



Fall 2019 Newsletter

The CASE Association



Greetings:

The CASE Association will host its 2020 Annual Conference (as part of the Eastern Association of Management conference) on May 13-16, 2020 in Portland, Maine. Here is the link to register. <https://www.eaom.org/> We encourage you to attend the conference. We want to see you publish!!!! The conference offers training and support to achieve that goal. Case submission has been extended to January 5, 2020.

Also, 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 continuing to cultivate 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.

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. 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.

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Deadline Extended ~ January 5, 2020!

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

May 13 ~ 16, 2020

At the Westin Harborview Hotel
Portland, ME

CALL FOR CASES

The deadline for the Call for Papers (Cases) for the 2020 Case Association Conference in Portland, Maine has been extended to Jan. 5, 2020.

The conference will take place May 13 – 16, 2020 in Portland, Maine at the Westin Harborview Hotel.

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.

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.

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

Looking forward to seeing you in next year's conference!

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An update from Emerald

I wanted to share some information with you about The CASE Journal over the last year. We've had another great year and have published 38 case studies and articles on case writing. This is down to the hard work of Dr. Rebecca Morris as well as TCJ's team of reviewers who have all contributed to the fantastic content published in 2019.

We are also very excited to announce that TCJ was accepted into Scopus this year, which means that TCJ authors now publish in a globally esteemed publication. This endorsement of the quality of our content is an important step in being acknowledged as a valuable academic contribution.

Emerald continues to pay members of The CASE association \$100 upon publication of their case in TCJ. If the corresponding author is a member of the CASE Association at the time of publication, the corresponding author will be contacted and is eligible for a payment of \$100 from Emerald at the end of the calendar year.

Complementing our writing modules on the Emerald Cases Hub, we have just launched two new modules on 'Preparing to teach a case study' and 'Facilitating in the classroom.' Based on feedback from networks, we have incorporated information, guidance and examples of the issues most affecting faculty using cases: including enabling students to contribute, dealing with challenging classroom scenarios and ensuring everyone gets a chance to contribute. The Cases Learning Hub is a free online resource for case authors and teachers. Register online here:

<https://caseshub.emeraldgroupublishing.com/>

The special issue "Black Leaders in Business" is still open for new submissions, guest edited by Dr. Mary Foster. The special issue will feature cases with Black/African American protagonists facing business decisions and challenges. More information on this special issue is available online: https://www.emeraldgroupublishing.com/products/journals/call_for_papers.htm?id=8707

For more information on submitting to TCJ please see https://www.emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=tcj or contact me, at grundle@emeraldgroup.com

Gabi Rundle
Emerald Cases Publisher



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