

**Workshop: Call for Start-Up Cases
NACRA Annual Meeting, October 19 – 21, 2017**

Start-Up Cases Workshop Submission Deadline: Noon EDT on June 19, 2017

What is a start-up case?

Like start-up businesses, these cases are in an early stage of development, similar to research-in-progress papers or posters at many academic conferences. Whereas a typical completed case is 8-10 pages of single-spaced text plus 5 or more pages of exhibits, a start-up case is no longer than 2 pages, single-spaced (see Start-up Formatting Instructions below).

At the NACRA 2016 meeting, Start-Up Cases will be discussed at the workshop from 1:00pm to 4:00 pm on Thursday, October 19, 2017.

Who should submit Start-Up Cases? This workshop aims to help new case writers who want to learn how to develop effective teaching cases and instructor manuals and experienced case writers who wish to innovate in some way, such as in a new field, or a cross-disciplinary approach to a case.

If accepted, the submission must be presented with at least one start-up author in attendance. Thus, *in submitting your start-up cases, you are committing to having at least one author attend the NACRA conference and to participate in the workshop discussions from 1 to 4pm on Thursday, October 19, 2017.*

Topics

Start-up cases may deal with any topic in an academic discipline where dynamic classroom discussion would be useful. Although most cases presented at NACRA address business functional areas, case ideas are invited and encouraged from other areas and disciplines, including but not limited to education, law, social work, and healthcare administration or policy.

“Armchair” or fictitious cases are not permitted. Start-up cases must be original work based on real events, real people, and real organizations, and must not have been previously published or accepted for publication elsewhere (in journals, books, or online).

Start-Up Cases Submission Instructions

Submitted start-up cases may not be under simultaneous review for other conferences or publications.

Maximum submission length is two pages. Submit in .doc or .docx format only.

It is important to format your Start-Up Case Proposal according to the following guidelines: One inch margins all around, single-spaced, 11 point font, Times New Roman, 2 pages maximum. **Please use the Start-Up Case Workshop Template found on the next page, below.**

Save your 2 page .doc or .docx file as “17 NACRA start-up <your last name>.docx”

**Submit your proposal directly to startupcasesnacra16@gmail.com
(Please do NOT use personal email accounts to submit 2-page proposal).**

Inquiries regarding the Start-Up Case Workshop session can be directed to Cynthia Ingols, cynthia.ingols@simmons.edu or to NACRA 2017 Program Chair Chris Cassidy, cassidy@shsu.edu with “2017 NACRA Start-Up” in the subject line.

Format for two-page submission:

NACRA 2017 Start-Up Cases' Workshop

Case Working Title

Case Author 1, Affiliation

Case Author 2, Affiliation

(etc.)

Corresponding Author

Affiliation, address

Email, telephone

Target Course: Indicate Graduate or Undergraduate and title of course where case would be taught; pick one course, even if you think it might be taught in multiple courses.

Industry: indicate industry (banking, retail, health care etc.)

Data Sources: Highlight all that apply:

Library Research Interviews Consulting Personal Experience

Prior Cases: Highlight all that apply:

I am a complete “newbie” when it comes to writing cases.

I have presented cases at NACRA before.

I am a case-method teacher.

I am not really a case-method teacher but sometimes I include cases in my courses.

I have never prepared a teaching note/instructor’s manual to accompany a case.

I seek advice on a non-traditional case (e.g., interdisciplinary, multi-media, etc.)

Draft Case Opener

Most cases open with a paragraph or two, which introduce the protagonist (main character in whose shoes students will virtually place themselves), the organization, the time-frame (e.g., a Friday afternoon in July 2015), and point to the case focal issue (it may point directly or only hint at the focal issue; this is a choice for the case writer to make). The opener should capture the reader’s imagination and make them want to read more! Since the Opener is very important yet also must be concise, include it here on page 1 but go no further on this page.

Sample Opener (partial) from “High Noon at Universal Pipe: Sell Out or Risk Everything?” by Arieh A. Ullmann. *Case Research Journal* 31(1), winter 2011, p 83:

“It was mid-November 2004, and as Dave Butler, CEO of Universal Pipe, Inc. (UPI) packed his overnight bag for the flight early the next morning, he was thinking about the upcoming decisive meeting with the Japanese majority owners of UPI in their mid-town Manhattan office. The continued existence of the company was at stake. The fate of UPI, one of the larger US PVC pipe manufacturers, and its employees, depended on him.”

On page 2 provide the following:

Summary of the rest of the case, including industry and/or company background, description of the setting and the challenge, description of data that needs to be made available to students in order for them to do a meaningful analysis of the case, and proposed exhibits.

Synopsis of the following instructor’s manual sections: Case learning objectives, envisioned case issues, relevant theory or managerial framework/s to be applied.

Questions/issues you would like help with at the Start-Up Cases’ Workshop.