



Spring 2018 Newsletter

The CASE Association



Message from The CASE Association President.....

Greetings:

It is truly an honor to be participating this year as the President of The CASE Association. We have an excellent Board and our team is on a mission! Our mission is to innovate in our program delivery and create new value added programs and features to enhance the privilege of membership in our organization. We also want to see you publish!!!!

The CASE Association will host its 2018 Annual Conference (as part of the Eastern Association of Management conference) in May 2018 in Providence. Here is the link to register. <https://www.eaom.org/> Please join our Certified Case Writer Program. The program is designed to certify experienced case writers, mentor new case writers, and hopefully offer business school faculty, whether scholars or practitioners, an avenue toward publication. Gina Vega and David Desplaces have designed an excellent program. Details on the EAM and CASE Association website.

Our new website is finished. Please take a moment to log in and experience the new features! <https://www.caseweb.org/> Use our blog page to share and communicate ideas to your colleagues.

We look forward to continue cultivating our special relationship with our members. In order to remain strong and serve the community of scholars and case writers, we need your support. Please circulate this newsletter to your business school departments and encourage your colleagues to submit cases. The editor of The CASE Journal Rebecca Morris is hard at work to bring us another great issue.

Our membership continues to grow. Please encourage others to join us! If you have any thoughts or ideas to make us a better organization, please send me an email at mweisman@fiu.edu.

Many thanks.

Miriam F. Weismann
Clinical Professor of Business Law and Tax
Academic Director Healthcare MBA
Florida International University
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Welcome to Providence, RI!

42nd Annual CASE Meeting

In conjunction with the
Eastern Academy of Management)

May 2 ~ 5, 2018

At the Hilton Providence Hotel

Conference rates available until April 2nd

Welcome to Rhode Island!

David Desplaces, VP Program

Our 2018 CASE Annual meeting will be taking place May 2-5 in Providence, RI in cooperation with the Eastern Academy of Management Association.

It is going to be a great conference. Current the following are highlights of our conference programming:

Pre-conference professional development workshop on Case Writing (for all levels) – See details below (additional fee applies)

Program focused on developing your cases (round table format/conversations)

Plenary sessions on developing compact cases

Meet the editors panel session

Networking reception (Free drink on us) sponsored by



Below you will find the summary of the program including schedule placement.

CASE Preliminary 2018 Conference Schedule

	Wednesday, May 2	Thursday, May 3		Friday, May 4	Saturday, May 5
7:00-8:00		PDW: Breakfast/Home work		CASE Journal Editorial Board Meeting	EAM Conference
8:30-10:00		PDW: Roundtable Session/Presentations		Symposium: Compact Cases Hackathon	
10:15-11:45	PDW: Reg/Welcome/What is a case?	CASE Board Meeting	10:15-11:45		
12:00-1:30	PDW: Working Lunch (activity)	Embryo Cases	11:45-1:00	Presidential Lunch/Networking	
1:45-3:15	PDW: Building a case	Developmental Cases	1:00-2:30	Cases with IM	
3:30-4:45	PDW: What is an IM?	Compact Cases with IM	2:45-4:15	Panel: Getting Published in case journals	
			4:15-5:30	Symposium: Hackathon Meet Up and Debrief	
5-6	PDW: Networking				
7:00-8:00		CASE Social/Business Meeting			
8:00-10:00	PDW: Homework	CASE Board Dinner?			

+ Case authors must register for the EAM conference and become members of CASE to participate in the CASE/EAM conference (Thursday noon to Saturday)

For more information on the Professional Development Workshop, please see next page.

For more information about the CASE Conference and Professional Development Workshop contact Dr. David Desplaces – desplacesd@cofc.edu. Individuals interested in attending the workshop only should contact David Desplaces directly.

Case Writer Certification

We are so pleased with the way our vanguard Certification Program has been received. As the only such program, we have had a number of inquiries internationally as well as from other case associations. CASE has picked up some new members as a result of our promotional efforts and our innovative programming. We hope that some of you will volunteer to become Mentors for the program, as our current Mentor list is nearly maxed out! This is a great opportunity for you to provide service to the case writing community and hone your own skills at the same time. Those qualified as Mentors will receive a Level 2 Certification and will be joining an elite group of generous and caring colleagues. We look forward to seeing you at the annual CASE Association meeting in Providence, RI in May.

Case Writing Pre-Conference Professional Development Workshop (limited to 25 participants)

We are excited to welcome Editor of International Journal of Instructional Cases, Past CASE President, Past Editor of the CASE Journal, Dr. Gina Vega who will lead the workshop designed to introduce you to case writing process. This workshop is tailored for people who are starting or struggling to write cases.



When:

Program start time: Wednesday, May 2 at 11 am

Program End Time: Thursday, May 3 at 10 am

Where: Hilton Providence, RI (EAM Conference site)

Fee: \$299 members/\$349 non-members

Fees include:

- Workshop materials
- Attendance certificate (after completion of all requirements)
- Lunch/break food on Wednesday
- Networking beverage of your choice on Wednesday evening
- Continental Breakfast on Thursday

For more information about the CASE Conference and Professional Development Workshop contact Dr. David Desplaces – desplacesd@cofc.edu. Individuals interested in attending the workshop only should contact David Desplaces directly.

WHAT'S NEW AT THE CASE JOURNAL?

TCJ's goal is to publish 40 high quality cases in 2018. For this to happen, we will need an increase in submissions, good turnaround in the review process and shorter revision cycles. Many authors become discouraged when receiving a "major revision" letter on their cases and fail to complete the revision. Because TCJ is a developmental journal, a "revise and resubmit" is an indication of the Editor and reviewers' belief in the publication potential for the case. Authors who stick with it and submit revisions are almost always rewarded with publication. Make it a personal resolution to continue to revise your case.



TCJ will add two Associate Editors in 2018. Associate editors are being added to the TCJ editorial team to more efficiently manage the growing number of case submissions. Experienced case writers and reviewers will be considered for these two positions. Responsibilities include control of the peer-review process for allotted submissions (submissions may be assigned by discipline to match the expertise of the associate editor), assisting with the development of TCJ's pool of expert reviewers and serving as an ambassador for TCJ. Our publisher, Emerald Group Publishing, will pay a \$1,000 annual stipend to TCJ Associate Editors. Interested individuals may email the Editor (tcjeditor@gmail.com) for more information.