



Dear Case Writer:

Please consider the following **invitation/Call for Teaching Cases** for the **44<sup>th</sup> annual CASE Association Conference** in historic Portland, ME (May 13-16, 2020) in partnership with EAM.

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<sup>th</sup> (**Note the 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 (<https://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.

**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.

# Case Writing 2.0



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.

S. Christopher Ellis  
VP for Programs  
CASE Association  
Office: 305-348-2597  
Chris.Ellis@fiu.edu

