

SCR News

Society for Case Research Newsletter

Editor: Jeff W. Totten

Winter 2005-06

President's Letter

December 2005

Dear SCR Members:

I can't believe another year has passed by so quickly. As the New Year begins, take a few minutes out of your hectic life to reflect on the good things that you have accomplished and the positive way that you have overcome the obstacles that have come before you.

Robyne Hart has been working diligently on a great program for the spring meeting. The program is included in this newsletter. I bet that Robyne is hoping that the next couple of months don't fly by as quickly as the last couple of months! Thank you, Robyne, for all of your hard work getting together another quality program for SCR!

I would also like to take this opportunity to thank a few other members of SCR for your contributions to the organization. Thank you, Ed Leonard and Martha Fransson, editors of the BCJ—another edition published on time. Thank you, Kay Hodge, editor of Annual Advances. Even through a hurricane, Karen Foust and Jeff Totten managed to keep things going! We are all glad to hear that you are safe and slowly returning to your lives as you once knew them. Thank you, Bill Stratton, for hosting such a great summer workshop in Pocatello! Details about the 2006 summer workshop that will be hosted by Ed Leonard at Fort Wayne are included in this newsletter. Looks like another exciting event! And, thank you to those of you who continue to develop quality cases and case incidents that are presented at the summer workshops and spring meetings and are published in our journals. The contributions of all of these people are what make this organization such a vital part of our professional lives.

I am looking forward to seeing all of you again at the spring meeting in Chicago on March 15-17, 2006.

Seasons Greetings to Everyone!

Cheryl Noll, President
Society for Case Research

Reminder from the Treasurer

Dues are now \$50 per year. The SCR dues year runs from July 1st through June 30th. If you have not renewed your membership, contact Karen Foust at Tulane University (see page 8).

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SCR's Website: www.sfcr.org

2006 CHICAGO PROGRAM

MBAA PROGRAM SESSION WEDNESDAY, March 15, 2006

CASE RESEARCH

1:30—4:15 p.m.3rd Floor – PDR 5

Board of Directors Meeting—Society for Case Research

Presiding: Cheryl Noll, Eastern Illinois University

MBAA PROGRAM SESSION THURSDAY, March 16, 2006

CASE RESEARCH

8:00—9:00 a.m.3rd Floor – PDR 5

Workshop: Case or Case Incident? A Discussion

Chair: Barb Nemecek, University of Wisconsin – River Falls

Sample Case/Case Incident A: “Identifying a Target Market for St. John's Bible Collector's Edition”

Rick Saucier, St. John's University

Jane Kathman, College of St. Benedict

Sample Case/Case Incident B: “Wal-Mart and Vlasic Foods”

Karen A. Berger, Pace University

Discussants: Ed Leonard, Indiana University – Purdue University, Fort Wayne

Kay Hodge, University of Nebraska-Kearney

Joe G. Thomas, Middle Tennessee State University

9:15—10:30 a.m.3rd Floor – PDR 5

Theme: Case Incidents: Accounting

Chair: Phil Fisher, University of Southern Indiana

“A Question of Theft”

Roy A. Cook, Fort Lewis College

Lawrence S. Corman, Fort Lewis College

Suzanne Wilhelm, Fort Lewis College

“Home Educator Aquatic Training Takes Some Heat from the IRS”

Carl E. Keller, Jr., Indiana University – Purdue University, Fort Wayne

Janet C. Papiernik, Indiana University – Purdue University, Fort Wayne

“Controlling for a Cash Business”

Brian G. Gnauck, Northern Michigan University

Bruce C. Sherony, Northern Michigan University

Discussants: Dennis Kripp, Roosevelt University

Jeff W. Totten, Southeastern Louisiana University

Tim Redmer, Regent University

10:45—12:00 p.m.3rd Floor – PDR 5

Panel: A Business Owner's Perspective of Case Writing

Chair: Barbara Nemecek, University of Wisconsin – River Falls

Discussants: Roy A. Cook, Fort Lewis College

Summer Seidenkranz, National Refund and Marketing Services, Inc.

1:30—2:45 p.m. 3rd Floor – PDR 5

Annual Business Meeting

Presiding: Cheryl Noll, Eastern Illinois University

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Theme: Case Incidents: Ethics

Chair: Marilyn Taylor, University of Missouri-Kansas City

“Cubicle Terror”

Karen South Moustafa, Indiana University – Purdue University, Fort Wayne
Ed Leonard, Indiana University – Purdue University, Fort Wayne

“To Warn or Not Warn—That is the Question”

Suzanne Wilhelm, Fort Lewis College

“Everyone Does It”

Steven M. Cox, Meredith College
Shawana Johnson, Global Marketing Insights, Inc.

Discussants: David Hunger, Iowa State University
Barbara Wooldridge, University of Tampa
Rick Saucier, St. John’s University

Theme: Case Incidents

Chair: Kay A. Hodge, University of Nebraska - Kearney

“Vacations for Toddlers: Is There a Free Lunch?”

Barbara Wooldridge, University of Tampa

“To Donate or Not to Donate: That is the Question”

Jeff W. Totten, Southeastern Louisiana University

“Growing Beyond the Founder: Trying to Change Roles and Responsibility in Leverage Consulting”

Linda L. Brennan, Mercer University

Discussants: Francine Segars, Indiana University – Purdue University, Fort Wayne
Nona J. Jones, Benedictine University
Steven M. Cox, Meredith College

Theme: Case Incidents

Chair: Bruce Sherony, Northern Michigan University

“ERP Implementation: A Case Incident”

Asli Y. Akbulut, Grand Valley State University
Jaideep Motwani, Grand Valley State University

“ISO 9000 and Supplier Ethics”

Steven B. Lyman, Ferris State University
Carol Rewers, Ferris State University

“Is There A Hostile Work Environment at CMSI?”

Francine S. Segars, Indiana University – Purdue University, Fort Wayne
Devin Roesslein, Indiana University – Purdue University, Fort Wayne

Discussants: Janet Papiernik, Indiana University – Purdue University, Fort Wayne
Yezdi Godiwalla, University of Wisconsin-Whitewater
Martha Fransson, Rensselaer Polytechnic Institute

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11:00—12:15 p.m..... 3rd Floor – PDR 5

Theme: Case Incidents and Papers

Chair: Carl Witte, Roosevelt University

“The Power of Perception: an Experiential Learning Exercise in Principles of Marketing”

Barbara Wooldridge, University of Tampa

“Healthy Eating Meets the Grocery Chain”

Gurram Gopal, Elmhurst College

Kathy Olsen, Motorola, Inc.

“Herr Foods—Opti-scanner Acquisition”

Tim Redmer, Regent University

Discussants: Marilyn Taylor, University of Missouri – Kansas City

Suzanne Wilhelm, Fort Lewis College

Daniel Rutledge, Purdue University – North Central

1:45—3:00 p.m.3rd Floor – PDR 5

Theme: Case Incidents: Organizational Behavior

Chair: William E. Stratton, Idaho State University

“Upheaval in an Organization: A Case of Organization Mismanagement”

Nona J. Jones, Benedictine University

“Tom’s Conundrum: What to do with Mary”

Kenneth S. Rhee, Northern Kentucky University

Tracey H. Sigler, Northern Kentucky University

“My Career Wasn’t Supposed to End Up Like This”

Russell Casey, Clayton State University

Discussants: Karen Berger, Pace University

Bruce Sherony, North Michigan University

Carl Witte, Roosevelt University

3:00—4:15 p.m.3rd Floor – PDR 5

Theme: Case Incidents & Papers: Diversity

Chair: Martha Fransson, Rensselaer Polytechnic Institute

“But They Never Told Me”

M. Jane Crabtree, Benedictine University

“Knowledge Creation Through the Use of Case Method with Diverse Groups”

Ronald J. Patten, Ritsumeikan Asia Pacific University

Masaharu Kuhara, Ritsumeikan Asia Pacific University

“Race Based Salary Differentials in Higher Education”

William J. Walsh, Illinois Wesleyan University

Discussants: William E. Stratton, Idaho State University

Kenneth S. Rhee, Northern Kentucky University

Russell Casey, Clayton State University

Check out SCR’s website for information and updates, including previous issues of this newsletter!

Go to: <http://www.sfcr.org>.

Merry Christmas from the Editor of the BCJ

Ten short days ago, it was short-sleeve shirt and shorts weather at our Jekyll Island, GA home... BUT now we are "*Back Home Again in Indiana*" and there is over a foot of snow on the ground. *What am I doing here, you ask?* It is time to put the finishing touches on the Winter 2005 / 2006 Issue of the *Business Case Journal (BCJ)*.

Along with finding your mail box full of tax information and the traditional after-Christmas White Sale flyers, you should be getting the Winter Issue of *BCJ* during the heart of winter – January – as advertised. As promised when I took over as Interim Editor in the summer of 2001, my objective was to have the *BCJ* publish quality cases that would be relevant and timely when received by our members. In other words, I wanted to have the winter issue come out during the winter months and the summer issue to be distributed during the summer months – in the same year as publication date! With the untiring help of reviewers, authors and a dedicated Editorial Team, we have met that objective, and I expect that your next Editor, Martha Fransson, will subscribe to that goal.

Please remember that while serving as President of SCR during 2000-2001, I agreed to be the Interim Editor. Five years later - the end of this Interim journey is in sight – one more issue after this one! We are pleased to provide you with an overview of the *Table of Contents* for this issue:

THE BUSINESS CASE JOURNAL VOLUME 13, ISSUE 2 WINTER 2005 / 2006

Arts Administration / Marketing / Marketing of a Not-For Profit

A New Season Begins: The Royal New Zealand Ballet

Kate Daellenbach, Victoria University of Wellington, New Zealand

Arts Administration / Strategy / Marketing / Entertainment Management

Dixie Chicks: Heading Home or Moving On?

Kelley A. Still and Clifton D. Petty, both of Drury University

Entrepreneurship / Strategic Management

Hear Central, LLC

Phyllis G. Holland, Valdosta State University

Leadership / Organizational Culture

The Changing Constant of Leadership: Ken Thompson, Bud Baker, and Wachovia

S. Catherine Anderson, Robert L. Finley, and William Sparks, Queens University of Charlotte

Small Business / Entrepreneurship / Financial Planning

Alden Border Patrol Company

Karen A. Berger and Thomas R. Popper, both of Pace University

Strategy / Sustainability

Phoenix Organic: Valuing Sustainability while Desiring Growth

Eva Collins and Stephen Bowden, both of the University of Waikato, New Zealand, and Kate Kearins, Auckland University of Technology, New Zealand

Taxation / Accounting / Business Law / Entrepreneurship / Small Business

The Boland Case: Was the Horse Breeding Operation a Business or a Hobby?

Paul J. Brennan, Minnesota State University – Mankato

Several of the cases were presented at SCR Summer Casewriters' Workshop before coming to the BCJ for consideration and we are pleased that two of the cases came from New Zealand authors. All of the cases have been field-tested and we think that you will be excited about using several of these in your own classes and, as such, your students will find them fascinating learning experiences.

Ed – the EDITOR

P.S. Yes, I am still enjoying the journey! Hope you are also!

**“Back Home Again in Indiana” will be the theme for the
SCR Casewriters’ Workshop
July 6 – 8, 2006
IPFW
Fort Wayne, IN**

Tentative Schedule of Events.

Thursday, July 6

12 noon – 4:00 – SCR Board of Directors Meeting
2:30 – 4:15 p.m. – Registration
5:00 p.m. – Opening Session: “Our Story – Vera Bradley Designs”
Dinner and Social Time

Friday, July 7

Late Registration: 8:00 a.m.
8:30 – 9:15 a.m. – Welcome to IPFW
How to Constructively Critique a Case
9:30 – 10:15 a.m. – Case Presentation and Discussion #1
10:30 – 11:45 a.m. – Case Presentation and Discussion # 2
12 noon – 1:15 p.m. – Lunch and Social Time
1:30 – 2:45 p.m. - Case Presentation and Discussion # 3
2:45 – 4:15 p.m. – Social Time
4:30 p.m. – Transportation leaves for Auburn
Tour of World War II Victory Museum &/or Classic Car Show
“Our Story – TBD”
Dinner and Social Time

Saturday, July 8

8:30 – 9:15 a.m. - Case Presentation and Discussion # 4
9:30 – 10:45 a.m. - Case Presentation and Discussion # 5
11:00 – 11:45 a.m. – Case Publishing Opportunities
Panel Presentation: Editors and Text Book Authors
12 noon – Happy Trails Luncheon (Rattle snake Pasta will on the menu)

Registration, Housing and Things to Do in Indiana Information will be available on the SCR Web site (www.sfcf.org) in mid-January 2006.

Deadline for Submission of your Case with Teaching Note is May 8th.

2006 Summer Workshop Proceedings: If your case and TN is accepted for presentation, you will receive instructions for developing an Abstract. For the first time, we will be publishing a two-page detailed Abstract of all accepted cases.

For answers to your questions: Contact Emeritus Professor Ed Leonard (Leonard@ipfw.edu).

Take out your pen and mark these dates on your calendar. We promise that your experience here will be “educational & fun-filled.”



Two more pictures from this summer's workshop in Pocatello, Idaho.

Left: Fuel-efficient transportation.

Bottom: Good food all around.



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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.