

Message from the President

Everyone had a wonderful time in Rochester last summer at the workshop. Many thanks go to Bonnie Nelson of Rochester for all her hard work – and her team was wonderful too. Makes me look forward to next summer in Missouri: George Schmelzle and Missouri State University! Prepare a case and teaching note for the summer workshop keeping in mind the submission details will be announced later in the year. The submission deadline is typically May 1, 2012 so plan your research and writing so you can submit your work and join us 2012.

I had never been to Niagra Falls and was in awe of the natural beauty. It is a stunning place. Next year, the workshop will be in July so our members are better able to attain funding for trips. America is truly beautiful and we need to take every opportunity to sample its variety. So get ready for Missouri, the show-me state.

This summer, many good cases were presented, with a lot of feedback. I can't wait for publication day. There is important news for those of you who published in the Annual Advances. That publication has a new name: the Journal of Case Studies. Leigh Cellucci is the new editor and has been working hard to get the paperwork completed for the change. In addition, the acceptance rate for the journal will differ: it will become more selective – a good thing for those of you going up for tenure and schools going up for reaccreditation.

March 28 through 30, 2012 is the MBAA meeting in Chicago at the Drake Hotel. The deadline for submitting your papers, cases, critical incidents, panels, etc. is October 21st, though it looks like you have until 5pm on the 23rd of October if you review the SCFR website. Karen Berger of Pace University is in charge of the program this year. Make plans to attend. Chicago is always a happening place!

If you are working with students, this is a great place for them to attend and learn what a collegial conference is really like. This is also the opportunity for funding our best and brightest. We will have a booth at the MBAA showcasing our journals. Many of us will be wearing our SCR polo shirts, wonderfully provided by Roy Cook, to be instantly recognizable...and spice up the place.

Many thanks to the board, to friends and colleagues. Let's make this the best year for SCR to date!

With warm regards,
Leslie A. Korb, President
Society for Case Research
Georgian Court University

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Find Us on the Internet and On Facebook

Check out the SCR on the Internet! The organizations site at <http://www.sfcr.org/> has publishing guidelines, information on all our journals and announcements for upcoming meeting deadlines and conference locations. Bookmark the site and visit publishing guidelines, sample cases and other helpful resources for writers.

You can also find the Society for Case Research on Facebook. The Society for Case Research has a new Facebook page. While SCR has had a presence on Facebook for a couple of years, we recently revamped the page to increase the functionality of the site. The new page contains photographs from past conferences and workshops. In addition, members can find reminders about upcoming workshops, conferences, and deadlines for journal submissions on the page. The page can be found at <http://www.facebook.com/home.php#!/pages/The-Society-for-Case-Research/112901055459802> <<http://www.facebook.com/home.php#!/pages/The-Society-for-Case-Research/112901055459802>> . So please come check out SCR on Facebook and feel free to post your comments on our wall. Also, don't forget to recommend the Facebook page to friends and colleagues!

Membership Dues and Information

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. You and all your co-authors must be current on your dues in order to publish in SCR publications. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Annual Meeting *Proceedings*, *Annual Advances in Business Cases*, *Business Case Journal* and the new electronic *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 <http://www.scr.org> and click on "Member Area" if you are a member or "Join" if you are not a member and follow directions. Eventually you will get to the "Pay Dues" link bringing you to the payment page. At the top, if you are a member, 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. SCR runs on a July to July membership year. Go online or send a check made payable to the Society for Case Research: If you pay by check, please make sure you send it to Karen Foust at her home address. The address is Society for Case Research, c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

Society for Case Research
2012 Annual Meeting - Drake Hotel - Chicago
March 28-30, 2012
Submission Deadline: October 21
<http://scrsubmissions.com/>

Overview: The annual meeting held each year in Chicago in conjunction with the MBAA is a great opportunity for novice and experienced case writers to present critical incidents, panel topics and embryo cases. Critical incidents are brief, three-page scenarios, shorter and more focused than a case but perfect for use in classes where faculty want to apply the real world to help students develop critical thinking skills. Teaching notes don't have a page limit and allow authors to develop ideas to help adopters more easily use the CI. Embryo cases are in initial stages so presentation helps authors get help developing a focus and making changes that can enhance your future ability to publish. Panels are also invited and often relate to topics or issues relevant to case writers, scholars and teachers.

It is important for those attending and hoping to publish in the Journal of Critical Incidents to realize there is also the expectation that you review the work of authors as a referee for the publication. The SCR provides referees with a great checklist to follow as they review. It is important to remember the JCI has tight deadlines so you need to be prepared to get your work in on time whether you are reviewing or submitting your work for possible publication.

Attendees should plan to join the SCR for our annual business meeting and luncheon. After you are notified your paper is accepted, register for the conference and be sure to add the lunch to your registration. The lunch is a great event for members providing insights and information on the many scholarly activities and publications of the SCR. Sessions and the lunch are held at the beautiful Drake Hotel.

The meeting provides a friendly, supportive atmosphere where the focus is not only on improving your work for possible publication, but also on developing ideas to enhance learning experiences for students. The groups long-time culture helped many develop case writing skills and friendships. If you are limited to one meeting a year or paying for your own travel, this meeting has great payback because it is the only route to publishing in the Journal of Critical Incidents. Join us in March! If you attended before you know what a great experience it is. If you are new to the SCR or case writing, this is a chance to enjoy a collegial atmosphere with a great group of authors and writers. Below is the call for papers.

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).
For SCR Submissions:

Submission Deadline: October 21, 2011. Authors will be notified about the status of their submission(s) by November 30, 2011. Items must be submitted by 5:00 PM (Central) on October 21.

The following types of submissions are invited:

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

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 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 may be revised and resubmitted. These resubmissions then undergo a double-blind review process for possible publication in the new SCR electronicJournal of Critical Incidents.

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 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 will be provided to authors during the conference. The authors leave the conference prepared to write an effective case for submission to the SCR Summer Case Writers Workshop or other similar venue. 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.

Submission Guidelines

Submissions must be in Microsoft Word 2000 or later and are to be submitted electronically <http://scrsubmissions.com/>. Look for a confirmation of your submission from Karen Berger (SCRChicago@gmail.com). If you do not receive a reply, be sure to contact Karen via this special email address: SCRChicago@gmail.com or phone 914-773-3716 (or 3715 for my assistant). For complete formatting guidelines, see the SCR Manuscript Guidelines on the website (www.sfcr.org).

Authors should separately submit a cover page, abstract and separate manuscript file for critical incidents, teaching notes, embryo cases, papers, and panel descriptions. **DO NOT IDENTIFY THE AUTHOR ON ANY FILE EXC. THE COVER PAGE.** 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_paper]

Embryo Case [keyword_embryo]

Panel Topic [keyword_panel]

Authors will be notified of the status of their submission(s) by approximately November 30, 2011. For accepted papers and critical incidents final revisions with abstracts will be due via e-mail early in December 2011.

Submissions must not have been presented elsewhere before the 2012 meeting or be under consideration by other conferences or journals. All author(s) must be members of SCR, and at least one author must present the paper at the Chicago MBAA Conference.

2011 Annual Meeting: Bill Stratton, recipient of the Phil Fisher distinguished service award. Award Presented by Kay Hodge, Business Case Journal editor and SCR President, 2010-2011.



The Journal of Case Studies

Hello Everyone,

As many of you know, *Annual Advances in Business Cases* is now *Journal of Case Studies*. There are a few differences regarding the journal: *Annual Advances* was published once a year and distributed to you on a CD. Now, *Journal of Case Studies (JCS)* will be published twice a year (May and November) and will be electronically available via a link that will be emailed to you at the time of publication.

Please visit the site of your journal. Go to www.sfcrcjs.org. Let us know what you think. We will be applying the SCR logo and colors soon; so, you will just see the simple blue heading now. Please register with the site (check the reviewer box, too). A note: Please do not use Internet Explorer 9 (IE9). It is new and the glitches will create problems for you. You must use Mozilla Firefox or Internet Explorer 8 (or below).

Remember, this is our first year with electronic publication; I am more than happy to answer emails and respond to your questions, etc. as need be. I would like to thank Cara Peters and Roy Cook for 'testing' the site. Hopefully, the process will be positive for all SCR folks. I think it will as Cara and Roy offered excellent ideas for us to make the site more user friendly and we have tried to anticipate questions/problems that might arise.

Otherwise, the timeline [see timeline for JCS (formerly AABC) that follows] remains the same as distributed to you at the SCR Summer Workshop 2011 in Rochester, NY.

The next page includes important information regarding the time line of the publication. Authors attending the workshop can submit cases for publication in the *Journal of Case Studies*. Whether you attended the meeting last summer or plan to attend a future one, the timeline on the following page will help you understand the publication cycle, deadlines and publication process.

Best,
Leigh W. Cellucci
Editor

Cara Peters
Associate Editor

Society for Case Research
Timeline for Case Submissions
Journal of Case Studies – 2011-2012*

June 23 - 25, 2011 Workshop at Rochester Institute of Technology

Was September 5

Changed to Sep 9

Deadline for mailing revised workshop case with teaching note for Volume 31 Annual Advances consideration. We will be emailing instructions to authors about electronic submissions. However, if you want to submit prior to our getting electronic submission site up and ready, feel free to email submission to the Editor (Leigh W. Cellucci at celluccie@ecu.edu).

September 19-26

Editor forwards cases to reviewers. If you submitted a case, you can expect to receive a case to review.

October 31

Reviewers return recommendations and comments to the Editor.

November 14

Editor forwards reviewer's recommendations and comments to the submitting author.

December 30

Deadline for authors to submit second revision of the case and teaching notes to the Editor.

January 15

Cases sent out to reviewers for second review.

February 20

Reviewers send their final recommendations and comments to the editor.

March 5

Acceptance/Rejection letters mailed to submitting author(s). In many cases, acceptance will be provisional, pending changes.

April 2

Authors submit final copy to the Editor. Cases that violate Editorial Guidelines at this point will be deferred to the next publication.

New this year:

We will be publishing two issues; however, the timeline (above) is the same for both.

Issue 1: published in May

Issue 2: published in November

Please contact Leigh W. Cellucci (celluccie@ecu.edu) or

Cara Peters (petersc@winthrop.edu) if you have any questions or if we may be of assistance.

Also, please remember to consult www.sfcr.org for AABC Resources and follow the guidelines for case submission.

- [List of Available Cases](#)
- [Sample Case \(Flax Pond\)](#)
- [Sample Teaching Notes \(Flax Pond\)](#)
- [SCR Manuscript Guidelines for Authors](#)
- [Answers to Questions about Case Writing](#)

***Note:** formerly “Annual Advances in Business Cases”

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