

### *CALL FOR TEACHING CASES*

for the 43<sup>rd</sup> annual CASE Association conference  
Wilmington, DE (May 8-11, 2019) in partnership with EAM.

***SUBMISSION DEADLINE: NOVEMBER 30, 2018!***

*(SEE THE FULL CALL ON P. 2)*

### TABLE OF CONTENTS

Call for Cases	p. 2
Certification	p. 3
TCJ: The Case Journal	p. 3
Webmaster wanted!	p. 4
Hackathons!	p. 4
Casewriting 2.0	p. 5



### Message from The CASE Association President.....

Let's consider the question: Why should our school promote case writing and publication?

There are many reasons.

First, AACSB thinks it is a good idea.

As you know, AACSB requires schools to document the “impact” of their activities. Examples of metrics that schools might use to assess the impact of their activities, including scholarship and the creation of intellectual contributions, are provided in Appendix I to the 2013 Eligibility Procedures and Accreditation Standards for Business Accreditation, as revised in July 2018. Here you will find a non-exclusive list of activities that count as metrics and case study publication is one of them. In fact, case study publication is included as a metric in the following categories: Academic Impact; Teaching/Instructional Impact; Doctoral Education Impact; Practice/Community Impact; and, Executive Education Impact.

In the portfolio of intellectual contributions, AACSB includes published case studies. See Table 2-1 Intellectual Contributions in the Standards. Case studies are “evidence” of intellectual contributions. Standard 2 provides: “At a minimum, the portfolio of evidence should include: (1) A listing of the outlets (journals, research monographs, **published cases**, funded and competitive research grants, scholarly presentations, invited presentations, published textbooks, other teaching materials, etc.) ...”

Faculty members may achieve and/or maintain scholarly practitioner or instructional practitioner status by engaging in an array of sanctioned activities including case study publication in conformity with the requirements of Standard 2. See Standard 15.

Second, students think it is a good idea.

Case studies connect our students to real world problems and situations. Case studies allow students to engage in in-depth analysis and creativity in the problem-solving process. It offers faculty the opportunity to contextualize theoretical concepts.

Third, businesses think it is a good idea.

Companies are interested in hiring students with analytical abilities based on marketplace experience. I recently co-authored a case study with executives from a local hospital in South Florida. Our students use that case study in the master's capstone course to present innovative ideas in the management of healthcare. It has been so successful that other hospitals are now working with us to publish additional case studies in the field. In this way, case publication has created a bridge from our degree program to employment opportunity in the market by creating partnerships in the business community.

It really is a good idea. Encourage your faculty to answer the call for cases. It really is a value-added experience. Your invited! Come join us at the EAM/CASE conference in May 2019 and present your case. We are there to help you succeed to publication.

Miriam F. Weismann  
Clinical Professor of Business Law and Tax  
Academic Director Healthcare MBA  
Florida International University  
Miami, Florida

# CALL FOR TEACHING CASES

## Case Association Annual Conference

Please consider the following invitation/Call for Teaching Cases for the 43<sup>rd</sup> annual CASE Association conference in Wilmington, DE (May 8-11, 2019) in partnership with EAM.

The CASE Association is pleased to announce **Case Writing 2.0**, the new comprehensive programming effort designed to foster high quality case research, writing, instruction and publication for academics and practitioners alike.

The CASE Association welcomes case writers from all disciplines and experience levels!

CASE promotes the professional development of case writers. Case topics can include:

***Management, Strategy, Organizational Behavior/Development Human Resources, Business Ethics, Operations, Project Management, Accounting, Finance, Hospitality and Tourism, Entrepreneurship, Marketing, Others.***

## Submission Deadline is November 30, 2018

**(Note new submission deadline)**

CASE invites you to submit:

- **Embryo cases:** A one-page outline of a case idea including a list of developmental issues for which the author seeks guidance (limit of one embryo submission per author - MUST Use the Embryo Form on our website).
- **Cases without an Instructor's Manual:** Cases in development, authors will be assisted in preparing the teaching note.
- **Cases with an Instructor's Manual:** Case and Instructor's Manual sufficiently developed to facilitate constructive criticism in preparation for submission for publication.
- **Compact Cases** (3-5 pages in length): Provide a focused exploration of a real event, issue, or incident in a real organization. A full Instructor's Manual must be included.

What the CASE Association offers:

- **Blind, peer review process.** At the conference, experienced case writers provide specific, developmental feedback, in a roundtable format. Format instructions for submissions are provided on the CASE website. Cases MUST be submitted through the EAM website (<http://eaom.org>) starting October 1, 2018.
- **Awards:** Cases with an instructor's manual are eligible for the following awards (cases must be new or significantly improved from previous submissions and relevant):
  - **Best "New" Case** (for first time submitters) award
  - **Best Overall Case** award
- **Professional Development/Case Hackathon:** Facilitated 8-hour case training program related to writing, and research.

## How to Submit Your Case

<http://eam.upscholar.com/2019/author/submit.php>



# Case Writer Certification

The Certification Program is thriving. Thank you to all the generous mentors who have volunteered their time, effort, and expertise to guide our Certification applicants through the program. Our mentors are all well-published and experienced case writers who willingly offer assistance to upcoming case writers...providing a sense of continuity in the case writing community and assuring a feeder line to The CASE Journal.

Please share the information about the program with your colleagues - invite them to visit [www.caseweb.org](http://www.caseweb.org) and join our community of learning.

I am always happy to answer your questions or talk about the program...drop me a note at [gina.vega978@gmail.com](mailto:gina.vega978@gmail.com) and I'll respond quickly!

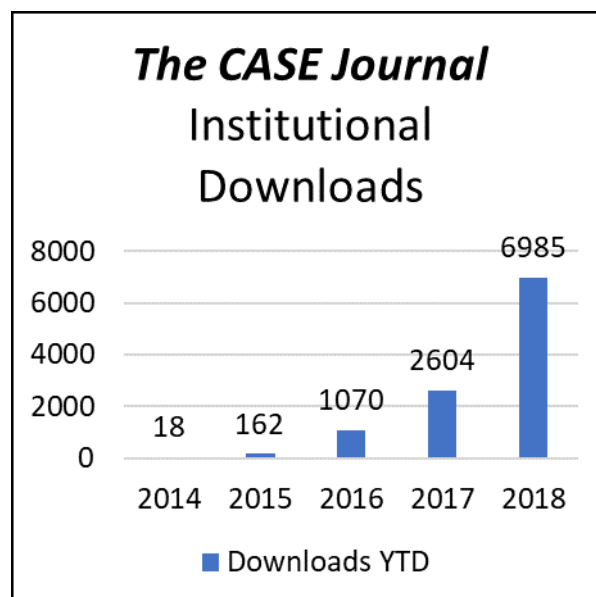


## More Case Adoptions Means More Impact



Downloads of cases published in *The CASE Journal* have more than doubled in 2018—almost 7,000 institutional downloads have been recorded for *TCJ* cases so far this year (see the graph for downloads over the last four years). Remember that these are institutional numbers—each download could represent from one to thousands of users. Increased usage of our cases is important in establishing both the quality of the journal and the impact of our cases. If your library does not already subscribe to Emerald's E-Case Collection, it is time to start that conversation at your institution.

*TCJ* cases are also getting used around the world. While the majority of case adoptions are in the United States, the next nine countries in terms of downloads are Australia, China, India, Ireland, Pakistan, Malaysia, United Kingdom, Germany and South Africa. We can be grateful to Emerald Publishing for their support and promotion of *TCJ*. Our partnership is making a difference!



Data obtained from TCJ's Scholar One reports (October 3, 2018).

# Coming to a Meeting Near You—Compact Case Hackathon

## The Case Association Meeting, Wilmington, Delaware May 8-11. 2019

*Hackathon: A sprint-like event in which participants collaborate intensively to create a useable project.*

The Compact Case Hackathon challenges participants to develop a Compact Case in a collaborative small group setting in a short time period. Participants are given background materials for the onsite development of a compact case during the session. Using their laptops or smartphones and working in small groups, participants will develop and write 2-3 learning objectives and the initial draft of a Compact Case. Internet access will be available for conducting online research. Case writing mentors will be available for consultations with groups as needed. The final product of the session is a Compact Case and partial teaching note (at least the learning objectives for the case). Participants are encouraged to continue to work on refining the case and completing the teaching note before submitting the Compact Case to **TCJ** for potential publication.

Each Compact Case Hackathon will begin with a short case writing presentation focusing on the unique aspects of Compact Cases. Participants then will spend the bulk of the session “hacking” their cases, starting first with the development of learning objectives and then writing the initial draft of the case itself. The Hackathon will conclude with the presentation of cases and provision of constructive feedback for developing the cases further for journal submission. All cases developed in a Compact Case Hackathon that are subsequently accepted for publication in **TCJ** will be considered for recognition (and a prize!) as the “Best Compact Case.”



2018 CASE  
Hackathon discussion

## CASE Webmaster Wanted!

### Duties:

Working with Web hosting company to resolve any issues regarding the hosting services, including potential performance and security issues.

Maintaining the caseweb.org website:

Periodic updating/upgrading WordPress and various WordPress plug-ins.

Updating website contents, including creating new pages and modifying existing pages.

Periodic review of web contents for accuracy, consistency, and currency.

Supporting VP membership in managing CASE member data.

Supporting CASE Board members (such as VP of Program, TCJ editor, Director of Certification) with their needs to update the webpages.

Responding to CASE member and/or CASE website user inquiry about website related questions

Working with Emerald IT support to provide TCJ access to CASE members

Collecting and analyzing website performance and usage data

Working with the CASE Board to plan, develop, and implement web functions in support of CASE Association’s mission.

Reporting to the CASE Board

### Qualifications:

Good oral and written communication skills

Basic knowledge of web hosting, HTML, database, WordPress

Not essential but helpful: SQL, FTP, PHP



**Case Writing 2.0** is The CASE Association’s new comprehensive programming effort designed to foster high quality case research, writing, instruction and publication for academics and practitioners alike. It consists of our annual conference co-hosted with EAM, our new case writing certification program (supported by a mentoring program), and our partnership with Emerald Publishing with the publication of The CASE Journal 6 yearly issues full of cases and case notes.

**OUR CONFERENCE PROGRAM**

is designed to promote case writing through a roundtable format and interaction where case ideas emerge (embryos), cases are developed (cases without instructor manual), and cases are critiqued (cases with instructor manual) to improve their chances for publication. The conference program is centered around developing the case writer and instructor with many networking and co-authoring opportunities. This year’s **case hackathon** facilitated by Dr. Rebecca Morris (Editor of The CASE Journal) will allow participants the opportunity to develop cases live with other attendees. Finally, our special focus on **teaching cases online** will allow attendees to develop the tool kit that is sure to improve their teaching effectiveness.

We support Ph.D. students and scholars in training, practitioners (SP, PA, and IP) wanting to make a transition to full time instruction, but more importantly scholars who want to have an impact in line with AACSB International requirements.

**OUR CERTIFICATION PROGRAM**

Launched in 2017, the two -stage, online, self-paced certification program aims to support, sustain, and encourage case writing through professional development. Level 1 is a structured program of videos, user guides and exercises, individual mentoring by experienced CASE members, and a final evaluation. Level 2 consists of our Certified Case Writing Professional, which requires success in Level 1 plus evidence of publication of two cases in peer -reviewed journals. Our certification program is open to members or non-members and is totally conducted online.

**OUR PARTNERSHIP WITH EMERALD PUBLISHING**

The CASE Journal, published by Emerald Publishing, is a great outlet for cases, compact cases, new forms, and articles and conceptual papers on case teaching, case writing, case reviewing, and similar topics.

For more details about what The CASE Association and its offerings please visit our website at <http://www.caseweb.org>. Please feel free to contact me for more information about the Call for Teaching Cases and workshop offering.

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