



SPRING 2017 NEWSLETTER

THE CASE ASSOCIATION

Welcome to Baltimore!

41st Annual CASE Meeting
In conjunction with the
Eastern Academy of Management)

May 11-13, 2017



Sheraton Inner Harbor Hotel, Baltimore, MD

Conference Highlights:

“Secrets of the TCJ Peer Review Process Revealed: How to Be a Better Reviewer and/or How to Increase Your Publication Chances.” Thursday, 12:00 – 1:30 PM. Professional Development Workshop by Rebecca Morris, editor of The CASE Journal

Case Roundtables, where cases in all stages from embryos to cases complete with instructors’ manuals will receive detailed feedback to help authors develop effective, publishable cases.

And Don’t Forget:

CASE Association Business Meeting: Friday, 7:00—8:30 AM. Come and find out what’s going on!
CASE Members Social: Thursday Evening.

Coming to a Computer Near You— the CASE Writing Certification Program!

The CASE Association is pleased to announce the imminent launch of our new online certification program. This is a two-level certification. The first stage is comprised of videos and user guides, along with an assigned mentor and exercises, handout, and assignments. A positive evaluation of the final assignment will earn you a Level One Certification. You can earn Level Two Certification, the CASE Writing Professional, after the publication of two cases in peer reviewed outlets.

The many demands made on us by AACSB, other accrediting agencies, and our own institutions to maintain our scholarly production of intellectual contributions can be daunting. Writing cases and publishing them with a strong instructor’s manual or teaching note can help you meet these requirements and even make double use of your research data. Cases will also get you a lot more readership and give your research much greater exposure. It has worked for all of us, and it can work for you, too.

This is a wonderful opportunity to show your commitment to scholarship, personal development, and teaching. For more information about this program, contact Gina Vega, Certification Coordinator at gina.vega978@gmail.com or David Desplaces, Marketing Director at desplacesd@cofc.edu.



Greetings from The President

Welcome to the EAM Conference!

The CASE Association is pleased to announce that our new website is nearing readiness to launch. It has been a long process. Dr. Zaiyong Tang has led this effort and we are truly grateful for all of his hard work and effort. You may see a shiny new logo too! (shhhhh! It's a secret.)

Dr. Daphne Berry has worked very hard to update and organize our membership lists and prepare our membership page for the website launch. Please renew your membership if you have not done so already. Your membership dollars are well spent on the innovations that we have planned. Our treasurer and financial genius Dr. Steve Congden will always see to that!

Speaking of innovation, Drs. Gina Vega and David Desplaces are in the process of completing a CASE Certification Program for case publishing. The CASE Association is committed to developmental teaching as part of its mission. We think this new program will meet the needs of many departments trying to achieve "impact" goals for AACSB. The program will launch through our new website, so stay tuned!

Special thanks to Drs. Mary Foster and David Desplaces, our conference co-chairs for all of their hard work and effort. We always have room for more on our board and on our committees. And, of course, we always need reviewers! So, contact me or anyone else on the board and join our efforts! We welcome Drs. Julie Agris and Rebecca Wilson-Mah as new members of the board and thank them for their efforts.

Speaking of reviewers and The CASE Journal, our editor Dr. Rebecca Morris has taken The CASE Journal to new heights of excellence. She is always looking for new and exciting cases. Professors rely on a steady stream of cases to illustrate course principles. Case instruction has become a centerpiece for most business school classes. So, please submit your cases for review and consideration for publication!

Finally, thanks to our board members William and Peggy Naumes for their wisdom and especially to Peggy, editor of this great newsletter.

Join, participate and publish!!!!

Best,
Miriam Weismann
President, The CASE Association

The CASE Journal is Growing!

We will publish SIX issues of The CASE Journal this year—four regular issues and two special issues. This is double the number of issues TCJ published last year. More issues means more opportunities to publish your cases and compact cases. Submissions are up but we will want to keep encouraging new submissions to keep this expanded pipeline filled!

Our success in increasing the number of issues we publish also creates new challenges—we need more reviewers to keep the review process moving and we need good ideas for our special issues. We will be conducting a brainstorming session during the CASE Association meeting in Baltimore to generate ideas (and special editors) for the special issues. If you have ideas of cases you'd like to see, please join us. If you'd like to review for TCJ, please drop me an email at tcjedi-tor@gmail.com (please let me know your expertise areas).

Thanks!

Rebecca Morris
Editor-In-Chief
The CASE Journal

