

# SCR News

## Society for Case Research Newsletter

Editor: Jeff W. Totten

Spring 2002

### President's Letter

It is both a pleasure and an honor to serve as president of the Society for Case Research. Thanks to everyone for the many contributions that make our Society what it is.

Chicago was fun. If you get a chance to attend next year I highly recommend it. The board, led by Jim Camerius, dealt with a myriad of issues surrounding the Society and handled them with professionalism. The website is up and running thanks to Roy Cook. Publication awards were given to Roy Cook and Jeff Totten. The program, developed by Jim Puetz, went off without a problem (at least we never noted any) and was both informational and inspirational in tone and content.

A special thanks is due to the present editor of the *Business Case Journal*, Dr. Ed Leonard. Ed has, almost single-handedly, recovered the *Business Case Journal* from an abyss. Two years ago the Society was not in danger of losing the journal, it was lost. Ed has tirelessly worked with our publisher, with reviewers, with authors, and with former editors. He has supported the journal from his own research funds and with funding from his University. By my unofficial count Ed has recovered the journal from two failed and one refused editorships. Ed, I'm not sure how we could replace you. Would you consider training someone as a replacement? Thank you.

Let me encourage all to attend the summer workshop in Durango. Roy Cook has done a fabulous job of preparing a wonderful location for a tremendously invigorating time of fun and learning. And of course all cases presented at the workshop are not only eligible for submission, but are invited to submit to *Annual Advances in Business Cases*.

I have one goal for the coming year: **Increase our paying membership to 200** by the March meeting in Chicago next year. We want to implement the changes suggested by Dean Dudley's task force on membership. We want to continue to offer great value for the dues spent by the members in support of our efforts. I am recruiting a team of colleagues who will work two hours a month to contact academics about joining SCR as a publishing author, a junior apprentice, or a seeker of the truth about cases. If you would like to participate in that team, we have a few slots left.

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Website: [www.sfcr.org](http://www.sfcr.org)

I believe it is a great time to trumpet our Society. The accreditation standards fully support the idea that junior faculty members at “teaching” schools would do well to have case publications in their vita. Cases and case research qualify as one of the three components of intellectual contributions, specifically Instructional Development. Quoting from the AACSB standards, Instructional Development is “The enhancement of the educational value of instructional efforts of the institution or discipline.” Furthermore the standards require all schools to have contributions in the Instructional Development category. As in any portfolio they are not sufficient of themselves. But I would argue they have never been viewed more positively across the academic landscape.

I am very excited about the coming year and sincerely look forward to serving as president of the Society. If you have issues, comments, or questions, please do not hesitate to contact me. Best wishes for the coming year.

Robert A. Orwig  
Central Missouri State University (Fall 2002)

### FROM OUR SECRETARY-TREASURER:

*Have you paid your membership dues for 2002-2003?* The SCR year is established in our by-laws and runs from MBAA Chicago meeting to MBAA Chicago meeting (roughly March 2002 to March 2003). Annual dues are \$30 per year. Foreign members are requested to make payment in U.S. dollars if possible.

Please send your dues and any change of address information, including new phone numbers or e-mail addresses, to the Society for Case Research, c/o Fred Hebein, Secretary-Treasurer, College of Business & Public Administration, California State University, 5500 University Parkway, San Bernardino, CA 92407-2397. If you have any questions, please e-mail me at [fhebein@csusb.edu](mailto:fhebein@csusb.edu).

### AWARDS & PICTURES FROM THE MBAA/SCR CONFERENCE



**Left:** Roy Cook receives the Distinguished Paper award for his article, “Case Methodology and Accounting Instruction.” Roy is at Fort Lewis College. His co-author, Janet Bear Wolverton, is at the Oregon Institute of Technology. Presenting the award are (L to R): Incoming SCR President, Bob Orwig, Outgoing President, Jim Camerius, and Chicago Program Vice President, Jim Puetz.



**Left:** Jeff Totten receives the Outstanding Critical Incident award for “A Billing Discrepancy.” Jeff is at Bemidji State University. Presenting the award are Bob Orwig, Incoming President, and Jim Camerius, Outgoing President.

**Right:** Transition of Office occurs on March 1<sup>st</sup> as Jim Camerius exits as President (to become Immediate Past President) and Bob Orwig takes over as President. Jim (Northern Michigan University) receives a plaque from Bob (Mercer University). Jim later gives the gavel and a plaque to Bob.



## VISIT OUR WEBSITE!

Take a moment to click on our website, <http://www.sfcr.org>. You will notice a new link, “Resources.” Your feedback on this link and the website in general is welcome. Please let me know how it can be improved to serve your needs.

Roy Cook, Fort Lewis College

## PROFESSIONAL OPPORTUNITIES

### *Society for Case Research*

Our annual summer workshop will be held June 20-22, 2001, at Fort Lewis College in Durango, Colorado. Contact Roy Cook ([cook\\_r@fortlewis.edu](mailto:cook_r@fortlewis.edu)) for an information packet. Deadline is April 26<sup>th</sup>.

### *North American Case Research Association*

NACRA will hold its 2002 meeting at the Banff Conference Center in Banff, Alberta, Canada, October 3-5, 2002. The submission deadline is June 3, 2002; for details, see website ([www.nacra.net](http://www.nacra.net)).

### *Marketing Management Association's Fall Educators' Conference*

Panels and papers on teaching and learning for all business disciplines (not just marketing); September 26-28, 2002, Memphis, TN; contact: Larry Zigler, [lzigler@highland.cc.il.us](mailto:lzigler@highland.cc.il.us); deadline: July 15<sup>th</sup>.

### *Decision Sciences Institute*

Annual meeting, San Diego, CA, November 23-26, 2002; contact: Carol Latta, DSI, CoBA, Georgia State University, Atlanta, GA 30303. **\*\* Case studies track \*\***

### *Marketing Management Association/MBAA*

The annual MBAA conference will be in Chicago at the Palmer House March 12 – 14, 2003. The submission deadline (for Marketing) is October 1, 2002. Contact the Program Chairman, Brian Engelland, at (662) 325 – 8649 or [bengelland@cobilan.msstate.edu](mailto:bengelland@cobilan.msstate.edu).

### *Academy of Marketing Science's World Marketing Congress*

International meeting, Perth, Western Australia, June 11-14, 2003; contact: Vicki Crittenden, Boston College, (617) 552 – 0430, [Victoria.crittenden@bc.edu](mailto:Victoria.crittenden@bc.edu); deadline is September 13, 2002.

### **Journal Calls for Manuscripts**

- ? *Hospital Topics*, Amy Taylor, managing editor, [www.heldref.org](http://www.heldref.org).
- ? *Journal of Financial and Economic Practice*, Dr. Allen Webster, co-editor, Bradley University, [alw@bradley.edu](mailto:alw@bradley.edu).
- ? *Southwest Business and Economics Journal*, Dr. Syed Ahmed, editor, Cameron University, [Syeda@Cameron.edu](mailto:Syeda@Cameron.edu).
- ? *The Journal for Advancement of Marketing Education*, Dr. Susan Petroschius, editor, Bowling Green State University, [spetros@cba.bgsu.edu](mailto:spetros@cba.bgsu.edu).

## **OUR SUMMER WORKSHOP**

Plans are in place for an exciting and energizing case writing workshop this summer. If you have not already submitted your case and registration form, please send them in as soon as possible. For more information, visit <http://sfc.org/workshop.htm>.

Remember, June is prime tourist season in the Rocky Mountains. If you plan to stay off campus, make your reservations soon as lodging fills up fast. **Do not** plan to arrive in town and just find a place to stay. You will be disappointed. If you fly into Denver it will take you about seven hours to drive to Durango. It may look closer than that on the map, but it is a slow drive through several mountain passes. Albuquerque is much closer, about a three and a half hour drive. Our airport is the best choice with service provided by United, Continental, American, and America West. As an added feature, we have scheduled a pre-conference session on Wednesday for early bird arrivals. So, enjoy our Southwestern hospitality.

*Roy Cook, Vice President, 2002 Workshop*

# W A C R A ®

WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

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web site: <http://www.wacra.org>

**Conference Office:** Rensselaer, Lally School of Management & Technology  
in North America call 1-800-523-6468, other countries +860-548-2440 (Denise Smith)

## CASE METHOD

Research and Application (Including Case Writing) 19<sup>th</sup> International Conference

## Mannheim-Heidelberg, Germany

June 30 - July 3, 2002

**INTERACTIVE, INNOVATIVE TEACHING & TRAINING** including

**Distance & Continuing Education**

**Training for Global Labor Markets**

**With Cases, Multimedia, Simulations, and Other Interactive Methods**

The case method can play an important role in solving problems and in teaching problem solving, as well as in initiating and managing change. Thus this conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. WACRA® conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. The most innovative presentation and the outstanding paper are recognized.

***Deadline for submission has passed.***

***This is provided for information purposes only.***

***Contact J. David Hunger for more details about the program, or check the website noted above for more information.***

SCR News is published three times a year by the Society for Case Research. Editorial work is done at Bemidji State University by Dr. Jeff W. Totten, with assistance by a student worker. The newsletter is printed by Eagle Printing, Bemidji, MN.

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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.