

# Why Pursue the Case Certification Program?



Case writing *aligns with AACSB* intellectual contributions.

- Get your *personal mentor*, which will guide your progress and ensure your success.
- Program participation *validates your efforts at professional development* (certificate and letter to your dean upon completion).

***“... value of case research and writing as a powerful tool for faculty scholarship.”***

- AACSB

- Certification *elevates your level of professionalism and organizational standing* (Promotion and Tenure).
  - Full-time faculty can *demonstrate research to practice* by conducting field research and publishing teaching cases.
  - Adjunct faculty can *show a move from practice to pedagogy*.

The CASE Association

[www.caseweb.org](http://www.caseweb.org)

“A key issue facing many business schools today is the recruitment and retention of qualified faculty who research and write in an impactful manner while linking closely with the world of practice. ‘Perhaps no platform suits this model better than case research and writing. AACSB International’s new accreditation standards focus directly on institutional mission and distinctiveness and different pathways, aligned with the business school mission to work towards accreditation. This workshop will explore the enormous value of case research and writing as a powerful tool for faculty scholarship.”

- Tim Mescom. AACSB International's Senior Vice President and Chief Officer for Europe, the Middle East, and Africa)

Source: *The Case enormous value of case research and writing as a powerful tool for faculty scholarship*