NACRA 2012 Conference Highlights

We beat the storm in Boston, Massachusetts, and concluded a successful conference before the worst of the weather hit. The conference took place October 25th through 27th at the Boston Marriott, Quincy—a facility that easily accommodated the 18 case roundtable discussions on Friday and Saturday mornings. Len Schlesinger, President of Babson College, delivered a thought provoking and high-energy plenary session to begin the conference, and the attendees kept the momentum going with their participation and involvement in the sessions.

Conference Highlights:

- One hundred and fifty-two participants and 100 cases were presented at roundtables.
- A new activity: Marlene Reed led an expedition into downtown Boston for family and guests of conference participants.
- Four university sponsors and two exhibitors supported the meeting.
- Concurrent sessions on case writing and publishing, technological advances that will affect case writing and teaching, the role of case research in AACSB accredited schools, and theory building with cases, that were well attended.
- Friday night dinner featured special pilgrim guests and a speaker from the Plimoth Plantation.
- Travel grant awards and awards for outstanding cases were presented to multiple attendees.

We look forward to another successful meeting next year in Victoria, BC. Please work with and/or encourage your colleagues to submit a case.
NACRA Officers 2012-2013

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Webmaster: Christian Ratterman, Mountain View, CA
Archivist: Bill Naumes, University of New Hampshire (Ret)
Congratulations to This Year’s Award Winners!

**Curtis E. Tate, Jr. Award**

“Helen Drinan: Giving Voice to Values.”
Mary L. Shapiro and Cynthia A. Ingols, Simmons College

**Runners-Up:**

“Bridging the Digital Divide: The Case of Bell, Nortel and Chapleau, Ontario.”
Gwyneth Edwards, Concordia University

“Ceja Vineyards: Marketing to the Hispanic Wine Consumer?”
Armand Gilinsky, Jr. and Linda I. Nowak, Sonoma State University

**Outstanding Newcomer Case Award**

“Destination Unknown: Duncan Aviation in a Global Economy.”
Terrence Sebora and Eline Ibrayeva, University of Nebraska-Lincoln

**Philip D. Cooper Award in Health Care Management**

“A Telemedicine Opportunity or A Distraction?”
Janis L. Gogan and Monica Garfield, Bentley University

**Jonathan Welch Case Award**

“Starbucks: Dividends, Repurchases or Lattes?”
Susan White, University of Maryland

**Best Workshop Case: Gold, Silver, and Bronze Awards**

**GOLD**

“They Protect Us from Computer Fraud: Who Protects Us from Them?”
Leisa L. Marshall, Valdosta State University

**SILVER**

“Tata Steel: Financing History.”
Rajesh Haldipur, Independent
Kulbir Singh, Institute of Management Technology, India
Vishwanath S. Ramanna, T.A. Pai Management Institute, India

**BRONZE**

“Building a a Positive Future for Children With Disabilities Through Strategic Part-nerships.”
Gina Grandy, Mount Allison University
Hyla LaPointe, Canadian Pacific Rail
Laura Park, Mount Allison University
Robert Murray, Mount Allison University

**Case Research Journal Editor’s Award to Outstanding Reviewers**

Peter Goulet, University of Northern Iowa
John Lawrence, University of Idaho
Nancy Levenburg, Grand Valley State University
Tom Miller, University of Memphis
Publication Status

The good news is that our publisher has resolved staffing issues that created a backlog in producing the journal, and you should receive the first two issues of 2012 before the end of the year (Volume 32, Issues 1 and 2). I expect the third and fourth issues to be complete in terms of case acceptance by the end of the year, allowing publication early in 2013.

Special Issues

We have three special issues in the works, which should provide some excellent teaching materials in specialized areas, and also help us catch up on the production schedule:

Jorge Gonzalez is the guest editor for a special issue of Spanish language cases that are currently under review and will be published next year. The cases will appear in English also.

Pramodita Sharma and Bob Blunden are our guest editors for a special issue of Family Enterprise cases. Some of these are already under revision. The final submission deadline is December 1st for cases presented at the NACRA conference.

John Lawrence and Steve Bowden will serve as guest editors for a special issue on Business and Sustainability. The deadline for this issue is January 18th, 2013.

See the CRJ website for the call for cases [www.nacra.net](http://www.nacra.net).

Making Cases Count

I am frequently asked about CRJ’s journal ranking for those who are concerned about how publishing in CRJ will be perceived by their Promotion & Tenure committees. Unfortunately I am not aware of any rankings of case journals. Most journal rankings are based on citations, which does not apply to cases. If you become aware of rankings for which CRJ would be eligible, or other listings or recognition of journals we should pursue, please let me know. What I can offer you as ammunition at this time are the following points.

We should be evaluating scholarship based on the quality of contribution, indicated by rigor and impact. P&T committees can assess rigor by the selection process of the journal, e.g., CRJ employs a double blind review by three peers, with a 10% acceptance rate. Committee members might also be expected to actually read your published cases and IMs to assess the quality of the research methods used, the importance and clarity of the case content, and the scholarship of the IM in terms of both theory application and pedagogy. Regarding impact, although we cannot offer a citation index as a proxy, we instead know that our cases have broad distribution and many are adopted widely by instructors and used by many students. We have been working on our capability to give you exact adoption numbers to use to demonstrate the impact of individual cases.

At the last NACRA meeting, a panel of former deans and department chairs shared their perspective on the AACSB accreditation process in terms of whether cases “count” as intellectual contributions. The consensus was that the critical element is how cases are treated relative to the mission of your school. Dr. Karen Newman (former dean at U. of Denver and U. of Richmond) pointed out that the IM accompanying a case should contribute to the scholarship of integration and application, as well as transmission, to use Boyer’s (1990) terms. If your school’s mission includes applied research and teaching, cases with IMs can clearly be positioned as appropriate forms of scholarship. However, Karen explained that for cases to count for accreditation, case research needs to be embedded in all supporting processes as well as the mission (e.g., hiring, annual evaluation, promotion & tenure decisions, classroom pedagogy, faculty development and research funding). Dr. Ashok Rao (recently retired dean at RIT)

(Continued on page 5)
CRJ Editor Report (concluded from page 4)

(Continued from page 4)

and active accreditation team member) referred to a recent AACSB research report on evaluating the impact of research (AACSB, 2012). Ash explained that faculty may be more difficult to convince than the AACSB team, and it requires a communication effort to gain consensus on how case research supports a school’s mission. Dr. Jeff Shay explained how as a department chair at University of Montana he helped guide faculty to take a strategic view of the accreditation process, recognizing the school’s resources, capabilities, and aspirations, and how different types of research fit. He also emphasized that his track record of publishing different types of research (case, empirical, conceptual) gave him more credibility with colleagues who only publish empirical research in arguing the merits of case research. As NACRA’s President, Jeff distributed a letter about the value of case research for members to share with their deans.

Reviewing as Scholarship

At our editors’ panel at the NACRA conference, we discussed reviewing as a scholarly activity and a professional responsibility. Associate editors Tupper Cawsey and Steve Dawson shared tips for writing effective reviews and for responding effectively to reviews you receive. As with other academic journals, we could not provide the peer review assurance of quality without a dedicated pool of reviewers willing to invest in the work of others. Reviewing is a great way to learn how to improve your own writing, as well as an ethical obligation to do your part if you want to benefit from the contribution of other reviewers. The CRJ is blessed with outstanding reviewers, and I was pleased to recognize four individuals who did an exceptional job with a large number of reviews this year: Peter Goulet, John Lawrence, Nancy Levenburg, and Tom Miller. Thank you to all our reviewers for your support of the journal!

More thanks

I cannot end without a heartfelt shout out to my assistant editor, Lynn Southard, who does such an outstanding job of supporting me, the authors, and the journal. Thank you so much Lynn!

I am thoroughly enjoying my role as editor, and welcome your suggestions and questions.

Debbie Ettington  dettington@nacra.net

References:


Archivist’s Report

Submitted by Bill Naumes

The recent passing of old friends and colleagues including Paul Lawrence, Tom Wheelen, and Jim Camerius brings to mind the fragility of our links to our own history. These colleagues have been significant contributors to the field of case writing, teaching, and research as noted by the comments that have been included in this and past editions of the NACRA Newsletter. While the family and friends of these, and other members who have passed away have kept much of what these people have contributed to the field, some of the information has been lost. The Archivist has been charged by the NACRA board to try to maintain and retain the pertinent records of the organization. While most people think of these as the copies of the CRJ, Programs and Proceedings of the Annual Meetings, as well as records of Board meetings, I feel that a recorded history of case writing, teaching and research should also be maintained. Some of this is included in back issues of the CRJ. There are other sources, including publications of the different academic associations and other case associations.

The Archivist, in this case me, does not have access to all of these sources. I also do not have the collective recollection of our colleagues. I encourage as many of you as possible to forward any publications, files and articles dealing with any aspects of our field to me. I also encourage you to send me your recollections of significant, or just regular actions and histories of the field, including those of other organizations. We should not lose any more of the organizational memory of NACRA in particular, or case writing in general.

Reach me at:  William Naumes, Ph.D.
Associate Professor of Management, Emeritus
Peter T. Paul College of Business and Economics
University of New Hampshire
Durham, NH 03824
bill.naumes@unh.edu
A Tribute to Jim Camerius

Submitted by Bill Naumes

NACRA and case writing in general have lost a valued friend and supporter. Jim Camerius passed away in May 2012. His passing leaves a large hole in the case writing community.

I first met Jim at the first Academy of Management VIP Case session almost twenty years ago when one of his cases was selected for a panel discussion. We became friends almost immediately. As a result of that session, Jim was talked into coming to NACRA meetings, and continued to do so until his illness kept him from attending during the last year of his life. Jim immediately became active in NACRA and represented SCR on the Board, was a Track Chair, and was NACRA’s Newsletter Editor for many years.

Jim always had a smile for those he met and with whom he worked. He supported case writers in any way he could. His cases were well written, interesting and widely used. His reviews and comments to other case writers were emblematic of the mission of NACRA to provide positive and developmental focus to others.

Jim was a beloved member of the faculty at Northern Michigan University. At the time of his retirement, he was recognized by the President of the University as the longest tenured member of the faculty, having served for more than 40 years as a professor in the business school. At that commencement, Jim was happy and proud to see the entire graduating class rise and give him a standing ovation when the President acknowledged his accomplishments.

WACRA members were impressed with Jim’s organizational skills and the thoroughness with which he ran the case sessions there. What I remember most about Jim, however, was the way he always greeted people in such a friendly manner. Moreover, after the meetings, Jim would always send a friendly note to say hello and to remind people to keep in touch, and, if they had written a case, he would encourage them to revise their cases and submit them for publication. This was just another example of his supportive and developmental nature for fellow case writers.

NACRA will miss Jim Camerius as a friend and supporter to us all, as well as a gifted case writer. I know that that he is looking down at us and wishing that he could join us at our meetings.
A Letter from Our NACRA President

Vi Narapareddy

Dear NACRA Colleagues,

Greetings from Denver, Colorado! Let me first extend my deepest compassion for those of you who suffered from the devastation caused by hurricane Sandy. I hope you and your loved ones are well.

Our recent conference in Quincy, Massachusetts was a great success. Thank you for your continued commitment to case research and developing unique teaching cases. I am proud and honored to be your President! I plan to work on the following initiatives that our past Presidents have started:

- Promote case research and educate deans, department chairs, and doctoral students on the scholarly rigor of case research.
- Continue to build collaborations with academic organizations, at home and abroad, to foster the growth of vibrant case scholar communities around the world.
- Encourage and support case research among graduate students and faculty by offering mentoring assistance.
- Work with the editor of the Case Research Journal to continue to explore new opportunities for special issues and ways in which we can get more of our cases into classrooms around the world.

Do not hesitate to contact me if you have other new ideas, suggestions, and initiatives that you would like NACRA to consider undertaking. In the coming year, I will be seeking your assistance to make next year’s NACRA Annual Meetings in Victoria, British Columbia, to be held October 17-19, 2013 more successful than ever. You can help us in many different ways:

- You can start working on cases that you plan to submit to NACRA in June 2013.
- You can share details of next year’s conference with your Deans, Department Chairs, colleagues, and friends. I will soon send you the “Call for Cases” so you can e-mail it to your colleagues and the list-serves you subscribe to.
- You can ask your Dean, Department Chair, Research Director, or companies that you have contacts with to support next year’s conference by pledging financial support at whatever levels they can. A small donation of $500 to a substantial gift of $10,000 will go a long way in supporting conference grants, research grants, awards, or designated conference activities.

(Continued on page 9)
Why Come to Victoria, British Columbia for the 2013 NACRA Meeting October 17-19, 2013?

Submitted by Janis Goban

The NACRA annual meeting is a great venue for giving and getting constructive feedback on teaching cases before submission to selective refereed journals like NACRA’s Case Research Journal.

You can reach Victoria by flying directly to Victoria BC (airport is 25 minutes from the hotel). Or, fly to Seattle and take the Victoria Clipper ferry over. Or, fly into Vancouver and take a ferry or bus.

See http://wikitravel.org/en/Victoria_(British_Columbia)

Victoria is a beautiful city. The Fairmont Empress Hotel, which opened in 1908 and overlooks the Inner Harbor, is grand! The Parliament Building lights up each night. Victoria is totally charming.

Once in Victoria, great restaurants, pubs, museums and other attractions are a short walk away. To reach lovely Butchart Gardens, a tour bus will pick you up outside The Fairmont Empress Hotel.

The views are always lovely and sometimes breathtaking!

NEW for 2013:

Some tracks will be renamed, and there will be fewer tracks, to make it easier for you to find a comfortable “home” for your case.

Submissions for the Research-in-Progress ("Embryo") Cases Workshop will be due EARLIER this year (at the same time as full cases). This will give us more time to assign suitable mentors to work with In-Progress case authors. Not to worry – you only need to prepare a two-page outline of your “embryo” case.

Important Dates in 2013

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<th>Date</th>
<th>Event</th>
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<tr>
<td>31 May</td>
<td>Proposals for Panels and Symposia</td>
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<td>22 June</td>
<td>Case and RIP (&quot;embryo&quot; case) submission deadline</td>
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<td>16 July</td>
<td>Decisions to authors; Conference registration opens</td>
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<td>6 Sept</td>
<td>Early Registration deadline (discount conference fee)</td>
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Meet NACRA Newcomer Sean Hansen

Sean Hansen, Assistant Professor, Rochester Institute of Technology, attended his first NACRA conference in Quincy, MA this fall.

Sean had an embryo case titled, “Heads in the Cloud, Feet on the Ground: Cloud Computing in Higher Education.” This was an apt choice for an academic whose specialty area is in Management Information Systems. The case was a result of a project regarding AL Cloud at his university, and involved procedures, implementation, IT management challenges, with a tie to theory.

Although he had some experience with case studies as a doctoral student, he joined us at NACRA this year thanks to the urging of NACRA member and officer Janis Goban.

When asked for feedback regarding his experience at the Newcomer Sessions, Sean shared that it was a, “Good blend of broad information plus hands on experience and review.” He concluded that participating in the review processes provided a lot of insight, and that the mentors were very supportive. He noted that, “It differed (from traditional conferences) in that it focused on critique, not criticism. The feedback from mentors was thoughtful and insightful. I found it tremendously helpful.” He found that the amount of information provided could be a bit overwhelming, and encouraged concise presentation sessions to prevent information overload.

So, what are the next steps for Sean? He is grappling with the same issue many researchers face, i.e., as junior faculty, how do we weigh the pros and cons of case writing versus traditional research? He believes that he could craft the case relatively quickly for classroom use, but understands that elevating and case and instructor’s manual to publication quality will necessitate an assessment of the time commitment required.

NACRA welcomes all our new members, and hope to see you again at our next conference in Victoria, British Columbia!

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NACRA President’s Address (concluded from page 7)

(Continued from page 7)

- Most importantly, I request that you get involved in NACRA by volunteering as a track chair, conference reviewer, reviewer to the CRJ, or in any area that you are passionate about.

With my warmest wishes for a joyous holiday season!

Vi Narapareddy
NACRA President

I seek your help in continuing the warm and productive collegial culture that we are known for and bring a friend, a colleague, and a junior scholar to next year’s meeting. Thank you for joining me in growing our community of case scholars worldwide and for submitting those unique case studies that make our *Case Research Journal* the premier case journal in the world. I look forward to seeing you and your colleagues in Victoria, next year!

Remember that we are here to help. Let us know how we can help you be a successful case scholar.
NACRA Grants for Case Research

Congratulations to the recipients of our sixth round of $10,000 Case Research Grants! Competitive grants were given for one case research proposal, and for travel grants to encourage newcomers to submit a case and attend our meeting. Remember that these grants are possible because of the royalties earned by cases YOU publish in the *Case Research Journal* and YOU adopt for use in your classes. Thank you for helping us support excellence in case research and foster the development of the next generation of case researchers through our travel grants. We hope that by inspiring these scholars and supporting the expenses of their work we will help demonstrate the importance and credibility of case research to all of our constituents.

2012 Funded Proposal ($10,000):

“Foreign Market Entry Strategies of Northern California’s Biotechnology Firms”

Rajeev Sooreea, Jayati Ghosh, and Supriva Sharma
Dominican University of California

2012 Funded Travel Grants ($400—$1,000):

The following individuals received these grants:

**Jodi Lynn Brown**, California State University, Northridge

**Thomas Gill**, University of South Florida

**Adonias Pereyra Terra**, Universidad de San Andres

**Adrian Romero Martínez**, ITESM Campus, Monterrey

**Mindell Nitkin**, Simmons College

**Sangeeta Goel**, Management Development Institute, India

Corporate Governance Awards

NACRA is able to offer several corporate governance awards, thanks to the support of McMaster University and the Certified Management Accountants (CMA) of Alberta.

The 2012 winners are:

**CMA Alberta Award**

“If We Build It, They Will Come: The Role of Governance in Expansion Decisions at Crandall University” - Robert MacDonald and Heather Steeves, Crandall University

**Directors College Corporate Governance Award**

“Research in Motion” - Yee Ching, Lilian Chan, and Horng-Tzu Hao, McMaster University
With the passing of Andrew R. Towl this past July, case research lost another trailblazer. Stephen Greyser, the Richard P. Chapman Professor of Marketing at the Harvard Business school, was quoted in the Boston Globe as saying, “He was a vigorous advocate and maybe even an evangelist, for the case method.” He added, “He was like a missionary to other schools in other parts of the world.”

Born in Nebraska in 1910, Andy received degrees from Muskingam College in Ohio, Columbia University, and Harvard University. After eight years in banking, he became a faculty member at HBS, where for the next 31 years he was active in the development and teaching of case studies. Additionally, he supervised the collection of thousands of case studies and their distribution both internally and externally to business schools around the world. Based on his involvement and contributions to the filed, he was considered a leading authority on case method research and teaching.

The youngest of his four sons, in remembering his father and his legacy, said, “His specialty was basically, ‘How do you get a group of people to consider a problem and come up with a number of solutions.’” He added, “He got along with people and facilitated discussions, which was his expertise his entire career.”

NACRA Distinguished Contributors

Submitted by Debbie Ettington

Editor’s Note: This award is made to an individual who has contributed to case teaching, research, and publication over a sustained period of time. These individuals need not have been affiliated with NACRA, but must attend the annual meeting in order to receive the award. It is not awarded every year. The NACRA Advisory Council selects a winner by majority vote.

William (Bill) and Margaret (Peggy) Naumes: “First Couple” of Case Writers

Bill and Peggy Naumes are well known to NACRA Advisory Council members and the membership at large. Together and individually they have devoted their careers to publishing teaching cases and guidance for others on how to write cases. Their book, The Art and Craft of Case Writing, is in its 3rd edition and has broadened their impact on aspiring case writers.

Bill and Peggy have written dozens of cases together and each has written cases with other co-authors, including students. In addition to their NACRA workshop and CRJ cases, they have presented and published cases in many other forums and journals. Besides the quantity of their case writing, the quality of their case writing has been recognized in receipt of the Curtis Tate Award, the Emerson Award, and the NACRA Conference Gold Award.

Bill was named a NACRA fellow in 2002 and Peggy in 2007 for their multiple and sustained contributions as presenters, reviewers, discussants, mentors, editorial review board members, and officers. Bill served as President of NACRA and Editor of the Case Research Journal while Peggy served as an associate editor. Both Bill and Peggy have more recently served terms on the Board of Directors.

In addition to their significant contributions to NACRA, Bill and Peggy have sustained significant involvement in other case research related organizations. Bill founded and served as President of the Eastern Case Association (now CASE Association), and was named a fellow in 2000. Peggy is currently the President of the CASE Association and has served as its editor of the CASE journal. She was named a fellow of CASE in 2001.

Bill and Peggy have also been active in WACRA, both having received recognition for their service, and in the Decision Sciences Institute and the Academy of Management. Bill developed and chaired the Case Critique Colloquium, Academy of Management, Annual Meetings, from 1992 - 1997 and served as a panelist subsequently.

Finally, in addition to being case teachers at the UNH and other institutions throughout their careers, Bill and Peggy have presented numerous workshops on case writing and teaching in the U.S., Europe and Asia, and published articles about case teaching and writing in a number of publication outlets.

In summary, Bill Naumes and Peggy Naumes are each worthy of this recognition and indeed exemplify the intent of the award to recognize “an individual who has contributed to case teaching, research, and publication over a sustained period of time.”

“Bill and Peggy are the First Couple of case writers. They have tirelessly promoted and taught case research and teaching all over the world throughout their careers, and retirement hasn't stopped them.” - DRE
History of The CASE Association

The CASE Association was founded as the Eastern Case Association in 1976. The founding of the group came about as a result of several colleagues getting together at a case workshop offered by the former ICCH held at Dartmouth in 1974. Further discussions took place at Eastern Academy of Management Meetings as well as Northeast Decision Sciences Meetings. Dave Murphy, Bob Schellenberger, Glenn Boseman, Bob Pavan, and Bill Naumes agreed that they would put together a brief program for presentation on case writing and teaching with cases at the Eastern Academy of Management in 1976. Bob Schellenberger and Bill Naumes presented the proposal for case sessions to the EAM program chair. They also agreed to toss a coin to see who would be the first Program Chair and who would be the first President of the new Eastern Case Association. Bob won and became President and Bill became Program Chair.

The first two programs were comprised of sessions dealing with case writing, teaching and selection of cases for class. The sessions were popular with EAM members as well as the members of the fledgling Eastern Case. The EAM Board and Eastern Case agreed to continue to meet together, and Eastern Case expanded its sessions to include round table sessions. In the early 1980’s, following a brief period of inactivity, John Seeger, Bentley College, and several others revitalized Eastern Case with a VIP Case Panel at the Eastern Academy meeting. The VIP panel consisted of a group of senior case writers who critiqued a case in front of an audience to demonstrate both the characteristics of a good case and the process of review. The session proved very popular and was repeated, both at the EAM and at other conferences including IABS and WACRA, as well as at the Academy of Management.

Through the 1990’s, Eastern Case Writers was holding two meetings a year, one at the Northeast Decision Sciences meetings in March as well as at the Eastern Academy of Management in May. Both meetings featured case round tables as well as sessions on case writing and teaching. To reflect the growing number of participants from other parts of the country, and the organization’s desire to serve a wider audience, the name was changed to The CASE Association (CASE). CASE has been known for its willingness to try new things to fulfill its mission of developing case writers. One innovation was a “Work in Process” Proceedings containing not only the cases that had been accepted for discussion, but also the reviews of those cases. As in the VIP sessions, the goal was to give insight into the process of developing an effective case and instructors’ manual. Another CASE initiative was the development of a formal mentoring program, pairing novice and experienced case writers.

The rise of the internet led CASE to move from the Proceedings to an “abstracts only” format. However, Jim Carroll, Georgian Court University, continued to push CASE to find ways to get cases to students in a more timely fashion. He set up the original www.caseweb.org website. In October 2004, Herb Sherman, Long Island University, started an on-line journal, The CASE Journal (TCJ), published on CASE’s website and with all submissions and reviews on line. Peggy Naumes, University of New Hampshire, became the 2nd editor in 2006. Thanks to then-President Gina Vega, Salem State University, TCJ’s cases began to be distributed through ecch and Primis. Gina Vega took over as editor in 2009. She has continued to expand the reach of TCJ, which now publishes cases from all over the world. Under her leadership, the quality of TCJ’s cases has continued to increase.
The CASE Association (concluded from page 13)

(Continued from page 13)

In recognition of their service to CASE and the field of case writing, The CASE Association has instituted a Fellows program. CASE Fellows are Barry Armandi (SUNY-Old Westbury, deceased), James J. Carroll (Georgian Court University), Timothy Edlund (Morgan State University), Margaret Naumes (University of New Hampshire), William Naumes (University of New Hampshire), John Seeger (Bentley College), Herb Sherman (Southampton College – LIU), and Gina Vega (Salem State University).

CASE’s annual meeting

The heart of The CASE Association conference is always the round-table sessions. These sessions involve cases of development, from embryos to cases with instructors’ manuals. There are also round tables for Developmental Cases, where cases without a teaching note are discussed and help provided. In addition to the pre-conference workshops on researching and writing cases, developing instructors’ manuals, and the publication process, CASE also includes special sessions during the conference. This year in Philadelphia, Gina Vega and Rebecca Morris presented “A Non-Conventional Case Teaching Symposium” on technology and case pedagogy that also drew many attendees from EAM. Another feature is CASE’s Friday morning breakfast, where we conduct our annual membership meeting. This is also the occasion for presenting CASE’s awards: the Fellows Award for the best case/IM presented at the meetings; the Newcomer Award, and the Best Mentored Case Award.

A highlight of the conference is always the social hour for CASE members only, with the dual goals of providing an opportunity for both networking and relaxing. In Philadelphia we found ourselves in competition with the soon-to-be-graduates of UPenn on their annual pub crawl, an experience of an unexpected sort!

The 2013 CASE Conference will be held in Baltimore, MD on May 8-11, in connection with the Eastern Academy of Management meetings. The deadline for submissions is January 21, 2013.

The CASE Journal

The CASE Journal (TCJ) is an on-line publication, dedicated to the development of high quality cases and case writers. The journal publishes cases in all administrative disciplines. Cases and their accompanying instructors’ manuals are double blind reviewed. Editor Gina Vega, Salem State University, challenges TCJ’s reviewers to be both academically rigorous and developmental. Reviewers are encouraged to be specific and positive (“How to make this case better and/or publishable”), in keeping with the mission of The CASE Association. The Journal accepts cases with a decision focus. It will also consider analytical/evaluative cases, industry notes, technical notes, and critical incidents with well-developed instructors’ manuals. The Journal has also published case-based exercises. Articles on case teaching and case writing are also encouraged. An on-going feature is the “Professor Moore” series of articles, written as cases, in which a novice instructor seeks help from colleagues on how to write a case, interpret reviewers’ comments, teach with cases, assess students’ case work, and ultimately how to become a reviewer and mentor for other novice case writers.

The CASE Association Call for Special Issue

The CASE Association welcomes proposals for a special issue of The CASE Journal to address a specific subject, region, type of analysis, or other particular theme.

Submitting proposals:

♦ Use the mailbox: editor@caseweb.org

♦ If you wish to discuss your proposal prior to submission, you can call Gina Vega, Editor, at 978.542.7417 or write her directly at gvega@salemstate.edu. She will be happy to help you formalize or develop your proposal.
Regional Associations

Southeast Case Research Association (SECRA) — Feb 21-23, 2013, Myrtle Beach, SC
Program Chair: Jan Serrano, jserrano@fmarion.edu
President, Lindsey Morrow Hamil, hamillm@musc.edu
www.secra.org

Southwest Case Research Association (SWCRA) — March 13-14, 2013, Albuquerque, NM
Program Chair: Simon Medcalfe, smedcalfe@aug.edu
President: Jeff Miller, jmiller@aug.edu
www.swcrahome.org

Western Casewriters Association (WCA) — March 14, 2013, Santa Fe, NM
Program Chair: Keith Sakuda, ksakuda@hawaii.edu
President: Leslie Goldgehn, lesliegoldgehn@gmail.com
www.westerncasewriters.org

CASE Association — May 8-11, 2013, Baltimore, MD
Program Chair: Rebecca Morris, rmorris@mail.unomaha.edu
President: Margaret Naumes, margaret.naumes@unh.edu
www.caseweb.org/index.php

Latin American Case Research Association (ALAC) — Conference in May 2013
See website for details
www.gda.itesm.mx/cic

Administrative Sciences Association of Canada (ASAC) — June 8-11, 2013, Calgary, Alberta, Canada
President: Travor Brown, travorb@mun.ca
www.asac.ca

Society of Case Research (SCR) — Feb. 27-March 1, 2013, Chicago, IL
Program Chair: John Veal, jdvealjr@sbcglobal.net
President: Eric Nelson, enelson@ucmo.edu
www.sfcro.org/
What a great pleasure you all are. I came back so energized from meeting all of you that I will be encouraging all my independent studies students to re-conceptualize their work into a case study. I get a lot of international students asking to do independent studies with me. A second theme you remind me of is the eternal pressure to convince others of our value and worth. It made me look up this Rumi poem that speaks to me about this too.

The Guest House

This being human is a guest house. Every morning a new arrival.

A joy, a depression, a meanness, some momentary awareness comes as an unexpected visitor.

Welcome and entertain them all! Even if they’re a crowd of sorrows, who violently sweep your house empty of its furniture, still, treat each guest honorably. He may be clearing you out for some new delight.

The dark thought, the shame, the malice, meet them at the door laughing, and invite them in.

Be grateful for whoever comes, because each has been sent as a guide from beyond.

~ Rumi ~

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