President’s Letter

The Society for Case Research (SCR) has had another very successful year advancing its initiatives.

The SCR Summer Case Writers Workshop in July 2008, held on the campus of Northern Kentucky University, attracted a good number of case writers to present their work, receive expert feedback, and prepare to revise their cases for submission to the 2008 Annual Advances in Business Cases. Vice President Ken Rhee and his capable staff from NKU put on a great program, including a memorable visit to the National Underground Railroad Freedom Center followed by a riverboat dinner-cruise on the Ohio River.

At the Business Meeting held during the workshop, members approved major changes to the Constitution and Bylaws, which had been subject to extensive discussion and revision by members of the Board of Directors during the spring. The structure of SCR and the duties of its various officers changed over a period of years, and these alterations were needed to bring the Constitution and Bylaws in line with current practice.

A committee of SCR Board Members and the editors of its three journals worked through the summer to create a new set of Publications Guidelines. These new, uniform guidelines pertain to all submissions to all SCR meetings and journals and should remove ambiguity regarding formatting requirements.

Under the editorship of Joy Benson (University of Wisconsin—River Falls), The Society is about to launch the first issue of its Journal of Critical Incidents, publishing critical incidents presented at the Annual Conference in March and subsequently revised and subjected to a blind review process. This journal will be electronically published and distributed to SCR members on a CD.

The SCR Website (www.sfr.org) is now updated to be more useful to members and others seeking to know more about SCR activities. Cases published since 2002 in Annual Advances in Business Cases and the Business Case Journal are now available in a searchable database within a special SCR member section of the website.

Plans are well underway for the 2009 Annual Conference in Chicago on March 18-20 at The Drake Hotel. Mark Bezik (Idaho State University) is serving as the Program Chair. The call-for-papers is available in this newsletter, on the SCR website, as well as being e-mailed to all SCR members and past conference attendees.

Finally, thinking further ahead, the 2009 Summer Case Writers Workshop will be held on June 25-27 on the campus of Middle Tennessee State University in Murfreesboro under the capable direction of long-time SCR member Joe Thomas.

It has been a good year for SCR. We have increased attendance at our meetings, launched a new journal, continued the strong quality standards of our existing journals, and achieved success in several other initiatives described above. I am especially grateful for all the support I have received from the Board of Directors and others involved in moving SCR along to greater accomplishments in the service of case research and writing. Their strong support and involvement has made my term as President a pleasure.

Bill Stratton (Idaho State University), SCR President
Membership Dues and Information
Dues are Due!

It is important to remember to pay your dues for membership in SCR. You need to be a member of SCR to attend and present at meetings. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Proceedings, Annual Advances, Business Case Journal and the new electronic journal, Journal of Critical Incidents. Do not pay for the proceedings again when you register for the MBAA—don’t check that box.

2. To pay online, go to https://www.scr.org/members/ and follow these directions: The Pay Dues link will bring you to the payment page. At the top, it will show when your membership expires. To make a payment, select the membership type you want, 1-year or 2-year and whether you are located in the U.S., Mexico or Canada. Click the “Pay with PayPal” button. Follow the instructions provided by PayPal and then return to the SCR site. You will need to keep your payment status active to receive information from the SCR. Those who wish to pay by check can mail it to the address on the Pay Dues page; your payment status will change once payment is received.

3. Reminder: If you did not go to the Summer Workshop, your dues are due. SCR runs on a July to July membership year. Go online or send a check to Karen Foust (see the last page of the Newsletter for her address).

Upcoming Summer Workshop Locations

- 2009: Middle Tennessee State University, Joe Thomas, June 25-27
- 2010: University of Texas at Tyler, Barbara Wooldridge, Date TBD
Journal of Critical Incidents Inaugural Issue

Be on the look-out! The first issue of the *Journal of Critical Incidents* [JCI] will arrive in October!

The second round of reviews is underway and authors should know by the middle of September if their critical incidents will be included in the inaugural issue. SCR expects an acceptance rate of around 35% for the *Journal of Critical Incidents*, based on experience with its other publications. This means that the first issue will be publishing about 13 high-quality critical incidents. The journal will be listed in the forthcoming edition of Cabell’s.

Critical incidents only will be published in the journal. Teaching notes will be placed with SCR archivist, who will make them available to publishers and instructors adopting incidents for use in texts or the classroom. This limits access to teaching notes on the part of students. Teaching notes will also be available to authors and to their promotion and tenure committees without cost. Both the acceptance letter sent to authors and the editorial page of JCI will state that the teaching note was blind peer reviewed, was an integral part of the decision to accept the critical incident, and is publically available.

Looking ahead to spring 2009, SCR invites the submission of critical incidents to the Case Research Track at the MBAA International Conference in Chicago on March 18-20 (www.mbaainternational.org). Critical incidents must be presented at this conference to be eligible for submission to JCI. Authors are encouraged to use the new guidelines for SCR publications on the SCR website to prepare their submissions. Critical incidents should be no more than seven pages, single spaced. There is no page limit for the accompanying teaching notes.

I look forward to seeing you in Chicago!

Joy Benson
Editor, JCI
Call for Papers

Society for Case Research
2009 Annual Meeting - Drake Hotel – Chicago

March 18-20, 2009

Call for Papers, Critical Incidents,
Panel Topics, Embryo Cases

The Society for Case Research (SCR) is one of eleven autonomous associations that meet together each March in Chicago for an annual conference coordinated by MBAA International. Attendees may submit papers to multiple organizations meeting at the conference (see http://www.mbaainternational.org/conf.htm for details).

Submission Deadline: October 1, 2008. Authors will be notified about the status of their submission(s) by mid-November 2008.

The following types of submissions are invited:

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

Critical Incidents that 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 bear to arrive at a course of action. Incidents must detail a real situation in a real organization and can be based on either field work or library research. Incidents must be submitted with a Teaching Note including: an Overview of the incident, Teaching Objectives, Discussion Questions (and their Answers), a General Discussion or an Additional Issues section if needed, any special teaching approaches (e.g., role playing), and an Epilogue if appropriate (see the SCR website at http://www.sfcr.org for formatting specifics). Following the conference, critical incidents are revised and undergo a blind review process for possible publication in the new SCR electronic Journal of Critical Incidents.

Panel Topics that are 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 consist of ideas, basic outlines, or initial rough drafts of cases from participants who would like to receive constructive feedback and suggestions from published 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. Guidelines for writing cases and teaching notes are available on the SCR Web site at http://www.sfcr.org Submissions will be reviewed and supportive feedback provided to authors during the conference. The authors leave prepared to write an effective case for submission to the SCR Summer Case Writers Workshop or other similar venue. This is 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.

(Call for Papers Continued on Next Page)
Submission Guidelines

Submissions must be in Microsoft Word 97 or later and are to be submitted electronically via e-mail to Mark Bezik at bezimark@isu.edu. For information, contact Mark at 208-282-4769 (phone) or 208-282-4367 (fax). For complete formatting guidelines, see the SCR Manuscript Guidelines on the website (www.sfcr.org).

To facilitate the double blind review process, authors should separately submit both a cover page and separate manuscript files for critical incidents, teaching notes, embryo cases, papers, and panel topics that do not contain information identifying the authors. Name each file with a keyword from the paper title and the file identifier (cover, ci, tn, emb, ppr, or pnl). The author’s name(s) should appear only in the cover page file.

- **Cover page** [keyword_cover] stating the title of the submission and for each author: (a) author’s name, (b) affiliation, (c) mailing address, (d) telephone number, (e) fax number, (f) e-mail address, and (g) if the author is also presenting papers at other tracks during the MBAA meeting. The contact author should be clearly identified. For a critical incident, include a listing, in descending order of importance, of up to three subject areas involved in the incident. Choose from among the following areas: Business & Society; Business Law; International Business; Finance/Investment; Accounting; MIS/Computer; Policy/Strategy; Production/OM; Ethics; Economics; Marketing; Personnel/OB; Entrepreneurship; Small Business; Non-Profit; and Other (specify).

Submissions files for critical incidents, teaching notes, embryo cases, papers, and panel topics should be labeled as follows:

- **Critical incident** [keyword_ci]
- **Teaching Note** [keyword_tn] (in a file separate from the critical incident file)
- **Paper** [keyword_ppr]
- **Embryo Case** [keyword_emb]
- **Panel Topic** [keyword_pnl]

Authors will be notified of the status of their submission(s) by mid-November 2008. For accepted papers and critical incidents, e-mailed final copies will be due early in December 2008.

Submissions must not have been presented elsewhere before the 2009 meeting or be under consideration by other conferences or journals. All author(s) must be members of SCR, and at least one must present the paper at the Chicago MBAA Conference.

**Remember to Sign Up to Attend Lunch at the 2009 Annual Meeting!**

The SCR holds an annual business meeting during lunch on Thursday in Chicago. This is a great opportunity for you to find out about new SCR initiatives and provide input and feedback to the organization. SCR works because all of its efforts focus on case research, writing, and teaching. Because the noon lunch meeting is an important part of our organization, the price you are asked to pay is supplemented by both SCR and MBAA. Sign up and pay the additional charge when you formally register for Chicago. Of course the lunch is also a great place to meet new SCR member and catch up with old friends. Don’t miss out!
You guys run a great conference,” “Thumbs up,” “I really enjoyed myself,” and “your SCR summer workshop was the best run in years!” These great comments summarize the summer 2008 workshop at Northern Kentucky University. We like to thank all the participants since without your contributions this would not have been possible.

Fifty-five case researchers and writers from across the country gathered together in Highland Heights, Kentucky in July 2008 to share their wisdom and experience in case research and writing at the summer workshop. The conference kicked off at NKU’s Metropolitan Educational Learning Services, a state-of-the-art conference center for corporate learning. The participants were greeted with a warm welcome from Dr. John Beehler, Dean of Haile/US Bank College of Business and were treated with a gourmet meal from the METS Center. The conference hotel was well received by the participants, and the transportation to/from hotels to workshop and also to the airport worked seamlessly.

Thirty-seven of cases were presented at the workshop. The cases covered a diverse range of topics from human resources, accounting, marketing, global strategy, and ethics. Many case writers received great feedback from other participants in their sessions to help them move their cases forward.

The participants were treated with some exciting adventures to help them relax and enjoy their stay at Northern Kentucky University and the Greater Cincinnati area. The tour of the National Underground Railroad Freedom Center elicited both appreciation of our past history as well as inspiration for the future from the participants (“It was a unique treat”). Afterward, the participants were treated with a mini tour of Northern Kentucky and the great skyline view of the downtown Cincinnati and the scenic view of the Ohio River. The weather collaborated and we had great weather for the riverboat cruise along the Ohio River. Many participants commented that the Freedom Center and the Riverboat cruise definitely enhanced their experience at the workshop and enabled them to form or renew relationships for future collaborations and friendship.

We also had a great silent auction at the workshop. We auctioned off some unique items and were able to raise money for the Society.

All good things must come to an end, and our workshop was no exception. As we were saying our fond farewells on the last day of the workshop, we all realized how valuable the summer workshop is in helping us become better case researchers/writers. Even more, we also realized the importance of our relationships and the Society’s role in linking us all together. So, once again, thank you for your contributions and participation in making the workshop great. Happy case writing!

Kenneth Rhee and Tracey Sigler
The Society for Case Research’s 31st Annual Summer Case Writers Workshop is planned for June 25-27, 2009 on the campus of Middle Tennessee State University (MTSU). The campus is located in Murfreesboro, TN, approximately 30 miles from Nashville. The area is well noted for Civil War battles, music, and excellent shopping and should provide many entertainment opportunities for non-participants in the workshop and vacation opportunities before and after the workshop.

**Workshop Purpose:** The primary purpose of the workshop is to develop and improve business research, case writing, and the case reviewing skills of participants. The workshop helps aspiring case writers, beginners, and experienced case writers prepare and develop cases and teaching notes for classroom use and/or publication.

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

**Case:** Case submissions must be based on real events in an actual organization, although individuals and/or the organization may be disguised to preserve anonymity.

Submissions can be a *decision case* in which the student is placed in the manager’s (decision-makers) position and asked to make recommendations appropriate to the context of the situation. *Descriptive cases* are also accepted. A descriptive case is a description of a real situation. Author(s) must present sufficient background information such that the student can evaluate how effectively the situation was managed.

Sharpen your word processors and start planning your case for 2009. The contact person is Joe Thomas, jgthomas@mtsu.edu, or 615-898-5652.
News and Updates

New Editor of SCR Newsletter

After many years serving as editor of the *SCR Newsletter*, Jeff Totten (McNeese State University) is passing the mantel to Ann Hackert (Idaho State University). Jeff started editing the newsletter in 1999. Over this time, Jeff has put together two to three issues a year, and everyone in the organization owes him thanks for the great job he has done. Ann and Jeff executed the editorial handoff by collaborating on this issue, and she is on her way to becoming an equally effective editor. Stating “I am a big fan of both the SCR and the people who belong,” Ann is pleased to increase her involvement. Jeff is continuing his active contributions as a newly elected at-large member of the SCR Board of Directors. Congratulations and thanks to both of these individuals.

President,
Bill Stratton

Silent Auction Funds Support Excellence

The Society for Case Research Excellence Fund was launched at the 2007 Annual Meeting in Chicago to add another dimension to our meetings and it has proven successful. Thanks to the proceeds generated by the generosity of our members, we have begun to build a fund to recognize excellence in case writing and research.

The first cash award was presented to Steven Cox for his critical incident, “Blood Bananas,” during the 2008 annual meeting in Chicago. At this summer’s workshop Tim Redmer received the award for his case, “The Flax Pond Cranberry Company.”

As you make plans to attend the 2009 Summer Workshop at Middle Tennessee State University, start thinking now about what you could bring to contribute to the silent auction. We hope to continue building the excellence fund through the fun and excitement that these auctions add to our meetings.
The Society for Case Research (SCR) publishes three separate journals, each with its particular purpose and audience in mind. These comprise the *Business Case Journal, Annual Advances in Business Cases*, and the *Journal of Critical Incidents*. Cases and critical incidents accepted for publication in any SCR outlet must be based on real events in an actual organization, although individuals and/or the organization may be disguised to preserve anonymity.

Cases and critical incidents appearing in all three publications are made available on the SCR website (www.sfcr.org) in a searchable database to members of SCR. They are also being made available to textbook authors and for course adoption by instructors at EBSCO Publishing, Primus (McGraw-Hill) and XanEdu.

SCR has posted a new set of publication guidelines on its website (www.sfcr.org). These guidelines are integrated so that, with a couple of duly noted exceptions, they apply to all submissions to the Annual Conference and Summer Workshop as well as submissions to any of the SCR publications (*Business Case Journal, Annual Advances in Business Case*, and *Journal of Critical Incidents*).

**Business Case Journal (BCJ)**

This journal accepts high quality case submissions from any source. The case can be a *descriptive* case portraying an organization in a way that leaves it up to the reader to decide if and what problems may exist, or it can be a *decision* case describing a situation that involves a decision point where someone in the case must take action. Cases may be researched and written based on publicly available information (newspapers, magazines, company reports, etc.) or based on personal research relying on sources inside the organization (in which case, a written release giving permission to publish the case must be received from an appropriate authority from the organization). All cases should provide sufficient details to allow students to analyze the specific situation described and make recommendations for resolution of any problems identified.

All submitted cases and their teaching notes (see the special note following) receive double blind reviews from experienced case authors. Feedback is provided to authors and, when appropriate, they have the opportunity to revise and resubmit their cases. The *Business Case Journal* is published in hard copy twice a year.

**Special Note on Teaching Notes**

All cases and critical incidents must be accompanied by a detailed Teaching Note consisting of, at a minimum, an *Overview* of the case or critical incident describing the basic situation, the issues it raises, and identifying appropriate courses for use. Several student *Learning Objectives*—those skills students should be able to demonstrate after analysis and/or discussion—should be identified. These should be followed by a series of *Questions* (together with their answers) focused on the learning objectives and indicating where appropriate theory applies to the situation described. Particular *Teaching Advice* (such as use of role playing, or a debate format, etc.) may be included when appropriate. A *General Discussion* or *Analysis* section may also be included. And finally, where known, an *Epilogue* describing the actual outcome of the situation may be included.
Annual Advances in Business Cases (AA)

The Annual Advances provides an outlet for the publication of cases following their presentation at the annual SCR Summer Case Writers Workshop. During the Workshop, case authors receive feedback from 6-8 other individuals who have reviewed the cases prior to coming to the Workshop. Those reviewing the cases include individuals from both within and outside the field to which the cases pertain. Following the Workshop, authors may revise their cases based on the feedback received and submit them to a blind review process of one or two rounds for publication in AA. Authors are, of course, also able to revise and submit their cases to other journals for publication, including the BCJ. Cases accepted for publication in AA are subsequently published in electronic format in the early spring of the year following the Summer Workshop. As is true with cases submitted to the Business Case Journal, teaching notes are required for presentation at the Summer Workshop and publication in Annual Advances (see “Special Note on Teaching Notes,” above).

Journal of Critical Incidents (JCI)

The Journal of Critical Incidents, initiated in 2008, provides an outlet for works similar to cases but that are shorter, usually less detailed and focused on more narrowly specific issues. Sometime these works are labeled short cases, case incidents, or brief cases (as they are referred to by Harvard Business Publishing). SCR has elected to refer to these as Critical Incidents to avoid their being confused with longer, and more detailed, cases.

SCR accepts the submission of critical incidents at its Annual Meeting each year, held in March or early April. The SCR is one of eleven autonomous associations that meet together at an annual conference coordinated by MBAA International. Attendees may submit papers to multiple organizations meeting at the conference (see www.mbaaconference.org/conf.htm for details).

Critical Incidents submitted at the spring conference go through a review process for publication in JCI similar to that undergone by cases at the Summer Workshop for publication in AA. The authors receive feedback during the conference and then have the opportunity to revise their work and subject it to a blind review process over the next few months. The successful outcome of this process is publication of the critical incident in the SCR Journal of Critical Incidents, an electronic journal. As with cases submitted to either the BCJ or AA, all critical incidents must be accompanied by a Teaching Note (see “Special Note on Teaching Notes,” above).

Embryo Cases

Another innovation instituted by SCR in carrying out its mission to encourage case research, writing, and teaching is the acceptance of Embryo Cases at its Annual Meeting each spring. An embryo case consists of an idea, basic outline, or initial rough draft of a case from a conference participant who would like to receive constructive feedback and suggestions from published case authors on how to turn these ideas into a publishable case. At a minimum, these submissions include an outline of the case situation and a brief description of how the author envisions using the case in class and what students can be expected to learn. Submissions are reviewed and feedback is provided to the writers during the conference. The authors leave prepared to write an effective case for submission to the SCR Case Writers Workshop that summer or to another similar venue. This is an opportunity for individuals new to case writing, or seeking input on an idea, to receive help from experienced authors and engage in a process leading to successful publication of their work.
Tim Redmer, Regent University, received the 2007 Best Case Award.

Workshop participants enjoying a meal & listening to Society news & info.
Workshop participants socializing on the riverboat cruise.

Another group socializing aboard the riverboat.
Downtown Cincinnati riverfront & the Ohio River.

Participants prepare to tour this thought-provoking museum.
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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 starting 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.