

SCR News

Society for Case Research Newsletter

Editor: Jeff W. Totten

Fall 2002

President's Report

Dear Colleagues,

Greetings from the North Georgia mountains. I hope and pray that your semester has finished well and that you are enjoying preparing for the next one.

Our program for the next annual meeting is taking shape. Barbara Nemecek promises that the meetings will be dynamic, interesting and fun. Thanks to all who have made that process what it is. March in Chicago must be better than February (as in last year)!!

Our publications are pressing ahead, thanks to the leadership provided by Ed Leonard for the BCJ and Roy Cook for Annual Advances. The work that they do and the support from their institutions has been superb. Jeff Totten also deserves our appreciation for keeping the newsletter on line, even while moving to Louisiana. Jeff will enjoy Chicago this year because, for the first time in a long time, the weather in Chicago will be colder than where he resides.

On a more somber note, my friend, Fred Hebein, will be resigning as Secretary/Treasurer effective this March. I have personally appreciated Fred's calm and reasoned opinions in our board meetings and I will miss that wisdom. I know everyone joins me in wishing him well. His plans include being in Germany for a visiting professorship, which implies we will not see much of him for a while. Fred, don't forget us, and when you return we expect to see you regularly. By the way, if anyone knows someone with accounting experience that would like to take on Fred's former job, it would be appropriate to let Jim Camerius and his committee know.

I would like to encourage **everyone to invite a colleague to Chicago and/or the workshop** this year. Your personal enthusiasm about SCR is our most important membership tool. Our organization offers a valuable service for young writers. Your invitation might help someone publish the case you will use.

Happy Holidays,
Bob Orwig, President, Society for Case Research

Membership Reminders

In the Summer 2002 newsletter, you were informed about a proposed dues increase to \$50, and the likelihood of a constitutional change proposal to evaluate. The members of SCR will vote on the dues increase at our spring meeting, which will be **at a new time**: Thursday, March 13th, at 3:45 p.m. in Parlor G (6th floor) of the Palmer House. As far as a constitutional change proposal, no information is available at this time, so no vote will likely take place at the spring meeting.

»Jeff Totten, Editor

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SCR's Website: www.sfcr.org

SCR PROGRAM FOR NEXT MARCH'S CHICAGO MEETING

WEDNESDAY, MARCH 12, 2003

1:30 - 4:15 PM.6th Floor – Parlor G

Board of Directors Meeting – Society for Case Research

Presiding: Bob Orwig, North Georgia & State University

THURSDAY, MARCH 13, 2003

9:15 - 10:30 AM.6th Floor – Parlor G

Theme: Cases and Teaching Cases

Chair: Kay Hodge, University of Nebraska - Kearney

"Cases in the Engineering Curriculum"

Robert H. Wolverton, United States Air Force Academy, & Janet Bear Wolverton, Oregon Institute of Technology

"Managerial Application and Teaching Dichotomies"

Robert W. Service, Samford University, & Joyce Heames, Samford University

"Case Analysis in Strategic Management: An Instructional Resource"

Rajendra Khandekar, Metropolitan State College of Denver

Discussants:

Roy Cook, Fort Lewis College; Jim Puetz, Rockhurst University; Fred Hebein, California State University San Bernardino

10:45 - 12:00 PM.....6th Floor – Parlor G

Panel

"Web-Based Instruction and Case Teaching: Experiences at a Small School"

Jeryl L. Nelson, Wayne State University, Cheryl Waddington, Wayne State University, & Suzanne Wilhelm, Fort Lewis College

1:30 - 2:45 PM.....6th Floor -- Parlor J

Theme: Management Cases

Chair: Kathryn Carlson Heler

"The Latino Gellers' Wildcat Strike at the Biomedical Electronics Corporation"

Victor G. Devinatz, Illinois State University

"Managing Internet Access: An HR or Management Issue"

Kathryn Carlson Heler, Manchester College, & Edward Heler, Heler Consultancy LLC

"Mergers and Acquisitions Within an International Business Environment"

Ted Azarmi, California State University Long Beach, & Christine Haecker, Universitaet Tuebingen, Germany

Discussants:

Jeryl Nelson, Wayne State College; Cheryl Noll, Eastern Illinois University; Jeff Totten, Southeastern Louisiana University

3:00 - 3:45 PM.6th Floor – Parlor G

Theme: Case Research and SCR

"SCR - Identity and Future Directions"

Esther Headley, The Research Partnership, Wichita, KS, & Robert Ross, The Research Partnership, Wichita, KS

"Are Cases Research? A Survey of Dean's Opinions"

William Stratton, Idaho State University, & Barbara Nemecek, University of Wisconsin - River Falls

3:45 - 5:00 PM.....6th Floor – Parlor G

SCR Business Meeting

Presiding: Robert Orwig, North Georgia College & State University

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8:00 - 9:15 AM6th Floor – Parlor G

Theme: Critical Incidents, Session 1

Chair: Jim Puetz, Rockhurst University

"Unhealthy Competition between Engineers"

Dennis Krumwiede, Idaho State U., Ronnie Stephens, Central Missouri State U. & Elinor Rahm, Central Missouri State U.

"The Positive Suggestion Box"

Ed Leonard, IU/PU Fort Wayne, Roy A. Cook, Fort Lewis College, & Claire McCarty Kilian, UW – River Falls

"What Will it Take to Motivate Callie?"

Ed Leonard, IU/PU Fort Wayne, & Claire McCarty Kilian, UW – River Falls

Discussants:

David Rosenthal, Miami University; Robert Orwig, North Georgia C&S U.; James Camerius, Northern Michigan University

9:30 – 10:45 AM.6th Floor – Parlor G

Theme: Critical Incidents, Session 2

Chair: Elinor Rahm, Central Missouri State University

"This Bud's On Me"

Claire McCarty Kilian, UW – River Falls, & Dawn Hukai, UW – River Falls

"Cheese, Anyone?"

Jacque E. Foust, UW – River Falls, Darryl W. Miller, UW – River Falls, & Claire McCarty Kilian, UW – River Falls

"Joe and His Brother: The Entrepreneurs' Extraordinaire"

Brian G. Gnauck, Northern Michigan University, & Bruce C. Sherony, Northern Michigan University

Discussants:

Stephen Senge, Simmons College; Robert Ross, Wichita State University; Kay Hodge, University of Nebraska - Kearney

11:00 - 12:15 PM.....6th Floor – Parlor G

Theme: Critical Incidents, Session 3

Chair: Jeff Totten, Southeastern Louisiana University

"The Iron Horse Triathlon"

Paul McDevitt, University of Illinois at Springfield

"Transitions @ Gateway Computer"

Stephen V. Senge, Simmons College

"Creative Accounting at Xerox"

Janet C. Papiernik, IU/PU Fort Wayne, Patricia A. Ryan, Colorado State University, & Ed Leonard, IU/PU Fort Wayne

Discussants:

Ronnie Stephens, Central Missouri State U.; Claire Kilian, UW – River Falls; Janet Wolverton, Oregon Institute of Technology

1:45 – 3:00 PM.6th Floor – Parlor G

Theme: Cases and Publication

Chair: Bill Stratton, Idaho State University

"Minority Owned Businesses: Are We Writing Cases About Them?"

Jeff Totten, Southeastern Louisiana University

"State of the Union - What is being Published?"

David Rosenthal, Miami University

Discussants:

Esther L. Headley, Wichita State University; Jim Camerius, Northern Michigan University

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3:00 – 4:15 PM.6th Floor – Parlor G

Theme: New Teaching Issues

Chair: Robert Service, Samford University

"Teaching with Experiential Exercises"

"Hay is for Horses"

Reed McKnight, Fort Lewis College, Suzanne Wilhelm, Fort Lewis College, & Roy A. Cook, Fort Lewis College

"Office Allocation in Academia: A Decision Dilemma"

John Cave, Fort Lewis College, & Roy A. Cook, Fort Lewis College

"Securi-Tronics and Competitive Intelligence"

Herbert Snyder, Fort Lewis College, & Roy A. Cook, Fort Lewis College

"Student Developed Cases - Directing Learning to the Next Level"

Cheryl L. Noll, Eastern Illinois University

Discussants:

Robyne Hart, Hanover College; Bill Stratton, Idaho State University

NACRA Update

NACRA, the North American Case Research Association, had its annual meeting in Banff, Alberta, Canada on October 3-5, 2002. It had the largest attendance in recent memory (180 paid registrants plus around 50 guests/spouses). The attendees enjoyed visiting this very scenic part of North America. Many people especially enjoyed the snow showers and Friday dinner at The Chateau Lake Louise. NACRA's new officers are Mary Anne Watson, President; David Hunger, President-elect; Linda Swayne, 2003 Program Chair; Becky Morris, 2004 Program Chair-elect; Debbie Ettington, VP- Case Marketing; Mike Welsh, VP-Membership; Bob Crouner, Secretary-Treasurer; Jan Zahrlly, Proceedings Editor; David Rosenthal, Case Research Journal Editor, and Jim Camerius, Newsletter Editor (Jim is also serving on NACRA's Board of Directors as the Midwest Regional Director).

— J. David Hunger, Director for External Relations

From the Editor of the Business Case Journal

THE FOLLOWING CASES HAVE BEEN ACCEPTED FOR PUBLICATION IN VOLUME 10, ISSUE 2 (WINTER 2002/2003).

E-COMMERCE

The Rise and Fall of Pets.Com: "Because Pets Can't Buy"

Cara L. O. Peters, University of Georgia and Marilyn J. Okleshen, Minnesota State University, Mankato
(marilyn.okleshen@mnsu.edu)

ENTREPRENEURSHIP

Rainy Day Books

Patricia G. Greene and Thomas L. Lyon, Rockhurst University (Thomas.Lyon@Rockhurst.edu)

ETHICS/STATISTICS

The Albany County Sheriff's Department: War on Crime (Statistics)

Jeffrey Lloyd Seaton, The University of Tennessee at Martin and John E. Timmerman, Abilene Christian University
(ed.timmerman@coba.acu.edu)

INDUSTRY NOTE

Note on the Security Management and Manufacturing Industry

Theresa T. Coates, Rensselaer Polytechnic Institute and Marilyn L. Taylor, University of Missouri at Kansas City
(taylorm@umkc.edu)

INTERNATIONAL BUSINESS/HEDGING STRATEGY

Ashanti Goldfields Company

Rajib Sanyal, The College of New Jersey, and Hope K. Torkornoo, Kennesaw State University
(Hope_Torkornoo@coles2.kennesaw.edu)

NOT-FOR-PROFIT/BUSINESS and SOCIETY/MARKETING CHANNELS

The Association of Arizona Food Banks

Tim J. Burkink, University of Nebraska at Kearney (burkinktj@unk.edu)

STRATEGY

The International Bank of Asia: Confronting a Crisis

A. J. Almaney, DePaul University (aalmaney@depaul.edu)

In addition:

- ◆ The page proofs for Volume 10, issue 1 (summer 2002) are flowing back in and that means that you should be receiving your copy soon. I know that summer has come and gone. Maybe we should call it Summer/Fall issue.
- ◆ The copy for Volume 10, issue 2 (winter 2002/2003) is at McGraw-Hill Irwin and we do expect to have it out before spring.
- ◆ Copy for the Summer 2003 issue will be at the publishers no later than April 15, 2003 and we are still looking for a few good cases for the next two issues.
- ◆ We are now triple-blind reviewing each case and our acceptance rate is less than twenty percent. Several previously rejected cases showed up at this summer's workshop and the authors tweaked them substantially and as a result, they will be published in the *Annual Advances*. Our goal is to help people get their cases published and used.

Thanks to all the reviewers who have stepped up and offered timely and constructive critique of the cases.

— Ed Leonard, IUPU Fort Wayne (Editor) & Pat Ryan, Colorado State University (Associate Editor)

25th Annual Summer Case Writers' Workshop @ The University of Southern Indiana

The 25th Annual Summer Case Writers' Workshop will be held at the University of Southern Indiana in Evansville, Indiana, July 24-26, 2003. This workshop is held each summer on a college campus to bring together authors and potential authors of business cases. Participants work in small groups discussing and critiquing business cases over two days of workshop sessions. Participants rotate between sessions and discuss cases from multiple disciplines with faculty from various areas of business. The workshop is intended to help authors strengthen their cases for use in the classroom and publication. Workshop participants become part of a network of case writers, sharing insights into the types and uses of cases, selecting case situations, developing case writing skills and preparing case teaching notes.

Cases are encouraged in all business disciplines. Cases presented at the workshop are eligible for submission to Annual Advances in Business Cases or the Business Case Journal both refereed publications sponsored by the Society for Case Research.

When and Where: The workshop begins Thursday, July 24, 2003, and continues through lunch on Saturday, July 26, 2003. All sessions will be held on the campus of the University of Southern Indiana located two miles west of the Evansville, Indiana, city limits on state road 62.

Deadline for Submissions: Cases and teaching notes should be submitted no later than **May 15, 2003**.

Cost of the Workshop: Registration for the workshop will be \$125 for members, which includes meals and an evening social. In order to present a case, you must be a member of the Society for Case Research (SCR). SCR membership is \$20.

Lodging will be provided on campus for \$24 per night. Campus housing is in two bedroom suites with private bath. Those wishing other accommodations may wish to contact either the Fairfield Inn West (812-425-4000) or the Baymont Evansville West (877-424-0888) both located off state road 62 two miles from campus. Single accommodations are \$52 per night (USI rate). Those wishing to stay in downtown Evansville about six miles from campus may wish to contact the Executive Inn at 812-424-8000 (\$79 per night) or the Casino Aztar Hotel (yes, we have riverboat gambling) at 800-342-5386 (\$65 per night USI rate). Be sure to tell hotels with the special rate that you are attending a conference at USI.

For registration information and workshop preparation packet, please e-mail Phil Fisher at the University of Southern Indiana, pfisher@usi.edu.

WHO TO CONTACT AT SCR

OFFICERS & BOARD MEMBERS 2002-2003

President:

Robert A. Orwig
North Georgia Co. & St. U.
Dahlonega, GA 30597
(706) 867—2723
raorwig@ngcsu.edu

Vice President-2003 Summer

Workshop:
Phil Fisher, Dean
University of Southern Indiana
Evansville, IN 47712
pfisher@usi.edu

Jeff Totten (2005)
Southeastern Louisiana University
SLU 10844
Hammond, LA 70402
(985) 549—5776
jtotten@selu.edu

President-Elect & Chair of Publications Committee:

Jim Puetz
Rockhurst College
Kansas City, MO 64110
(816) 501—4044
james.puetz@rockhurst.edu

Secretary-Treasurer:

Fred Hebein
California State University-San
Bernardino
San Bernadino, CA 92407
(909) 880—5774
fhebein@csusb.edu

Archivist:

James W. Camerius
Northern Michigan University
Marquette, MI 49822
(906) 227—1245
jcameriu@nmu.edu

Immediate Past President:

James W. Camerius
Northern Michigan University
Marquette, MI 49822
(906) 227—1245
jcameriu@nmu.edu

At Large Directors:

Patricia A. Ryan (2003)
Dept of Finance & Real Estate
Colorado State University
Fort Collins, CO 80523-1272
(970) 491—5670
Patricia.Ryan@Colostate.edu

Director for External Relations:

J. David Hunger
Iowa State University
Ames, IA 50011
jdhunger@iastate.edu

Vice President-2003 Program:

Barb Nemecek, Dean
University of Wisconsin R. Falls
River Falls, WI 54022-5001
(715) 425—3335
barbara.nemecek@uwrf.edu

Kay Hodge (2003)
University of Nebraska at Kearney
Kearney, NE 68849
hodgek@unk.edu

Editor of Annual Advances in

Business Cases:
Roy Cook
Fort Lewis College
Durango, CO 81301-3999
(303) 247—7550
cook_r@fortlewis.edu

Vice President-2002 Summer

Workshop:
Roy Cook
Fort Lewis College
Durango, CO 81301-3999
(303) 247—7550
cook_r@fortlewis.edu

Ronnie Stephens (2004)
Central Missouri State University
Warrensburg, MO 64093
stephens@cmsu1.cmsu.edu

Editor of Business Case Journal:

Ed Leonard
IU-PU Fort Wayne
Fort Wayne, IN 46805
(260) 481—6489
Leonard@ipfw.edu

Dean Dudley (2004)
Professor Emeritus
Eastern Illinois University
Charleston, IL 61920

Martha Fransson (2005)
Rensselaer at Hartford
Hartford, CT 06120-2991
fransson@rh.edu

Editor of SCR Newsletter:

Jeff Totten (2005)
Southeastern Louisiana University
SLU 10844
Hammond, LA 70402
(985) 549—5776
jtotten@selu.edu

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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.