattan College  
Discussants: Neil Tocher, Idaho State University  
Amanda Weed, Ohio University

What Is the Right Deferral Period for MSM and Blood Donations?  
Asbjorn Osland, San Jose State University

Inventory Management at the Theme Park: Am I Prepared for the Unexpected?  
David Baker, University of Central Missouri  
Eric Nelson, University of Central Missouri  
Matthew VanSchenkof, University of Central Missouri  
Jessica Cox, University of Central Missouri

*Rolling Stone* and the Boston Bomber: Savvy Marketing, Social Irresponsibility or Both?  
Barbara Schuldt, Southeast Louisiana University  
Jeff Totten, McNeese State University

**Thursday 3:00-4:15 p.m. LaSalle 1, 7<sup>th</sup> Floor**



Theme: Critical Incident Presentations  
Chair: Lisa Lindgren, St. John's University  
Scribe: Susan Tyler, Elmhurst College  
Discussants: Denise Oas, University of Central Missouri  
Jennifer Cordon Thor, Oakland University

A Hasty Firing and an Angry Client  
Sambhavi Lakshminarayanan, City University of New York  
Evelyn Maggio, City University of New York  
Savita Hanspal, College of St. Rose

Ryan Braun's Suspension  
Britt Shirley, University of Tampa

A Leave of Absence Gone Wrong  
Nicolette Avery, Elmhurst College  
Kelsey Schnabl, Elmhurst College  
Soni Simpson, Elmhurst College

**Thursday 3:00-4:15 p.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Paper and Critical Incident Presentations  
Chair: Wesley Bily, Elmhurst College  
Scribe: Eric Nelson, University of Central Missouri  
Discussants: John Vitton, University of North Dakota  
Fredricka Joyner, Indiana University East

Cases on Minority and Women-Owned Businesses: An Update  
Jeff Totten, McNeese State University  
Rasheek Irtisam, McNeese State University

Strategic Consumer Choice: A College Student's Dilemma  
Parag Dhumal, University of Wisconsin-Parkside  
Michele Gee, University of Wisconsin-Parkside  
Qi Zou, University of Wisconsin-Parkside

One Fell Off the Roof  
Carolyn Predmore, Manhattan College

**Thursday 3:00-4:15 p.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Nicolette Avery, Elmhurst College  
Scribe: Jeffrey Miller, Sam Houston State University  
Discussants: Andrew Borchers, Lipscomb University  
Bonnie Leonhardt, University of Northwestern Ohio

Who's Working When?  
Matthew VanSchenk Hof, University of Central Missouri  
David Baker, University of Central Missouri

Jessica Cox, University of Central Missouri

Gridlock at Bay Gray, Inc.  
George Whaley, San Jose State University

Who Made The Nachos?  
Ed Leonard, Trine University  
Roy Cook, Fort Lewis College  
Reed McKnight, University of New Mexico  
Kelly Trusty, Trine University  
Lori Leonard, Indiana University Purdue University Fort Wayne

## **FRIDAY**

### **Friday 8:00-9:15 a.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Qi Zou, University of Wisconsin-Parkside  
Scribe: Bonnie Leonhardt, University of Northwestern Ohio  
Discussants: Fredricka Joyner, Indiana University East  
Diane Magary, Hanover College

Send Him with Todd  
Kay Hodge, University of Nebraska at Kearney  
Donald Carpenter, Colorado Mesa University

What Shall We Do About the Cooks?  
Elizabeth Jones, Notre Dame of Maryland University  
Anthony Mento, Loyola University Maryland  
Elida Lynch Loyola University Maryland

Kikkoman and Its CSR in Japan  
Kaori Takano, Fort Lewis College  
Suzanne Wilhelm, Fort Lewis College

### **Friday 9:30-10:45 a.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Janell Kurtz, St. Cloud State University  
Scribe: Mallori Kleeman, Elmhurst College  
Discussants: Eric Nelson, University of Central Missouri  
Joanne Togle, Idaho State University

Return Fraud  
Roy Cook, Fort Lewis College  
Reed McKnight, University of New Mexico

AGRANA's Joint Ventures  
Karen Foust, Tulane University  
Michael Hogg, Tulane University

Mengqi Yu, Tulane University

The Case of a Misclassified Cash Flow: Does It Matter?

Jeffrey Miller, Sam Houston State University

Joseph Kavanaugh, Sam Houston State University

**Friday 9:30-10:45 a.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Panel: Getting Involved in Society for Case Research

Panel Members: John Veal, President Elect, Webster University

Kay Hodge, Past President, University of Nebraska at Kearney

Joe Thomas, Program Chair, Middle Tennessee State University

**Friday 9:30-10:45 a.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations

Chair: Joseph Younkin, Christopher Newman University

Scribe: Britt Shirley, University of Tampa

Discussants: Cara Peters, Winthrop University

Tim Brotherton, Ferris State University

Using the Boston Consulting Group Portfolio Matrix to Analyze Management of a Business Undergraduate Student Program at a Small Liberal Arts University

Dennis Debrecht, Carroll University

Michael Levas, Carroll University

The Fight Heard Around the World

Joseph Infusino, Elmhurst College

John Eliades, Elmhurst College

Eastman Kodak: Facing Disruptive Technological Change

John Vitton, University of North Dakota

Patrick Schultz, University of North Dakota

Nikolaus Butz, University of North Dakota

**Friday 11:00-12:15 p.m. LaSalle 1, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations

Chair: Cheryl Ward, Middle Tennessee State University

Scribe: Dennis Debrecht, Carroll University

Discussants: Amanda Weed, Ohio University

Elizabeth Jones, Notre Dame of Maryland University

Secrets, Secrets Are No Fun Unless You Share with Everyone

Mallori Kleeman, Elmhurst College

Moshin Haque, Elmhurst College

Life in the Dragon's Nest: Talent Management at Shanda Games

Bonnie Leonhardt, University of Northwestern Ohio

Peeling the Cultural Onion on the German Approach to Business  
Fredricka Joyner, Indiana University East  
Eric Nelson, University of Central Missouri

**Friday 11:00-12:15 p.m. LaSalle 2, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Kiran Desai, Louisiana Tech University  
Scribe: Diane Edmondson, Middle Tennessee State University  
Discussants: David Baker, University of Central Missouri  
John Riddick, Hanover College

On the Edge  
Neil Tocher, Idaho State University  
Alexander Bolinger, Idaho State University

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

Coca Cola's Public Relations Nightmare  
Janet Rovenpor, Manhattan College  
Rose Klimovich Manhattan College

**Friday 11:00-12:15 p.m. LaSalle 3, 7<sup>th</sup> Floor**

Theme: Critical Incident Presentations  
Chair: Craig Davis, Ohio University  
Scribe: Joseph Infusino, Elmhurst College  
Discussants: Shirley A. Wilson, Bryant University  
Janet Rovenpor, Manhattan College

Healthcare.gov Website Failure  
Kevin Huggins, US Military Academy  
Andrew Borchers, Lipscomb University  
Jeff Crawford, Lipscomb University

Leadership Transition at Microsoft  
Patrick Schultz, University of North Dakota  
Duane Helleloid, University of North Dakota

The Family Business: To Join or Not to Join  
Edwin Portugal, State University of New York at Potsdam  
Jacinto Gavino, Asian Institute of Management  
Miguel Suarez, Asian Institute of Management

# **36th Annual Summer Case Writer's Workshop**

**Winthrop University**

**Rock Hill, South Carolina**

**July 10---12, 2014**

**Call for Cases**

## **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](mailto:petersc@winthrop.edu) by May 31, 2014.

### **Casewriter Q&A**

#### **Q: Other meetings don't have scribes so why does the SCR?**

**A:** The role of the scribe is to help authors clarify which comments and suggestions for change they need to implement before sending the manuscript back for the first round of blind reviews. The SCR meeting format is unique because it offers you a first round of reviews face-to-face. This means you can ask questions, get clarification and find out how to improve your work for publication. Based on a collaborative consensus of discussants, authors and those in the session, authors receive a list of "must do" items and many broader suggestions. This first review can be rigorous, but the SCR philosophy is that discussants work to provide helpful and collegial feedback. The goal is to get work publication-ready. The scribe takes notes and authors receive a copy to take home. The notes are also provided to the journal editors who will want to see you incorporated and responded to comments in this first round of evaluation.

#### **Q: When do I need to get a company or individual to sign a case release?**

**A:** Decisions based on field research need a signed release for publication, but it is best if you communicate to your research subject that nature and scope of your work so they understand how it will be disseminated. The authors should share the case or critical incident with the subject or the appropriate person in an organization. Authors do not need to share the teaching note with the company or individual. Case subjects may decide they would like their identity disguised and that should be accommodated by authors.

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