Message To Members

Chicago in February. Bring your winter coat and ear muffs and prepare for a great annual meeting. Although some say the moniker "Windy City" refers to politicians and not weather, the breeze by the Drake may mean bundling up when leaving to experience restaurants and shopping at the end of the day.

This is the time of year when members are finalizing plans to attend the annual meeting in Chicago held in conjunction with the MBAA. Our program chair, John Veal, has put together a great meeting for this year. Session chairs and discussants will receive copies of papers to review. Discussants and chairs should prepare written remarks to share with authors. Those remarks help authors craft better cases and critical incidents.

Authors who want to submit their incident for peer review and possible publication in *The Journal of Critical Incidents* will need to respond to suggestions and comments from the meeting when submitting for the first round of blind reviews. The advantage of the meeting is that you get ideas and suggestions face-to-face and so can have clarification and discussion about suggested changes. If you are new to the SCR, our tradition is friendly, detailed and helpful suggestions that can turn ideas into articles.

If you haven't done so already, register for the meeting making sure you also sign up for the annual meeting members' business lunch at a cost of $25. The lunch is where we discuss SCR business, transition to new officers and review ideas that help the organization. It is also a great way to meet colleagues, catching up with old friends and making new ones. The unique aspect of the SCR is our collegiality and willingness to help each other as we write and publish. Register online at [http://mbaainternational.org/register.php](http://mbaainternational.org/register.php). If you haven't attended the annual meeting before you might be wondering about the fun night events. Chicago has world class musical talent and each year our membership has the opportunity to enjoy jazz, blues and other acts included as part of your registration.

Presenting a paper at the meeting means you will be part of our tradition of recruiting case and critical incident writers to also serve as reviewers to help the editors of *The Journal of Critical Incidents* provide timely feedback for publication. One advantage of our model is that as you participate in the reviewing process, you also develop skills that translate to better case writing. *The Journal of Critical Incidents* has a tight schedule that goes from meeting, through two rounds of reviews to publication in 8 -10 months so it's important for reviewers to meet deadlines and commit to their colleagues.

It's also the time of year to thank the officers from the last year for their service to the SCR. The full list is at the end of this newsletter. You'll meet everyone at the annual lunch and in our sessions. Participants and planners all deserve a thank you for making the SCR with its supportive culture a great place to write and publish.

Ann Hackert, Editor, Idaho State University
Facebook: Post, Comment and Participate

Like us on Facebook and join the discussion. Facebook posts include new and deadline information. But you can post anything: a great day in the classroom teaching a case, a hint about how to better write a case or updates if you moved to a new school. Join the conversation.

SCR Enters Into An Additional Distribution Agreement

In the continuing effort to broaden the distribution of our publications, SCR recently signed a non-exclusive agreement with The Gale Group, Inc. to distribute the content of the Business Case Journal, the Journal of Case Studies, and the Journal of Critical Incidents. This agreement brings further recognition to all three of our journals as content is now available to an even larger audience.

Membership Dues and Information

Visit sfcr.org and use PayPal to check your membership information and pay dues. Dues need to be current to publish in any of the SCR journals. Our value-priced membership supports three refereed journals and our organization's support of case writing and scholarship.

Summer SCR Case Writers Workshop 2013

2013 July 11-13: The 35th Annual Summer Case Writers Workshop will be hosted by Western Connecticut State University, Danbury; Connecticut. Contact: Karen Koza, Western Connecticut State University, Ancell School of Business, (203) 837-9036, kozak@wcsu.edu

Look for details coming soon to your email inbox. Authors attend for the entire period and are scheduled as discussants, chairs and scribes in a series of daily workshops. The panel-type participation allows participants to read cases in advance, prepare written suggestions and provide detailed feedback to authors preparing to submit their work for publication.

SCR News 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 sent out via e-mail effective with the Spring 2006 issue and is available online at 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.
Welcome to Chicago!

The SCR annual meeting is an event with opportunities for scholarship and fun. Sessions throughout the day are designed to involve authors and the audience in the opportunity to enhance scholarly research. The responsibilities of each of the roles at the meeting are briefly reviewed below. Whether you are presenting or discussing you will come away from the meeting with ideas to incorporate as you write and publish cases and critical incidents.

**Chair:** Chairs should begin and end sessions on time. The collegial exchange of ideas means the chair should strive for inclusiveness. Discussants first provide feedback and then authors, the chair and those attending the session will participate in a discussion of the work. This is an opportunity for authors to ask questions and receive clarification about comments and suggestions. The chair should watch the schedule and provide equal time to all scheduled to present.

**Discussant:** Discussants should prepare written comments in advance to share with chair, attendees and presenters. The SCR tradition is to provide feedback to help authors prepare their work for publication. Discussants may find it helpful use the JCI Reviewer form as a guide. Discussants typically "mark up" copies of papers to provide authors with grammar, spelling and stylistic suggestions. The conversation at the meeting is too suggest changes, clarification, ask questions and provide a thorough review similar to what an author receives in a blind publication review. The benefit of the face-to-face communication is that ideas and the quality of work is enhanced by the collaborative review.

**Scribes:** The role of the scribe is to accurately reflect the comments and suggestions the author must respond to. The scribe takes notes and then will review them briefly to make sure participants views are correctly represented. Discussants and participations usually begin with a brief review indicating whether or not the work presented seems to be a case or an incident and what steps an author might take to either expand or shorten work to meet case of CI criteria. The scribe distills the comments and develops a list which is usually categorized based on changes the author must incorporate, ones the participants don't require but think might help or enhance the work and any additional general comments.

**Panelists and Authors:** Provide copies of your panel, incident or embryo case to the audience. You will briefly present your work and then discussants, the chair and audience will participate in collegial feedback to help you develop your work for publication. Internet connectivity and projection equipment are not available so plan to informally share your work. Authors will receive suggestions, comments and ideas they will need to address before submitting work to The Journal of Critical Incidents for blind review. Comments are typically a consensus of participants and developed collaboratively with authors. The editors of the JCI and reviewers will receive the comments from the meetings.
Society for Case Research
2011 Annual Meeting - Drake Hotel - Chicago
February 27-29, 2013

Society for Case Research
CONFERENCE PROGRAM SCHEDULE

Wednesday

SOCIETY FOR CASE RESEARCH
Wednesday 12:00 – 1:15 p.m.     Parkside Room, Upper West Mezzanine
Board of Directors Working Luncheon

SOCIETY FOR CASE RESEARCH
Wednesday 1:30-2:45 p.m.     Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Ann Hackert, Idaho State University
Discussant: Andrew Borchers, Lipscomb University
Bonnie Leonhardt, University of Northwestern Ohio
Scribe: Karen Berger, Pace University

Chick-Fil-A: A Social Media Crisis
Cara Peters, Winthrop University
Jane Thomas, Winthrop University
Jamie Benjumea, Winthrop University
Nick Garner, Winthrop University
Katie Turner, Winthrop University

Retail Health Clinics: Sustain or Close?
Patrick M. Hermanson, Idaho State University

SOCIETY FOR CASE RESEARCH
Wednesday 1:30-2:45 p.m.     Superior Room, Upper West Mezzanine

Theme: Embryo Case Review
Chair: Cheryl Noll, Eastern Illinois University
Discussant: Cheryl Ward, Middle Tennessee State University
Edwin Portugal, State University Of New York @ Potsdam
Scribe: Karen Foust, Tulane University

Bechtel Reserve Boy Scouts of America
Craig Davis, Ohio University
Tim Brotherton, Ferris State University
Don’t Let the Zombies Get You: How the CDC Used Novelty to Reach New Audiences
Amanda Weed, Ohio University

SOCIETY FOR CASE RESEARCH
Wednesday 1:30-2:45 p.m. Ontario Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Eric Nelson, University of Central Missouri
Discussant: Elizabeth Jones, Notre Dame of Maryland University
Sarah Rogers, University of Central Missouri
Scribe: Nakato Hirakubo, Brooklyn College

How Can BPI Restore Consumer Confidence in Pink Slime?
Asbjorn Osland, San Jose State University

The Failed Conversion of a Credit Union into a Mutual Savings Bank
Marc Pagani, San Jose State University
Asbjorn Osland, San Jose State University
Chunlei Wang, San Jose State University

SOCIETY FOR CASE RESEARCH
Wednesday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Deni Oas, University of Central Missouri
Discussant: Jim Tarter, University of Texas at Tyler
George Schmelzle, Missouri State University
Scribe: Craig Davis, Ohio University

Should A&A Disclose FCPA Violations
Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University

Stakeholder Dialogue: Alley Cat Allies & US Fish and Wildlife Service
Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University

SOCIETY FOR CASE RESEARCH
Wednesday 3:00-4:15 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Kay Hodge, University of Nebraska at Kearney
Discussant: Joanne Tokle, Idaho State University
Joe Thomas, Middle Tennessee State University
Scribe: Steven Cox, Queens University of Charlotte

Shared Leadership at BGI
George Whaley, San Jose State University

Page 5
Burning Bridges at the Restaurant: Should I be Honest in My Exit Interview?  
David Baker, University of Central Missouri  
Matthew VanSchenkhof, University of Central Missouri  
Eric Nelson, University of Central Missouri  
Sarah Rogers, University of Central Missouri

The Ryan Budget  
Michael J. Stellern, Rockhurst University

SOCIETY FOR CASE RESEARCH  
Wednesday 3:00-4:15 p.m.  Parkside Room, Upper West Mezzanine  
Board of Directors Meeting

Thursday

SOCIETY FOR CASE RESEARCH  
Thursday 8:00-9:00 a.m.  Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review  
Chair: Timothy Brotherton, Ferris State University  
Discussant: Harsha Desai, Loyola University Maryland  
Charles Wilson, Rhode Island College Campus Police  
Scribe: Robin Sronce, Drury University

How Do I Stick it out in what is Still a Hostile Environment  
Nanette Clinch, San Jose State University  
Asbjorn Osland, San Jose State University  
Pamela M. Wells, San Jose State University

Is the Rent-A-Womb Business in India Legitimate?  
Nanette Clinch, San Jose State University  
Asbjorn Osland, San Jose State University

SOCIETY FOR CASE RESEARCH  
Thursday 8:00-9:00 a.m.  Superior Room, Upper West Mezzanine

Theme: Critical Incident Review  
Chair: J. David Hunger, Saint John’s University  
Discussant: Jim Tarter, University of Texas at Tyler  
John Vitton, University of North Dakota  
Scribe: Cara Peters, Winthrop University

Is This an Appropriate Issue for the Board of Directors at a Credit Union to Consider?  
Joanne Tokle, Idaho State University  
Robert Tokle, Idaho State University
The Customer List
   David Green, Middle Tennessee State University
   Joe Thomas, Middle Tennessee State University

SOCIETY FOR CASE RESEARCH
Thursday 8:00-9:00 a.m.  Ontario Room, Upper West Mezzanine

Theme:  Embryo Case Review
Chair:    John Riddick, Hanover College
Discussant:  Matthew VanSchenkhof, University of Central Missouri
             Amanda Weed, Ohio University
Scribe:    Andrew Borchers, Lipscomb University

ERP Introduction to a Family Corporation: Project Management and Change Process
   Jacinto Gavino, Asian Institute of Management
   Edwin Portugal, University of New York at Potsdam

Japanese Cell Phone Manufacturers Near the Edge of a Cliff
   Nakato Hirakubo, Brooklyn College
   Craig Davis, Ohio University
   Hyeongjung Kim, Shizuoka Sangyo University

SOCIETY FOR CASE RESEARCH
Thursday 9:15-10:30 a.m.  Parkside Room, Upper West Mezzanine

Theme:  Paper Presentations

The Society for Case Research: An Organization Built on a Culture of Success
   Reed McKnight, University of New Mexico
   Roy Cook, Fort Lewis College
   Kay Hodge, University of Nebraska at Kearney

Copyright Issues: When Professors Become Scofflaws
   Michael H. Hogg, Tulane University
   Karen Foust, Tulane University

SOCIETY FOR CASE RESEARCH
Thursday 9:15-10:30 a.m.  Superior Room, Upper West Mezzanine

Theme:  Critical Incident Review
Chair:    Cara Peters, Winthrop University
Discussant:  Karen Koza, Western Connecticut University
             Timothy Redmer, Regent University
Scribe:    Janet Papiernik, Indiana University -Purdue University Fort Wayne

Club Advising 101
   Gabriele Lingenfelter, Christopher Newport University
   Jessica Sterling, Christopher Newport University
Asking for Trouble or Legally Deductible?
Reed McKnight, University of New Mexico
Leigh W. Celluci, Eastern Carolina University
Lou Fowler, Missouri Western State University

SOCIETY FOR CASE RESEARCH
Thursday 9:15-10:30 a.m.  Ontario Room, Upper West Mezzanine

Theme: Embryo Case Review
Chair: Lizabeth Barclay, Oakland University
Discussant: Ann Hackert, Idaho State University
           Asbjorn Osland, San Jose State University
Scribe: Melinda Harper, Queens University of Charlotte

Age Discrimination at Texas Roadhouse, Inc.
Bonnie Leonhardt, University of Northwestern Ohio

Right at Home: Examining the Franchise Model for Elder Care in China
Robin Sronce, Drury University
Rhonda Alexander, Drury University
Leah Hein, Drury University
Sonya Mellinger, Drury University
Donna Petiford, Drury University

SOCIETY FOR CASE RESEARCH
Thursday 10:45 a.m.-12:00 p.m.  Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Roy Cook, Fort Lewis College
Discussant: Michael Hogg, Tulane University
           Myles Bassell, City University of New York
Scribe: Shirley Wilson, Bryant University

Susan G. Komen Tries to Reconstruct Damaged Brand
Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University

Can You Have Your Steak and Eat It Too
Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University

SOCIETY FOR CASE RESEARCH
Thursday 10:45 a.m.-12:00 p.m.  Superior Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Gabriele Lingenfelter, Christopher Newport University
Discussant: Patrick Hermanson, Idaho State University
Phillip Jolly, University of Houston
Scribe: Amber Kauffman, Christopher Newport University

Would You Evict a Not-for-Profit Organization
Timothy A. O. Redmer, Regent University
Michael Gray, Board of Directors Christian Surfers U.S.

Evolution of Mike Gibson
Anthony J. Mento, Loyola University
Elizabeth H. Jones, Notre Dame of Maryland University

SOCIETY FOR CASE RESEARCH
Thursday 10:45 a.m.-12:00 p.m. Ontario Room, Upper West Mezzanine
Theme: Embryo Case Review
Chair: Reed McKnight, University of New Mexico
Discussant: Neil Tocher, Idaho State University
Scribe: Deni Oas, University of Central Missouri

Samsung: Localization Versus Globalization
Nakato Hirakubo, Brooklyn College
Craig Davis, Ohio University
Hyeongjung Kim, Shizuoka Sangyo University

“We’re Trekkers, Too”: How Customer Service Failure Became an Internet Meme
Amanda Weed, Ohio University

The Industrial Plastics Company (India) Pvt. Ltd. Turnaround Strategy
Harsha Desai, Loyola University Maryland
Kiran Desai, McNeese State University

SOCIETY FOR CASE RESEARCH
Thursday 12:00 – 1:15 p.m. Parkside Room, Upper West Mezzanine
Annual Meeting and Luncheon (Ticket Required)

SOCIETY FOR CASE RESEARCH
Thursday 1:30 p.m.-2:45 p.m. Parkside Room, Upper West Mezzanine
Theme: Panel Discussion

Best Practices-Reviewing Case Studies and Critical Incidents. Editor, Reviewer, and Author Responsibilities
Panelists: John D. Veal, Jr., Webster University
Kay Hodge, University of Nebraska at Kearney
Tim Brotherton, Ferris State University
Eric Nelson, University of Central Missouri
SOCIETY FOR CASE RESEARCH
Thursday 1:30-2:45 p.m. Superior Room, Upper West Mezzanine

Theme: Panel Discussion

Collaborating with Others to Develop Critical Incidents and Cases
Panelists: Cheryl L. Noll, Eastern Illinois University
          John Riddick, Hanover College
          Joe Thomas, Middle Tennessee State University

SOCIETY FOR CASE RESEARCH
Thursday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Timothy Redmer, Regent University
Discussant: Phillip Vardiman, Abilene Christian University
           Michael J. Stellern, Rockhurst University
Scribe: Bonnie Leonhardt, University of Northwestern Ohio

Southeast Exhibitions: Filling Big Shoes
   Timothy E. Burson, Queens University of Charlotte
   Zachary M. White, Queens University of Charlotte
   Bradley W. Brooks, Queens University of Charlotte
   Steven M. Cox, Queens University of Charlotte

Target the Problem With Data Mining
   Steven M. Cox, Queens University of Charlotte
   Melinda Harper, Queens University of Charlotte

Are Operating Leases Really Dead
   Craig Rabe, Luther College

SOCIETY FOR CASE RESEARCH
Thursday 3:00-4:15 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Janet Papiernik, Indiana University -Purdue University Fort Wayne
Discussant: Sambhavi Lakshminarayanan, City University of New York
           Shirley Wilson, Bryant University
Scribe: Elizabeth Jones, Notre Dame of Maryland University

Frontier Communications: A Case Study in Missed Customer Service Opportunities
   Robert Edmonds, State University of New York Maritime College

Flat World Knowledge: Paying Authors to Write Free Textbooks
   Brent D. Beal, The University of Texas at Tyler
   Jim Tarter, The University of Texas at Tyler
SOCIETY FOR CASE RESEARCH  
Thursday 3:00-4:15 p.m.  Ontario Room, Upper West Mezzanine

Chair:   Gabriele Lingenfelter, Christopher Newport University  
Discussant:  Reed McKnight, University of New Mexico  
Sonya Mellinger, Drury University  
Scribe:  John Vitton, University of North Dakota  

Datsun  
Nakato Hirakubo, Brooklyn College  
Craig Davis, Ohio University  

Where’s the Dislike Button? Detroit Symphony Orchestra Dispute Plays Out in Social Media  
Cornelia A. Pokrzywa, Oakland University  
Lizabeth A. Barclay, Oakland University  

Friday

SOCIETY FOR CASE RESEARCH  
Friday 8:00-9:15 a.m.  Parkside Room, Upper West Mezzanine

Theme:  Critical Incident Review  
Chair:  Barbara Nemecek, Adelphi University  
Discussant:  Harsha Desai, Loyola University Maryland  
Amber Kauffman, Christopher Newport University  
Scribe:  Kay Hodge, University of Nebraska at Kearney

Retail Store Analysis for the Jolly Cobbler  
Andrew Borchers, Lipscomb University  
Bill Fredenberger, Lipscomb University  

Gerber and Food Safety: Arsenic and (Old) Rice  
Karen A. Berger, Pace University  
Laura J. Blake, Mitchell College

SOCIETY FOR CASE RESEARCH  
Friday 8:00-9:15 a.m.  Superior Room, Upper West Mezzanine

Theme:  Critical Incident Review  
Chair:  Craig Davis, Ohio University  
Discussant:  Nakato Hirakubo, Brooklyn College  
Cheryl Noll, Eastern Illinois University  
Scribe:  John Riddick, Hanover College

A Fiasco on Friday  
Sambhavi Lakshminarayanan, City University of New York  
Savita Hanspal, Huether School of Business
Susan G. Komen – For the Cure
Joe Thomas, Middle Tennessee State University
Cheryl Ward, Middle Tennessee State University

SOCIETY FOR CASE RESEARCH
Friday 9:30-10:45 a.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Matthew VanSchenkhof, University of Central Missouri
Discussant: Edwin Portugal, State University Of New York @ Potsdam
George Schmelzle, Missouri State University
Scribe: Karen Foust, Tulane University

A Big Change at Get-You-There Air
Phillip Jolly, University of Houston
Joseph Reid, University of Alaska Anchorage
Bogdan Hoanca, University of Alaska Anchorage

Inky Situation: A Safe is Not as Safe as One Might Think
Amber Kauffman, Christopher Newport University
Gabriele Lingenfelter, Christopher Newport University

SOCIETY FOR CASE RESEARCH
Friday 9:30-10:45 a.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: George Whaley, San Jose State University
Discussant: Amanda Weed, Ohio University
Roy Cook, Fort Lewis College
Scribe: Joe Thomas, Middle Tennessee State University

Interviewing Ethics: What Would You Do?
Charles Frasier, Lipscomb University
Andrew Borchers, Lipscomb University

Inventory Accounting on an Egg Farm
Tomas Lopez-Pumarejo, Brooklyn College
Myles Bassell, Brooklyn College

SOCIETY FOR CASE RESEARCH
Friday 9:30-10:45 a.m. Ontario Room, Upper West Mezzanine

Theme: Embryo Case Review
Chair: Joanne Tokle, Idaho State University
Discussant: Cheryl Ward, Middle Tennessee State University
Discussant: Eric Nelson, University of Central Missouri
Scribe: Timothy Brotherton, Ferris State University
Here’s the Brief: The Decision Points for Wendy’s New Ad Campaign
Craig Davis, Ohio University
Nakato Hirakubo, Brooklyn College

Whistleblowing-The Unfortunate Case of Drummond v Land Learning Foundation
Deni Oas, University of Central Missouri

Ruffled Feathers at Chick-Fil-A: The Cows are not Commenting
Barbara Ross Wooldridge, The University of Texas at Tyler
Krist R. Swimberghe, The University of Texas at Tyler

SOCIETY FOR CASE RESEARCH
Friday 11:00-12:15 a.m. Parkside Room, Upper West Mezzanine

Theme: Panel Discussion

Fundamentals of Case Teaching
Panelists: J. David Hunger, Saint John’s University
Roy Cook, Fort Lewis College
Barbara Nemecek, Adelphi University

SOCIETY FOR CASE RESEARCH
Friday 11:00-12:15 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Gabriele Lingenfelter, Christopher Newport University
Discussant: Leslie Korb, Lindsey Wilson College
Robin Sronce, Drury University
Scribe: Sonya Mellinger, Drury University

The Umed Group: Expansion Crossroads
Kingshuk Mukherjee, St. John’s University

My Life in Numbers: An Insurance Decision
Jeff Brookman, Idaho State University
Ann M. Hackert, Idaho State University

SOCIETY FOR CASE RESEARCH
Friday 1:45-3:00 p.m. Parkside Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Robin Sronce, Drury University
Discussant: Phillip Jolly, University of Houston
Robert Edmonds, State University of New York Maritime College
Scribe: Craig Rabe, Luther College
Now That He Knew, What Should He Do?
  Reed McKnight, University of New Mexico
  Leigh W. Cellucci, Eastern Carolina University
  Roy Cook, Fort Lewis College
  Phil Vardiman, Abilene Christian University

Police Discipline at Eastern State University
  Shirley A. Wilson, Bryant University
  Charles P. Wilson, Rhode Island College

SOCIETY FOR CASE RESEARCH
Friday 1:45-3:00 p.m. Superior Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: George Whaley, San Jose State University
Discussant: Melinda Harper, Queens University of Charlotte
  Patrick Hermanson, Idaho State University
Scribe: Barbara Ross Wooldridge, The University of Texas at Tyler

Predicting Service Delivery Times at the Britt Hunt Company
  Andrew Borchers, Lipscomb University
  Doug Sanford, Britt Hunt Company
  Bill Fredenberger, Lipscomb University

Revenue Recognition in the Tourism Industry
  Tomas Lopez-Pumarejo, Brooklyn College
  Myles Bassell, Brooklyn College

SOCIETY FOR CASE RESEARCH
Friday 1:45-3:00 p.m. Ontario Room, Upper West Mezzanine

Theme: Critical Incident Review
Chair: Lizabeth Barclay, Oakland University
Discussant: Kingshuk Mukherjee, St. John's University
  Sarah Rogers, University of Central Missouri
Scribe: Harsha Desai, Loyola University Maryland

If You’re Out of Schlitz, You’re Out of Beer!
  John J. Vitton, University of North Dakota
  Seong-Hyun Nam, University of North Dakota

Retention versus Recruiting
  Neil Tocher, Idaho State University
  James Jolly, Idaho State University

Reflective Learning through the Looking Glass
  Sondra Simpson, Elmhurst College
SOCIETY FOR CASE RESEARCH
Friday 3:00-4:15 p.m. Parkside Room, Upper West Mezzanine

Theme: Panel Discussion

Marketing the Society for Case Research
Panelists: Timothy Brotherton, Ferris State University
          Craig Davis, Ohio University
          John Veal, Webster University
          Roy Cook, Fort Lewis College
Journal of Critical Incidents Reviewer Form: 2013

Use the reviewer form to prepare for the meeting as a discussant or session chair. This form is used for the JCI so the first line does not apply to the meeting but does for the round 1 submission immediately after the meeting.

<table>
<thead>
<tr>
<th>CRITICAL INCIDENT</th>
<th>Yes</th>
<th>No</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Blind Memorandum addressing feedback from Round 1 Review is provided.</td>
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<tr>
<td>Describes a provocative/interesting situation</td>
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<td>Focal point is a single decision point OR single descriptive event.</td>
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<td>Hook is effective for catching the reader’s interest.</td>
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<td>Introductory paragraph states the issue to be solved or analyzed.</td>
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<td>Incident is timely – focuses on a current issue.</td>
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<tr>
<td>Incident is discipline relevant – focuses on an issue or event common to many organizations.</td>
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<tr>
<td>Contains information students will need to make an informed decision or analyze the situation.</td>
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<td>If you mark NO to the above, is there additional CI information identified as companion readings/industry notes OR information presented in the teaching note that would enhance the story contained in the CI?</td>
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<td>Fosters student’s use of their knowledge and skill.</td>
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<td>Figures and tables are relevant to the CI.</td>
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<tr>
<td>Figures and tables are clearly referenced in the body of the CI.</td>
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<td>CI flows well and is easy to read.</td>
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<td>CI information accurately reflects a real situation.</td>
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<td>CI meets 3 page limitation</td>
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<td>Free of grammar, punctuation, &amp; spelling errors.</td>
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<td>Written in past tense</td>
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OVERALL ASSESSMENT

For each item, place a check mark in the appropriate column. For both ‘minor’ and ‘major’ revisions, provide specific recommendations that must be met in order for you to recommend publication.

Critical Incident: No additional revisions are needed before a publication decision can be made. Minor revisions are needed before acceptance decision can be made. Major revisions are needed before publication decision can be made.

Comments
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes</th>
<th>No</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>Critical Incident Overview identifying the salient points of the CI.</td>
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<td>Critical Incident overview identifies courses in which the CI could be used.</td>
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<td>Critical Incident overview states whether the CI is decision or descriptive.</td>
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<td>List of learning objectives [what the student will be able to do] NOT teaching objectives.</td>
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<tr>
<td>Learning objectives are appropriate for the focus of the CI.</td>
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<tr>
<td>Statement on whether or not the CI is disguised. If the later, states how.</td>
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<tr>
<td>Overview of extent of the fieldwork conducted [if applicable]</td>
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<td>List of questions for students to answer.</td>
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<td>Questions are appropriately rigorous for the stated learning objectives.</td>
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<tr>
<td>Restatement of each question with answer.</td>
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<tr>
<td>Answers provide a substantial response, including use of applicable theories, formulas, laws, etc. [A non-expert could use the answers to assess the students' response]</td>
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<tr>
<td>Developing responses to the questions will help students understand and/or apply concepts, theories, and techniques appropriate to the courses identified.</td>
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<tr>
<td>General Discussion section [Is optional – contains class activities, class discussion points, etc.]</td>
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<td>Epilogue</td>
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<tr>
<td>Additional Pedagogical Materials provided. If, yes, they are relevant to the desired learning.</td>
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<td>References are provided.</td>
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</table>

**OVERALL ASSESSMENT**

For each item, place a check mark in the appropriate column. For both ‘minor’ and ‘major’ revisions, provide specific recommendations that must be met in order for you to recommend publication.

<table>
<thead>
<tr>
<th>Teaching Note:</th>
<th>No additional revisions are needed before a publication decision can be made.</th>
<th>Minor revisions are needed before acceptance decision can be made.</th>
<th>Major revisions are needed before publication decision can be made.</th>
</tr>
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<tbody>
<tr>
<td>Comments:</td>
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