

## Message from the President

The **2010 SCR Annual Meeting** on March 24-26 under the strong leadership of Eric Nelson (University of Central Missouri) once again includes a record number of participants presenting papers, panel discussions, critical incidents, and embryo cases. This meeting at The Drake Hotel in Chicago, held each year in conjunction with the MBAA (Midwest Business Administration Association) Conference, provides attendees the opportunity to attend and participate in the programs of eleven academic associations comprising the MBAA. The 2010 Annual Meeting promises to be the best ever—don't miss it!

*Regarding the Conference, **please note** that following our practice of the last several years, SCR will hold its Annual Business Meeting as part of a luncheon on Thursday. When registering for the conference, be sure to sign up for the luncheon (which is subsidized by both the MBAA and SCR). Also, if you are a primary registrant for SCR, do not sign up for the Proceedings—you will receive a copy as a member of SCR.*

The SCR *Journal of Critical Incidents*, under editor Joy Benson (University of Wisconsin River Falls) and associate editor Sally Dresdow (University of Wisconsin Stout), published its second edition in October 2009 with 21 critical incidents surviving the rigorous review process. This electronic journal provides an outlet for critical incidents presented each year at the SCR Annual Meeting. Following a blind review and revision process, incidents presented at the 2010 meeting will comprise volume three.

A **Strategic Planning Task Force** has been established under the coordination of Ann Hackert (Idaho State University) to deliberate on several issues and report to the SCR Board in March. Issues to be considered include: 1) maintaining the society archives, 2) succession planning for the SCR director of development position, 3) examining the structure and membership of SCR committees, 4) maintaining the SCR website and database of cases, papers, and critical incidents, 5) ensuring the long-term continuity of the SCR vision and culture, and 6) considering the remuneration of key contributors (e.g., editors, director of development). Task force members have been encouraged to bring additional strategic issues to the Board as well.

The **Publication Committee**, rejuvenated under the leadership of president-elect Mark Bezik (Concordia University of Wisconsin) has undertaken several initiatives to clarify the SCR submission, review, and publication processes to better communicate requirements to program participants.

The **SCR Website** ([www.sfcr.org](http://www.sfcr.org)) continues to be updated to be more useful to members and others seeking information about SCR and its activities. SCR cases and critical incidents published since 2002 in the *Business Case Journal*, *Annual Advances in Business Cases*, and the *Journal of Critical Incidents* are available for classroom adoption in a searchable database located in a special SCR member section of the website.

Finally, the **2010 Summer Case Writers Workshop** will be held on July 15-17 on the campus of Hanover College, chaired by Hanover Professor John Riddick ([riddick@hanover.edu](mailto:riddick@hanover.edu)). Hanover is the oldest college in Indiana, has a beautiful campus overlooking the Ohio River in Hanover, Indiana, and is an easy drive from the Cincinnati, Louisville, and Indianapolis airports.

I thank everyone who attends our SCR meetings and workshops for your enthusiastic participation in the sessions and for the helpful feedback you give to our presenters. The SCR succeeds only because of this active involvement of its members and their willingness to serve as session chairs, discussants, and paper reviewers. I hope to see all of you again in Chicago in March.

Bill Stratton  
SCR President, 2009-10  
Idaho State University

<b>In This Issue:</b>	Page		Page
Message From the President	1	Annual Meeting Silent Auction and Lunch	4
Membership Dues and Information	2	Annual Conference Program Schedule March 24 - 26, 2010	5
Upcoming Summer Workshop Locations	2	Call for Papers, 32nd Annual Summer Case Writer's Workshop	14
Business Case Journal, Message from the Editor	3	Society for Case Research Officers and Board Members	16
Journal of Critical Incidents, Message from the editor	3		

### **Membership Dues and Information**

It is important to remember to pay your dues for membership in SCR. You need to be a member of SCR to attend and present at meetings. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Proceedings, Annual Advances, Business Case Journal and the new electronic journal, Journal of Critical Incidents. Do not pay for the proceedings again when you register for the MBAA—don't check that box.
2. To pay online, go to <http://www.scr.org> and click on "Member Area" if you are a member or "Join" if you are not a member and follow directions. Eventually you will get to the "Pay Dues" link bringing you to the payment page. At the top, if you are a member, it will show when your membership expires. To make a payment, select the membership type you want, 1-year or 2-year and whether you are located in the U.S., Mexico or Canada. Click the "Pay with PayPal" button. Follow the instructions provided by PayPal and then return to the SCR site. You will need to keep your payment status active to receive information from the SCR. Those who wish to pay by check can mail it to the address on the Pay Dues page; your payment status will change once payment is received.
3. SCR runs on a July to July membership year. Go online or send a check made payable to the Society to Case Research: If you pay by check, please make sure you send it to Karen at her home address That address is Society for Case Research c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

### **Upcoming Summer Workshop Locations**

- ▶ 2010: The 32<sup>nd</sup> Annual Summer Case Writers Workshop will be hosted by Hanover College on its campus overlooking the Ohio River in Hanover, Indiana, on July 15-17, 2010. The workshop is chaired by John C. Riddick, Jr., Assistant Professor ([Riddick@hanover.edu](mailto:Riddick@hanover.edu), 502-216-2602) and coordinated by Diane C. Montgomery, Administrative Coordinator ([Montgomery@hanover.edu](mailto:Montgomery@hanover.edu), 812-866-7396) both of whom are with the Center for Business Preparation at Hanover College.
- ▶ 2011: The 33<sup>rd</sup> Annual Summer Case Writers Workshop will be hosted by chair Bonalyn Nelsen on the campus of Rochester Institute of Technology in Rochester, NY.

# **Society for Case Research Publications**

## **Business Case Journal, Message from the Editor**

Thank you to all of the case reviewers who have spent so much of their valuable time reviewing cases and getting them back to me in a timely manner. You make my job so much easier! Also, thank you to case writers who have sent your cases to the BCJ for review and possible publication. It is your hard work that makes the journal possible. The next issue of the Business Case Journal is due to come out in March so be watching the mail for it. Just a little reminder, if you have moved you need to change your address with Karen Foust to assure that you receive your publications from the Society for Case Research.

Kay Hodge, Editor

## **Journal of Critical Incidents, Message from the Editor**

Volume 2 of the Journal of Critical Incidents was a success! Twenty-one quality incidents were published. The peer reviewed teaching notes are available through SCR.

A BIG thank you goes to the 38 reviewers and to Sally Dresdow, the Associate Editor. A lot of time and talent was provided from May through September. Forty-two eligible presentations were part of the 2009 MBAA Meeting. Of these, 27 submissions were received for JCI Volume 2 consideration. In addition five critical incidents deferred from 2008 were resubmitted. All totaled, 32 critical incidents were sent out to reviewers!

Of the 32 critical incidents originally submitted for Volume 2, how were the final 21 selected? First, seven authors decided to not continue after the first round of reviews, chose to turn their critical incident into a case, or submitted their work to another publication.

Second, 25 submissions completed the second round of reviews, with 7 being sent out for a third review prior to the publication decision. Based on reviewer feedback, four of the 25 were deferred. The final selection came down to having a well written, interesting 'story' AND a well done teaching note. It cannot be emphasized enough that, even though it is not published, the teaching note is the deciding factor!

The submission timeline for Volume 3 will be distributed at the 2010 MBAA meeting. I look forward to another great year!

Joy Benson, Editor

# **Society for Case Research**

2010 Annual Meeting – The Drake Hotel - Chicago

March 24-26, 2010

## **Critical Incidents, Panel Topics, Embryo Cases**



### **Society for Case Research Annual Meeting Silent Auction**

Please consider bringing an item to donate for this year's silent auction. Keep in mind that items should be something members can easily carry with them on their plane trip back home. In the past we had a variety of items representing the creativity of members. Bringing an item and participating in the bidding helps raise funds for the SCR.

#### **Remember to Sign Up to Attend Lunch at the 2010 Annual Meeting!**

The SCR holds an annual business meeting during lunch on Thursday in Chicago. This is a great opportunity for you to find out about new SCR initiatives and provide input and feedback to the organization. SCR works because all of its efforts focus on case research, writing, and teaching. Because the noon lunch meeting is an important part of our organization, the price you are asked to pay is supplemented by both SCR and MBAA. Sign up and pay the additional charge when you formally register for Chicago. Of course the lunch is also a great place to meet new SCR members and catch up with old friends. Don't miss out!

# Society for Case Research

## CONFERENCE PROGRAM SCHEDULE

**WEDNESDAY, MARCH 24, 2010**

**11:30-1:15 p.m.     DRAKE RESTAURANTS**

**Board of Directors, Publications Committee, and Past Presidents Luncheon**

**1:30-2:45 p.m. ....Room 825**

**Theme: Critical Incident Review**

Chair:           Roy A. Cook, Fort Lewis College  
Discussants:   Harsha Desai, Loyola University in Maryland  
                  Nona J. Jones, Benedictine University

*TriMode Systems: Continuity of a Lifestyle Business*

Eric Nelson, University of Central Missouri  
Heather Loomis, University of Central Missouri

*The Fate of MediaFuse: An Entrepreneur Wrestles with the Future Direction of his Internet Marketing Firm*

John C. Riddick, Jr., Hanover College

**1:30-2:45 p.m. ....Room 829**

**Theme: Critical Incident Review**

Chair:           William E. Stratton, Idaho State University  
Discussants:   Christy DeVader, Loyola University in Maryland  
                  Rong Kang, University of Southern California

*Bayer CropScience: The Public's Right to Know*

Steven M. Cox, Queens University of Charlotte  
Bradley W. Brooks, Queens University of Charlotte  
Ilonka Aylward, Aylward Family Law

*Quest Research Explores the Hog Production Industry*

Stacy M. Vollmers, University of Wisconsin – River Falls  
Clyde Vollmers, Russian American Institute

**3:00-4:15 p.m. ....Room 825**

**Theme: Critical Incident Review**

Chair:           Steven M. Cox, Queens University of Charlotte  
Discussants:   Bradley W. Brooks, Queens University of Charlotte  
                  Stacy M. Vollmers, University of Wisconsin, River Falls

*Peer Review Pressure*

William E. Stratton, Idaho State University  
Reed McKnight, University of New Mexico

*Quiomi Savoy Salon & Spa: Will This Dream Fade Away?*

Nona J. Jones, Benedictine University

**3:00-4:15 p.m. ....Room 829**

**Theme: Embryo Case and Critical Incident Review**

Chair: Eric Nelson, University of Central Missouri  
Discussants: Heather Loomis, University of Central Missouri  
Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs

*How Should MSW, A Small Company, Manage Its Supply Chain*

Kiran J. Desai, Ph.D., McNeese State University  
Harsha Desai, Ph.D., Loyola University Maryland

*Seastar – Global Mart*

Rong Kang, University of Southern California  
Fulbright Research Scholar, University of Southern California

**4:30-6:00 p.m. SCR MEETING ROOM**

**Society for Case Research Board of Directors Meeting**

**THURSDAY, MARCH 25, 2010**

**8:00-9:00 a.m. ....Room 825**

**Theme: Critical Incident Review**

Chair: John C. Riddick, Jr., Hanover College  
Discussants: Keith Benson, Winthrop University  
Carol Rewers, Ferris State University

*Drexel Chicken*

Bruce C. Sherony, Northern Michigan University  
Irvin A. Zaenglein, Northern Michigan University

*Measuring and Managing Employee Turnover at Taste Max Restaurants*

Bonalyn J. Nelsen, Rochester Institute of Technology  
Patricia A. Walker, Rochester Institute of Technology  
Francis M. Domoy, Rochester Institute of Technology

**8:00-9:00 a.m. ....Room 829**

**Theme: Critical Incident Review**

Chair: Karen Foust, Tulane University  
Discussants: Roy Savage, Christopher Newport University  
Lizabeth A. Barclay, Oakland University

*Hana's Dilemma: Suck It Up or Quit?*

Asbjorn Osland, San Jose State University  
Pamela Wells, San José State University  
William Jiang, San Jose Sate University

*The Project Team: Platform for Success*

Jay Coughnet, The Whiting-Turner Contracting Company  
Christy L. De Vader, Loyola University in Maryland  
Anthony Mento, Loyola University in Maryland

**8:00-9:00 a.m. ....Ontario Room, Upper Mezzanine**

**Theme: Embryo Cases**

Chair: Craig Rabe, Luther College  
Discussant: Michael Stellern, Rockhurst University  
Deni Oas, University of Central Missouri

*Skydive Carolina – “Welcome To My World”*

Tim Burson, Queens University of Charlotte  
Brad Brooks, Queens University of Charlotte  
LeAnne Pupchek, Queens University of Charlotte

*Shape Up or Ship Out: Performance Management at Community Hospital*

Mark Fulford, University of Central Missouri

**9:15-10:30 a.m. ....Room 825**

**Theme: Paper Presentations**

Presenters: Joy Benson, University of Wisconsin, River Falls  
Sally Dresdow, University of Wisconsin, Stout  
Jeffrey B. Conner, Hanover College  
Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs

*Applying Signature Pedagogies and Disciplined Mind*

Concepts to Developing Critical Incidents  
Joy Benson, University of Wisconsin – River Falls  
Sally Dresdow, University of Wisconsin – Stout

*Expanding the Experiential Nature of Case Teaching for Business*

Jeffrey B. Conner, Hanover College  
Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs

**9:15-10:30 a.m. ....Room 829**

**Theme: Embryo Case Review**

Chair: Karen Foust, Tulane University  
Discussants: Ann M. Hackert, Idaho State University  
Joe Thomas, Middle Tennessee State University

*Health Information Technology, Patient Flow, and the New Manager: Evaluation of Three Clinics*

Leigh W. Cellucci, Idaho State University  
Keith Benson, Winthrop University  
Tracy Farnsworth, Idaho State University

*PlanetHospital.com - Medical Tourism Website at a Crossroad*

Carol Rewers, Ferris State University  
Timothy Brotherton, Ferris State University

**10:45-12:00 p.m. ....Room 825**

**Theme: Paper Presentation & Panel**

Presenters: Kay A. Hodge, University of Nebraska, Kearney  
Roy Cook, Fort Lewis College

Panelists: Kay A. Hodge, University of Nebraska, Kearney  
Joy Benson, University of Wisconsin, River Falls  
Roy Cook, Fort Lewis College  
J. David Hunger, Saint John's University

*So, You Think You Want to Write a Case!*

Kay A. Hodge, University of Nebraska at Kearney  
Roy Cook, Fort Lewis College

*Getting Your Case Published*

Kay A. Hodge, University of Nebraska at Kearney  
Joy Benson, University of Wisconsin – River Falls  
Roy Cook, Fort Lewis College  
J. David Hunger, Saint John's University

**10:45-12:00 p.m. ....Room 829**

**Theme: Critical Incident Review**

Chair: Christy DeVader, Loyola University, Maryland  
Discussants: Janet C. Papiernik, Indiana University Purdue University, Fort Wayne  
Michael Stellern, Rockhurst University

*Overcoming Resistance to Technological Change: The Case of the Unused Calculators*

Bonaly J. Nelsen, Rochester Institute of Technology  
Miriam Santana Valadez, Rochester Institute of Technology

*Is Dr. Steinberg's Trait Selection a Viable Business?*

Asbjorn Osland, San Jose State University  
Chunlei Wang, San Jose State University  
John Omweg, San Jose State University  
Vivek Kumar, University of Texas, Southwestern Medical Center  
William Jiang, San Jose State University

**12:00-1:15 p.m. Club International, Main Floor of Drake  
SCR Luncheon and Annual Meeting - TICKET REQUIRED**

**1:30-2:45 p.m. ....Room 825**

**Theme: Paper Presentations**

Presenters: Jolene A. Lampton, Park University  
Rong Kang, University of Southern California  
Heather Loomis, University of Central Missouri

*Using Discussion Teaching in an Online Ethics Course*

Jolene A. Lampton, Park University

*The Application of Bilingual Cases Based on Asymmetric Information in Negotiation Course*

Rong Kang, University of Southern California  
Heather Loomis, University of Central Missouri

**1:30-2:45 p.m. ....Room 829**

**Theme: Embryo Case Review**

Chair: Karen Markel - Oakland University  
Discussants: Eric Nelson, University of Central Missouri  
William E. Stratton, Idaho State University

*Apple, Inc, and Greenpeace in 2008*

Patrick L. Schultz, University of North Dakota  
Duane Helleloid, University of North Dakota

*Another Reason, I LOVE NEW YORK!*

Timothy Brotherton, Ferris State University  
Craig Davis, Ohio University  
Nakato Hirakubo, Brooklyn College

**3:00-4:15 p.m. ....Room 825**

**Theme: Critical Incident Review**

Chair: Cheryl Noll, Eastern Illinois University  
Discussants: Rong Kang, University of Southern California  
Ranjeet Nambudiri, Indian Institute of Management (IIM)

*The Free Lunch*

Bruce C. Sherony, Northern Michigan University  
Irvin A. Zaenglein, Northern Michigan University

*Alabama's "Fat Tax"*

Asbjorn Osland, San José State University  
Pamela Wells, San José State University  
William Jiang, San José State University

**3:00-4:15 p.m. ....Room 829**

**Theme: Embryo Case Review**

Chair: Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs  
Discussants: Leigh W. Cellucci, Idaho State University  
Patrick L. Schultz, University of North Dakota

*Bounty Boy, Go Big or Go Home*

Timothy Brotherton, Ferris State University  
Craig Davis, Ohio University

*The Purple Tunnel of Doom*

Britt M. Shirley, The University of Tampa  
Mary Anne Watson, The University of Tampa

**4:20- 5:30 .....Drake Room, Main Level**

**MBAA INTERNATIONAL - Annual Business Meeting**

**Includes "Best Paper" Awards Presentations**

## FRIDAY, MARCH 26, 2010

**8:00-9:15 a.m. ....Room 825**

**Theme: Critical Incident Review**

Chair: Karen Berger, Pace University  
Discussants: Craig Davis, Ohio University  
Bruce C. Sherony, Northern Michigan University

*Sampark Electronics: Direct Shipment from Factory to Customers*  
Arvinder Loomba, San José State University  
Taeho Park, San José State University

*SpudKraft: Across the Cultural Divide*  
Robert Picard, Idaho State University  
Priscilla R. Reis, Idaho State University  
Dennis Krumwiede, Idaho State University

**8:00-9:15 a.m. ....Room 829**

**Theme: Critical Incident Review**

Chair: Gabriele Lingenfelter, Christopher Newport University  
Discussants: Mark Fulford, University of Central Missouri  
Diane J. Prince, Clayton State University

*What is the Board's Responsibility?*  
Kay A. Hodge, University of Nebraska  
Janet Trewin, University of Nebraska

*Thou Shall Not Steal, Defraud or Misappropriate!*  
AnnaMarie Hawkins, Christopher Newport University  
Roy Savage, Christopher Newport University

**8:00-9:15 a.m. ....Ontario Room, Upper Mezzanine**

**Theme: Critical Incident Review**

Chair: Joe Thomas, Middle Tennessee State University  
Discussants: Claire McCarty Kilian, University of Wisconsin, River Falls  
Michael Stellern, Rockhurst University

*Mountain View Assisted Living*  
Ann M. Hackert, Idaho State University  
Jeff Brookman, Idaho State University  
Sandra Speck, Idaho State University

*Be It Ever So Humble There's No Place Like Home (Keen)*  
Kathy S. Pollack, Indiana University Purdue University, Fort Wayne  
Kent Kauffman, Indiana University Purdue University, Fort Wayne  
Janet C. Papiernik, Indiana University Purdue University, Fort Wayne

**9:30-10:45 a.m. ....Room 825**

**Theme: Critical Incident Review**

Chair: Joe Thomas, Middle Tennessee State University  
Discussants: Sandra Speck, Idaho State University  
Kathy S. Pollack, Indiana University Purdue University, Fort Wayne

*How Should Nutriset Deal with Intellectual Property?*

Asbjorn Osland, San Jose State University  
Xiaohong (Iris) Quan, San Jose State University  
Aparajitha Vadlamannati, San Jose State University  
William Jiang, San Jose State University

*New York City Subway Line and the Metropolitan Transit Authority*

Karen A. Berger, Pace University  
Colleen Kirk, Pace University

**9:30-10:45 a.m. ....Room 829**

**Theme: Critical Incident Review**

Chair: Bonalyn J. Nelsen, Rochester Institute of Technology  
Discussants: Kay Hodge, University of Nebraska, Kearney  
Tom Garsombke, Troy University, Augusta

*In the Interest of Women?*

Claire McCarty Kilian, University of Wisconsin, River Falls  
Brian J. Huffman, University of Wisconsin, River Falls

*The Implosion of Learning Team 17*

Anthony J. Mento, Loyola University, Maryland  
John T. Everett, Loyola University, Maryland

**11:00 a.m.-12:15 p.m. ....Room 825**

**Theme: Panel Discussions**

Panelists: Karen Markel - Oakland University  
Eric Nelson - University of Central Missouri  
Carol Rewers - Ferris State University  
Kay Hodge, University of Nebraska, Kearney  
Joy Benson, University of Wisconsin, River Falls  
Roy Cook, Fort Lewis College

*Using Cases as Online Teaching Tools: Do's and Don'ts from the Trenches*

Karen Markel - Oakland University  
Eric Nelson - University of Central Missouri  
Carol Rewers - Ferris State University

*Incorporating Visual Aids in Cases: Are the Benefits Worth the Costs?*

Kay Hodge, Editor, Business Case Journal  
Joy Benson, Editor, Journal of Critical Incidents  
Roy Cook, Fort Lewis College

**11:00 a.m. - 12:15 p.m. ....Room 829**

**Theme: Embryo Case Review**

Chair: Claire McCarty Kilian, University of Wisconsin, River Falls  
Discussants: Priscilla R. Reis, Idaho State University  
Mary Anne Watson, University of Tampa

*Mirage in the Kalahari: Ramatex in Namibia*  
Farid Sadrieh, Quinnipiac University

*Faster Than a Speeding Bullet: How Technology (and Other Factors) Left Motorola Behind*  
Jose J. Poza, Barry University  
Anne Fiedler, Barry University

**1:45-3:00 p.m. ....Room 825**

**Theme: Panel Discussion & Embryo Case Review**

Chair: Ann M. Hackert, Idaho State University  
Discussants: Roy A. Cook, Fort Lewis College, et al.  
Taeho Park, San José State University  
John C. Riddick, Jr., Hanover College

*How to Use the SCR Website*  
Roy A. Cook, Fort Lewis College  
Eric Nelson, University of Central Missouri

*Endeavoring to Build a Sustainable Enterprise: Endeavor Careers Private Limited*  
Ranjeet Nambudiri, Indian Institute of Management  
Jayasimha K.R., Institute of Management Technology (IMT)  
Sandeep Krishnan, Practicing Manager, India

**1:45-3:00 p.m. ....Room 829**

**Theme: Embryo Case Review**

Chair: Nona J. Jones, Benedictine University  
Discussants: Jose J. Poza, Barry University  
Robert Picard, Idaho State University

*Blade Goes to Jail for Tax Fraud*  
John D. Veal, Jr., Webster University  
Gabriele Lingenfelter, Christopher Newport University

*Suburban U: Motivating Constituents During a Crisis*  
Lizabeth A. Barclay, Oakland University  
Karen S. Markel, Oakland University

**3:00-4:15 p.m. ....Room 825**

**Theme: Embryo Case Review**

Chair: John D. Veal, Jr., Webster University  
Discussants: AnnaMarie Hawkins, Christopher Newport University  
John T. Everett, Loyola University, Maryland

*Franchising in the Dairy Service Industry*  
Deni Oas, University of Central Missouri

*The CEO's Dilemma*  
Robert R. Picard, Idaho State University  
Cathy Peppers, Idaho State University

**3:00-4:15 p.m. ....Room 829**

**Theme: Critical Incident Review**

Chair: Roy A. Cook, Fort Lewis College  
Discussants: Mark Fulford, University of Central Missouri  
Timothy Brotherton, Ferris State University

*Sampark Electronics: The Production Outsourcing Decision*  
Arvinder Loomba, San José State University  
Taeho Park, San José State University

*Able State Painting Company*  
Thomas W. Garsombke, Claflin University  
Diane J. Prince, Clayton State University  
Richard Fulton, Troy University, Augusta

# Call for Cases

## The Society for Case Research 32<sup>nd</sup> Annual Summer Case Writer's Workshop Hanover College Hanover, Indiana July 15-17, 2010

### Workshop Purpose & Overview

The [Society for Case Research's \(SCR\)](#) Summer Case Writer's Workshop is held on a different college campus each summer to offer case writers an opportunity to work with a collegial group of people who provide constructive feedback and suggestions on how a case and accompanying teaching note might be improved. Participants work in small groups over two days of sessions discussing and critiquing their cases with the purpose of helping authors strengthen their cases such that they might be publishable.

The primary purpose of the workshop is to develop and improve business research, case writing, and the case reviewing skills of participants. The workshop helps aspiring case writers, beginners, and experienced case writers prepare and develop cases and teaching notes for classroom use and/or publication. ***YOU DO NOT HAVE TO SUBMIT A CASE TO ATTEND.*** Individuals interested in exploring case writing as an alternative to traditional research are encouraged to attend.

Abstracts of all cases accepted for presentation will be published in the *Conference Proceedings*. Cases presented at the workshop are eligible for submission to [Annual Advances in Business Cases](#), a blind-refereed publication sponsored by the Society for Case Research.

The workshop is a great opportunity to network with professionals from various business disciplines and institutions who are interested in writing and using cases. The small group approach helps one gain a broader perspective on how a case might be used to facilitate student learning.

### When & Where

The conference sessions begin at 5 p.m. on Thursday, July 15<sup>th</sup> and conclude at 1 p.m. Saturday, July 17<sup>th</sup>. [Hanover College](#) is a private, coeducational liberal arts college. Founded in 1827, Hanover is the oldest private college in Indiana. The College is located in southeastern Indiana just outside of [Madison, IN](#) on 650 acres overlooking the Ohio River. Recognized as "The prettiest Small Town in the Midwest" by Ladies Home Journal and "Best Preserved Town in the Midwest" by The Chicago Tribune, Madison boasts the largest historic district in Indiana with over 133 blocks on the National Register of Historic Places. The College is close to Louisville (45 miles), Cincinnati (70 miles), and Indianapolis (95 miles).

### Deadline for Submission

Cases with a Teaching Note (TN) should be submitted no later than May 1<sup>st</sup>, 2010. Submissions must be in MS Word format and can be submitted electronically to [jriddick@hanover.edu](mailto:jriddick@hanover.edu) or [Montgomery@hanover.edu](mailto:Montgomery@hanover.edu). A committee will review your case and acceptance will be acknowledged on May 30<sup>th</sup>, 2010. At that time, instructions will be sent regarding the presentation of your case Abstract. Abstracts will be published in the *Workshop Proceedings*.

### Case Specifications

SCR accepts both decision cases and descriptive cases. Decision cases require analysis leading to action recommendations to resolve a crisis and/or long-term problem depicted in the case. Descriptive cases require analysis to understand the dynamics of a situation but do not require any recommendations for action. The case submitted must be based on real events in an actual organization, although individuals and/or the organization may be disguised to preserve anonymity.

### Teaching Note Specifications

A TN must be included with your case submission. The TN should contain the following:

- **Title of Case** with authors and their affiliations
- **Case Overview:** The case overview summarizes and identifies key issues in the case.
- **Learning Objectives:** The learning objectives should describe what you want the student should learn, or what the student will be doing to demonstrate his or her knowledge and how you will know when he or she is doing it.

- **Questions and Answers:** The questions should be linked and ordered to the learning objectives. These questions are for the instructors who will be using the case. Answers to the questions should be thorough and supported by current theory and practice. Good answers are supported with references to current textbooks or research literature.
- **Suggestions for Classroom Use:** Identify courses, conditions, etc., under which the case is suitable. If you have field-tested the case in your own classroom, include a statement of how it was used and student reaction.
- **Epilogue:** If known, you might want to provide the actual situation outcome.
- **References:** Current references should be cited.

For additional information regarding requirements for case and TN submissions, please consult the [Manuscript Submission Guidelines](#) available on the SCR Website.

### **Workshop Preparation**

After you are notified that your case will be accepted, you will be sent several cases to review prior to the beginning of the workshop. This will occur around June 15<sup>th</sup>. During the workshop you will be a member of a small group giving feedback to the author(s) of the case and making suggestions for improvement. Each review session will have a facilitator (chair), scribe, and multiple discussants. As you review a case and TN, you are strongly encouraged to make notes directly on the case and TN and hand these to the author at the conclusion of the session where that case is discussed.

The case-reviewing portion of the workshop officially begins at 8:30 a.m. on Friday, July 16<sup>th</sup> and concludes at 1:00 p.m. on Saturday, July 17<sup>th</sup>. The number of case submissions is not limited. **However, an individual author will be expected to review and be a discussant in at least three other sessions.** Thus, co-authors will need to consider attendance.

### **Registration & Lodging**

Registration forms and additional Workshop information will be available in early 2010. Inexpensive lodging will be provided on Hanover's campus. A complete list of hotels, bed & breakfasts, and guest houses can be found on the Madison, IN Website, [visitmadison.org](#). [Clifty Falls State Park](#), conveniently located between Hanover and Madison, also has lodging available.

### **Air Travel Information**

[Louisville International Airport](#) (SDF)  
[Cincinnati/Northern Kentucky International Airport](#) (CVG)  
[Indianapolis International Airport](#) (IND)

### **Questions or Additional Information**

For additional information on the 2010 Summer Workshop, please contact the following individuals:

John C. Riddick, Jr.  
 Vice President, 2010 Workshop  
 Assistant Professor, [Business Scholars Program](#)  
 Hanover College  
 PO Box 108  
 Hanover, IN 47243  
 (502) 216-2602 Mobile  
[Riddick@hanover.edu](mailto:Riddick@hanover.edu)

Diane C. Montgomery  
 Program and Administrative Coordinator  
 Center for Business Preparation  
 Hanover College  
 PO Box 108  
 Hanover, IN 47243  
 (812) 866-7396  
[montgomery@hanover.edu](mailto:montgomery@hanover.edu)

## SCR OFFICERS AND BOARD MEMBERS – 2009-2010

### President:

Bill Stratton  
Idaho State University  
Pocatello, ID 83209-8020  
(208) 282-2281  
[strabill@isu.edu](mailto:strabill@isu.edu)

### Secretary:

Janet Papiernik  
IU-PU Fort Wayne  
Fort Wayne, IN 46805-1499  
(260) 481-6477  
[papiernj@ipfw.edu](mailto:papiernj@ipfw.edu)

### Archivist and Director of Development:

Roy Cook  
Fort Lewis College  
(970) 946-9612  
[Cook\\_R@fortlewis.edu](mailto:Cook_R@fortlewis.edu)

### President-Elect & Chair of

#### Publications Committee:

Mark Bezik  
262-243-4247 (office)  
[mark.bezik@cuw.edu](mailto:mark.bezik@cuw.edu)

### At Large Directors: (6)

Gary Clendenen (2010)  
Siena College  
Cohoes, NY 12047  
(518) 782 – 6759  
[gclendenen@yahoo.com](mailto:gclendenen@yahoo.com)

### Director for External Relations:

Jim Camerius  
Northern Michigan University  
(906) 249-3887  
[jcameriu@nmu.edu](mailto:jcameriu@nmu.edu)

### Immediate Past President:

Robyne Hart  
Associated Colleges of the Midwest  
Chicago, IL 60606  
(812) 599-3596  
[rhart@acm.edu](mailto:rhart@acm.edu)

Craig Rabe (2010)  
Accounting and Management  
Luther College  
700 College Drive  
Decorah, IA 52101  
(563) 387-1035  
[Rabecr01@luther.edu](mailto:Rabecr01@luther.edu)

### SCR Publications Editors (4)

#### Editor of *Annual Advances in Business Cases:*

Kenneth S. Rhee  
Northern Kentucky University  
Highland Heights, KY 41099  
(859) 572-6310  
[rhee@nku.edu](mailto:rhee@nku.edu)

### Vice President-2010 Program:

Eric Nelson  
Dockery 405F, Dept. of Management  
University of Central Missouri  
Warrensburg, MO 64093  
(660) 422-2629(cell)  
[enelson@ucmo.edu](mailto:enelson@ucmo.edu)

Karen Berger (2011)  
Pace University  
Pleasantville, NY 10570  
(914) 773-3646  
[kberger@pace.edu](mailto:kberger@pace.edu)

#### Editor of *Business Case Journal:*

Kay Hodge  
University of Nebraska at Kearney  
Kearney, NE 68849  
(308) 865-8003  
[hodgek@unk.edu](mailto:hodgek@unk.edu)

### Vice President - 2010 Workshop:

John C. Riddick, Jr.  
Center for Business Preparation  
Hanover College  
P.O. Box 108  
Hanover, IN 47243  
(812) 866-7490 Office  
(502) 588-3109 Home Office  
(502) 216-2602 Mobile  
[riddick@hanover.edu](mailto:riddick@hanover.edu)

Jeff Totten (2011)  
McNeese State University  
Lake Charles, LA 70609  
(337) 475-5534  
[jtotten@mcneese.edu](mailto:jtotten@mcneese.edu)

#### Editor of *SCR Newsletter:*

Ann Hackert  
Idaho State University  
Pocatello, ID 83209-8020  
(208) 282-2506  
[hackeann@cob.isu.edu](mailto:hackeann@cob.isu.edu)

### Treasurer: (3 years - 2011)

Karen Foust  
207 Belle Meade Blvd.  
Thibodaux, LA 70301-4907  
(504) 865-5548  
[kfoust@bellsouth.net](mailto:kfoust@bellsouth.net)

Tim Redmer (2012)  
School of Global Leadership  
Regent University  
1000 Regent University Drive  
Virginia Beach, VA 23464  
(757) 352-4360  
[timored@regent.edu](mailto:timored@regent.edu)

#### Editor of the *Journal of Critical Incidents:*

Joy Benson  
124 South Hall  
410 S. Third Street  
Univ. of Wisconsin-River Falls  
River Falls, WI 54022-5013  
(715) 425-3335  
[joy.benson@uwrf.edu](mailto:joy.benson@uwrf.edu)

Leslie Korb (2012)  
Georgian Court University  
900 Lakewood Avenue  
Lakewood, NJ 08701  
(732) 987-2668  
[korbl@georgian.edu](mailto:korbl@georgian.edu)

The *SCR Newsletter* is published three times a year by the Society for Case Research. Editorial work is completed at Idaho State University by Dr. Ann M. Hackert. The newsletter is distributed via e-mail and is available online at [www.sfcr.org](http://www.sfcr.org). The purpose of the Society for Case Research (SCR) is to assist in the development of individual efforts in the field of case writing, case teaching, and case research, which enhances business education. The major objectives of the SCR are to provide programs for the exchange of ideas and the improvement of case research, writing, and teaching; to assist in the publication of written cases or case research and other scholarly work; and to provide recognition for excellence in case research, writing, and teaching.