



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

#### 2019 GREETINGS:

It has been a very busy year for The CASE Association. We are very excited about the upcoming EAM/CASE Association conference in Wilmington, Delaware from May 8<sup>th</sup>-11<sup>th</sup>. There is still time to register. Here is the link: <https://form.jotform.com/90297655671165>

**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.

The conference offers a great opportunity to meet colleagues and make friends. The networking opportunity is of great value. The conference is a good place to learn, apply new skills and just have fun.

#### **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. I'm pleased to let you know that the most recent issue of TCJ is now online at <https://www.emeraldinsight.com/toc/tcj/15/1>

Please visit our new website to learn more about The CASE Association and The CASE Journal. <https://www.caseweb.org/about-case/> Our goal is to mentor and provide a pathway to publish.

Finally, if you are interested in becoming a member of the board or an Officer in the Association, please contact me at [mweisman@fiu.edu](mailto:mweisman@fiu.edu) We encourage participation!

See you in Wilmington!

Miriam F. Weismann  
President

The CASE Association



## Welcome to Wilmington, DE

**Annual CASE Meeting**  
(In conjunction with the  
Eastern Academy of Management)

**May 8 ~ 11, 2019**

**At the Hotel DuPont**

## VP Program - Welcome to Wilmington, DE!

Our 2019 CASE Annual meeting will be taking place May 9-11 in Wilmington, DE in cooperation with the Eastern Academy of Management.

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

Conference wide professional development workshop on Case Writing (Hackathon) – See details below (free and includes lunch on Thursday – sponsored by Emerald and EAM)

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

Session on teaching online cases

Meet the editor event

Networking reception (Free drink on us) sponsored by



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

2019 CASE Conference Program Highlights				
	Thursday, May 9		Friday, May 10	Saturday, May 11
7:00-8:00		7:15-8:15	CASE Journal Editorial Board Meeting	EAM Conference
9:30-10:00	CASE Board Meeting (invitation only)	8:15-9:30	Symposium: Compact Cases Hackathon Part II	
10:00-11:45		9:30-11:00		
12:00-1:30	Symposium: Compact Cases Hackathon Part I (with lunch sponsored by Emerald and EAM)	11:15-12:30	Cases with IM	
1:45-3:15	Embryo cases	12:30-2:00	Award Lunch/Networking	
3:30-4:45	Cases without IM	2:15-3:30	Teaching Online Cases	
		3:45-5:30	Symposium: Hackathon Part III Meet Up and Debrief	
5:30-6:30	CASE Social/Business Meeting			
7:00-8:00		7:30-8:30	Meet the Editor	
8:00-10:00				

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

**Professional Development Synpoisum/Workshop – Case Hackathon – multi sessions (pre registration needed to confirm lunch order/send instructions)**

**We are excited to welcome** current Editor of The CASE Journal, Past CASE President, Dr. Rebecca Morris who will lead you through the multi session workshop format designed to develop compact cases. This workshop is tailored for people who are starting or plan to write cases. Teams formation will be encouraged. However pre formed team are also welcome to join.

**Fee: FREE** (must be a CASE member) – Thanks Emerald

**What will be provided:**

- Workshop materials
- Lunch/break food on Thursday

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

## Attend EAM Conference Sessions and Leave with a Journal Submission!!

*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 (business press articles, industry reports, YouTube videos etc.) that will provide the source material for the onsite development of a compact case during the session. Using their laptops or smartphones and working in small groups, participants develop and write 2-3 learning objectives and the initial draft of a Compact Case. Internet access is available for participants to conduct online research to complete their work. Case writing mentors are 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.

The Compact Case Hackathon begins with a short case writing presentation focusing on the unique aspects of Compact Cases. Participants then will spend the bulk of the second session “hacking” their cases, starting first with the development of learning objectives and then writing the initial draft of the case itself. The Hackathon concludes 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.”

It works! TCJ has just accepted for publication a Compact Case that started in the EAM 2018 Case Hackathon. More Hackathon cases are in the review process.

Submitted by: Rebecca J. Morris, PhD  
Editor-in-Chief, ***The CASE Journal***

## LOOK FOR THE CASE ASSOCIATION ON SOCIAL MEDIA!



Twitter: <https://twitter.com/CaseAssociation>

Linkedin: <https://www.linkedin.com/groups/4842074/>

Facebook: <fb.me/caseassociation>

