

SCR News

Society for Case Research Newsletter

Editor: Jeff W. Totten

Spring 2000

President's Letter

The Society for Case Research gives our members many opportunities to participate in case writing and case teaching. Two of these opportunities have deadlines approaching soon.

First the SCR annual meeting will be held in conjunction with the Midwest Business Administration Association in Chicago, Illinois, at the Palmer House hotel from March 1 until March 3. Jim Camerius, our program chair, assures me we have an excellent program planned. We have great papers, great panels, and some great critical incidents in our program. Please plan to attend the MBAA meeting.

Second, the SCR Summer workshop is quickly approaching. John Venable has an excellent workshop planned for us on June 15 – 17, 2000. Our summer workshop, of which many of you have been a part in the past, is held each summer to bring together authors and potential authors of business cases. I feel this is an excellent opportunity to polish cases for publication within a helpful environment. It is also a chance to meet old friends and meet new ones. The deadline for the initial draft is April 30th.

If you have any questions or concerns regarding the Society, please feel free to contact me. We will be having our annual business meeting at the MBAA conference on Friday, March 3 at 8:00 a.m. and I encourage all of you to attend.

I look forward to seeing you in March (and June).

Jeryl L. Nelson, SCR President, Wayne State College

NEW CASE JOURNAL: *The Institute of Finance Case Research*

Began publication Fall 1999; published semiannually; website: <http://members.visi.net/~stre/ifcr.html>

Contact Dr. Robert Stretcher, IFCR, School of Business, Department of Banking & Finance, Hampton University, Hampton, VA 23668, (757) 727 - 5605, stre@visi.net.

-- George Webster, St. Joseph's University

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Websites: www.sfcr.org and www.bci.org

CHANGE OF ADDRESS:

Professor Jon Rakich has moved from the University of Akron to Indiana University Southeast. His new address is:

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SCR's Summer 2000 Workshop Coming Up!

You are invited to attend the 22nd annual summer Case Writers' Workshop on the campus of Samford University, June 15-17, 2000. The workshop is held each summer on a college campus to bring together authors and potential authors of business cases. Workshop sessions extend over two days and allow participants to work in small group sessions, discussing and critiquing business cases. Participants rotate between sessions and discuss cases from multiple disciplines with faculty from various areas of business. The atmosphere is collegial with an emphasis on helping each author strengthen his/her case in preparation for use in the classroom or for publication. Cases presented at the workshop are also eligible for submission to *Annual Advances in Business Cases* or the *Business Case Journal*, both refereed publications sponsored by Society for Case Research.

Workshop participants will become part of a network of case writers, sharing insights into the types and uses of cases, selecting case situations, developing case writing skills, and preparing case teaching notes. Cases are encouraged in the areas of accounting, policy/strategy, economics, ethics, finance, human resources, information systems, law, marketing, organizational behavior, production/operations, social responsibility, transportation/logistics, small business, not-for-profit entities, and related business issues. A limited number of participants may register as observers.

The workshop begins with a dinner and orientation on Thursday, June 15, 2000, and continues through lunch on Saturday, June 17, 2000. All sessions will be at Samford University, which is located in Birmingham, Alabama, just south of the downtown area.

Registration for the workshop will be \$185.00 for SCR members. Registration includes most meals, breaks, and a double-occupancy dorm room. Friday night dinner and entertainment, single-occupancy lodging, guest lodging, and guest meals are available at extra cost. Participants who are not members will be expected to join SCR (\$30). There are several hotels and motels within a short driving distance for participants who prefer to make their own arrangements.

The initial draft of your case and teaching note will be due **Sunday, April 30th**. For registration information and a workshop preparation packet, please contact:

Professor John Venable, Samford University, School of Business, 800 Lakeshore Drive,
Birmingham, AL 35229-2306, (205) 726 - 2985, e-mail: jmvenabl@samford.edu.

A REMINDER FROM OUR SECRETARY-TREASURER:

Have you paid your membership dues for 1999-2000? The SCR year is established in our by-laws and runs from MBAA Chicago meeting to MBAA Chicago meeting (roughly March 1999 to March 2000). Annual dues are \$30 per year. Foreign members are requested to make payment in U.S. dollars if possible.

Please send your dues and any change of address information, including new phone numbers or e-mail addresses, to the Society for Case Research, c/o Fred Hebein, Secretary-Treasurer, College of Business & Public Administration, California State University, 5500 University Parkway, San Bernardino, CA 92407-2397. If you have any questions, please e-mail me at fhebein@csusb.edu.

AN UPDATE ON THE BUSINESS CASE JOURNAL:

All of Volume 5 (two issues combined) and half of Volume 6 are in press with no promised publication date; however, we hope to have Volume 5 out by spring. You may check the website at www.bcj.org for a list of cases that have been accepted.

Grant Lindstrom has been named Associate Editor, so all new case submissions should be sent to him. Any cases sent to me will be forwarded to Grant. Our pipeline is quite full and I am working on cleaning up the backlog of cases, so that the second half of Volume 6 and Volume 7 can be assembled.

Peter Goulet, Editor, *Business Case Journal*, University of Northern Iowa

PLAN TO ATTEND THE MBAA MEETINGS IN CHICAGO IN MARCH 2000!

You are invited to attend the first meeting of the Society for Case Research in the new millenium. It will be an important opportunity to interact with others of similar interests to share ideas, receive new knowledge, concepts and techniques that will enhance case writing, research, and usage. With your interest and participation, we can make this 2000 meeting at the Palmer House Hilton a memorable and rewarding professional experience.

The schedule of SCR meetings as part of the Midwest Business Administration Association for 2000 includes:

WEDNESDAY, MARCH 1st

1:30 – 4:15 PM: SCR Board of Directors Meeting (Jeryl Nelson, Wayne State College, Presiding)

THURSDAY, MARCH 2nd

9:15 – 10:30 AM Case Issues in the New Millennium

10:45 – 12:00 PM Sharpening Realism and Practicality in Education: Cases and More (Panel Discussion)

1:30 – 2:45 PM Critical Incidents, Session 1

3:00 - 4:15 PM Critical Incidents, Session 2

4:20 – 5:00 PM Annual MBAA Meeting

FRIDAY, MARCH 3RD

8:00 – 9:15 SCR Annual Business Meeting

9:30 – 10:45 AM Contemporary Issues in Casewriting

11:00 – 12:15 PM The Dos and Taboos of Writing International Cases: Experiences from France and China (Panel Discussion)

1:45 – 3:00 PM New Horizons in Casewriting and Instruction (Panel Discussion)

3:00 – 4:15 PM Critical Incidents, Session 3

All SCR Meetings will be on the 6th Floor of the Palmer House Hilton, Parlor G. Don't forget to include the MBAA PRESIDENT'S RECEPTION in your schedule. It's in the Palmer House Empire Room at 6:00 PM on Thursday evening. There's still time to register for these exciting and important meetings in Chicago! I hope you will be able to attend.

Jim Camerius
Northern Michigan University
SCR VP Program 2000

UPDATE ON ANNUAL ADVANCES

Another edition of *Advances in Business Cases* is in the hands of McGraw Hill/Primis. We are pleased to bring to the membership 22 fine cases in a variety of business disciplines, all of which have been through multiple thorough reviews. The acceptance rate was approximately 50%. The 1999 edition was mailed to McGraw Hill/Primis on January 3, 2000 in camera-ready format.

A very special thank you to those who took the time to review cases this year. The reviewers are a crucial element to our publication and have done a wonderful job in a very timely manner. In order to get *Advances in Business Cases* to the publisher in early January for Spring publication, authors and reviewers have rapid turnaround requests. They have met the requests every time and this is most appreciated by the case writers, the membership of the SCR, not to mention myself!

I have very much enjoyed serving as your Editor for my two-year term; you have allowed me an experience I will not forget. I have learned immensely from this experience and feel honored you have allowed me to serve as Editor for AABC. However, it is now time to pass the editorial keyboard to John Venable of Samford University. Please join me in welcoming John as our new Editor, effective March 2000.

If you have any questions, I may be reached at (970) 491-5670 or patryan@lamar.colostate.edu and John can be reached at (205) 726-2985 or jmvenable@msn.com.

Patricia Ryan, Editor, *Annual Advances*, Colorado State University

PROFESSIONAL OPPORTUNITIES

Submission Deadlines

Society for Marketing Advances Annual Conference:

Call for papers; deadline is April 3rd; conference is at the Hyatt Orlando from November 8-11, 2000. Contact Dr. Greg W. Marshall, Program Chair, University of South Florida, (813) 974 - 6181, marshall@coba.usf.edu.

Atlantic Marketing Association Annual Meeting:

Send cases and articles on case teaching to Professor Lynn Muller at Minot State University, Dept. of Business Administration, 560 University Avenue West, Minot, ND 58707-5002, (701) 858 - 3315, Fax: (701) 858 - 3127, muller@warp6.cs.minu.nodak.edu. Conference is at the Westin Francis Marion in Charleston, SC, from October 11-14, 2000. Deadline is April 10th.

Upcoming Conferences (besides those above)

- AMA Winter Educators' Conference, San Antonio, TX, February 5-8, 2000
- MBAA Annual Conference, Chicago, IL, March 1-3, 2000
- Southwest Decision Sciences Institute, San Antonio, March 15-18, 2000
- Academy of Marketing Science, Montreal, May 24-27, 2000
- AMS Multicultural Marketing Conference, Hong Kong, September 17-20, 2000
- Academy of Business Education's First Annual Meeting, Bermuda, September 22-23, 2000
- Direct Marketing Educational Foundation's Educators' Conference, New Orleans, LA, October 15, 2000

WHO TO CONTACT AT SCR

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PLEASE SHARE YOUR ACCOMPLISHMENTS!

[Editor's Note: Please respond to this request for feedback to enhance the interest in this publication.]

Name _____ Department _____
College/University _____
Street Address _____
City, State & ZIP _____
Campus Phone _____ FAX _____
Home Phone _____ E-mail _____

Describe any professional activities engaged in, awards and honors received, or suggestions for this newsletter:

Return to: Dr. Jeff Totten, Bus. Admin. Dept., Bemidji State University, Bemidji, MN 56601-2699

SCR News is published semiannually by the School of Business, Wayne State College, Wayne, NE 68787, under the direction of Professor Jeryl L. Nelson, SCR President. Editorial work is done at Bemidji State University by Dr. Jeff W. Totten.

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.