2016 Call for Cases

The 2016 Southwest Case Research Association (SWCRA) meeting will be held in association with the Federation of Business Disciplines (FBD) conference in Oklahoma City, OK, March 9-12 at the Renaissance Oklahoma City Convention Center Hotel & Spa.

The SWCRA meeting begins on the afternoon of Wednesday, March 9th, 2016. The symposia on Wednesday afternoon may address case development, case reviewing, case teaching, publication, and related issues. A popular format in recent years has featured live presentations by relevant company officials, and their thinking about critical decision issues. This open format has provided for questions and input from the audience. Roundtable case sessions, providing multiple reviews and feedback to authors, will take place on Thursday morning, March 10th. The program will conclude Thursday afternoon with a planning session to discuss the program for 2017. Our Wednesday-Thursday schedule is convenient for FBD participants who want to make the most of their travel funds by participating in other organizations on Friday and Saturday.

New in 2016: This year the winning non-student case (as well as the winning student case) will be awarded $500 to be divided among the co-authors of the case. In addition, the winner will receive expedited review for publication in *The Journal of Applied Case Research*.

Instructions:
SWCRA encourages the submission of teaching cases for the roundtable case sessions planned for Thursday, March 10th. Submitted cases must not have been presented or published previously, or accepted for presentation or publication elsewhere. Accepted cases will be considered for the Best Case Award, and outstanding cases will be considered for publication in the *Journal of Applied Case Research,* a SWCRA publication. The deadline for receipt of all submissions is Monday, **October 5, 2015**.
Each submission must have the following files: 1) A title page, 2) the case without a title page, 3) an Instructor's Manual without a title page, and 4) A form containing the authorization and abstract (included at the end of this document). The title page should include the name, affiliation, address, phone number, FAX number and email address of all authors, with the primary author (contact person) indicated. The main body of the submission must have a title only because all submissions will be double blind reviewed. The symposia on Wednesday afternoon may address case development, case reviewing, case teaching, publication, and related issues. Related research papers may be presented only in conjunction with the symposia.

Cases

Teaching cases related to the tracks listed in this call are welcomed. Cases should be typed, double-spaced, and no longer than 30 pages. Each case must be accompanied by an instructor's manual, which should include the following:

☐ Case Overview Analysis

☐ Objectives
☐ Courses and Levels Epilogue (if appropriate)
☐ Discussion Questions
☐ Answers to the Discussion Questions
☐ References (if needed)

Cases are to be based on actual organizational data, either from primary or secondary sources. Cases that are not based on factual situations and organizations, but were written as specific teaching tools, will also be considered, but will not be eligible for the Best Case Award or for publication in the *Journal of Applied Case Research*. Please specify the type of the case when submitting:

Decision cases. Decision cases are distinguished by ending at a decision point. Usually this is a decision facing the central character in the case, the decision-maker. A strong opening paragraph, often referred to as “the hook”, should telegraph the decision scenario faced by the decision maker. No introductory paragraph is needed. Most often, decision cases are based on primary field research and are enriched by real characters and quotations, where appropriate. Beyond these basic conventions, the format of a decision case may vary based on the discipline, subject matter, and situation.

Descriptive cases. Descriptive cases are used to illustrate a broad scenario for organizational analysis. These cases must be based on real events and organizations but generally utilize secondary research where direct access to the organization is not available or may not be required. They are usually quite extensive and may blanket a broader timeframe than normally encompassed in a decision case. For example, a descriptive case might examine a CEO decision at SAP, while a descriptive case might explore the evolution of the ERP software industry from 1990 to 2010.

Critical incidents. Critical incidents are also decision-focused, so they should open with a hook and end at the decision point. The distinguishing features here are focus and length. Critical incidents are five pages or less, tightly focused on a very specific situation or decision, and intended to illustrate a singular teaching point. They are also real events, organizations, and characters.

Student Cases. We also provide students (both graduates and undergraduates) with an opportunity to prepare cases for the conference. The student cases must be in the required format and submitted to the student track chair for review. The best student case will be awarded $500 to be divided among the co-authors of the case. The following stipulations apply:
1. The case must be accepted in the appropriate track. (Again, submit through the student track chair.)
2. There can be no more than four co-authors
3. The case must have a faculty sponsor, but the sponsor cannot do significant work on the case.
4. At least one student and the faculty sponsor must register for the conference and be present to present the case at the conference.
5. The accepted student cases will be submitted to a judging panel made up of the Board of Directors of the Association to select the best case.

Submit a copy of each case and accompanying instructor’s manual (teaching notes) electronically to the appropriate **Track Chair** (listed below). As noted previously, each case submission should include the following e-mail attachments: (1) The cover sheet, (2) The case body and (3) The Instructor’s Manual (IM) and (4) an **abstract** for publication in the Proceedings and an **authorization form** (see the attached form). Please note the abstracts of accepted cases are published on the SWCRA webpage; therefore, **permission to publish is critical**. The electronic copy of the abstract is to be e-mailed to the Track Chair when the case is accepted for presentation.

A case may be submitted to only one track. Submission to multiple tracks will disqualify the case from further consideration. If you are unsure as to which track would be the most appropriate for your case, please contact the Program Chair. **As per the Federation of Business Disciplines Policy, a paper/case may not be simultaneously submitted to more than one FBD constituent association.**
The case presentations will require the participation of at least one author for the full session on the morning of Thursday March 10th, 2016. At least one of the authors must register for the conference for a case to be on the conference program. Writers are strongly encouraged to participate in the Wednesday and Thursday afternoon sessions as well. It is a great learning experience.

Case Development (a.k.a., Embryo) Track
An "embryo" case is an idea for a case in an early stage of development. Case development (embryo case) submissions are restricted to new case researchers who have never before submitted a case to SWCRA. The purpose of the session is to allow seasoned case researchers to give feedback to new case writers in order to guide the development of their cases. In a roundtable session, participants will discuss topics related to the development of the teaching case and its accompanying teaching note. Embryo case authors will be listed in the program, but embryo cases will not be published in the conference proceedings.

Symposia
Symposia on topics related to case research, writing, and teaching are welcomed. Proposals for symposia should be limited to two pages and should be submitted electronically to the **Sy**mposia Track Chair via E-mail. Include an abstract for publication in the Proceedings.

Optional Poster Sessions
This year, a number of the FBD organizations are participating in poster sessions in which presenters sit at tables and discuss their research with other conference attendees. Posters serve to identify the case writer and topic and to serve as visual aids. This will probably take place Thursday afternoon. Participation is optional and in addition to (not a substitute for) Thursday morning’s roundtable paper presentations. Participation in these sessions gives SWCRA members an opportunity to discuss their work with other conference participants.

Reviewers
Individuals wishing to participate in the program as reviewers should contact the appropriate Track Chair by August 29th, 2016.

2016 SWCRA TRACK CHAIRS

Program Chair: Timothy Wise
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SOUTHWEST CASE RESEARCH ASSOCIATION

CASE INFORMATION AND AUTHORIZATION

Instructions: This sheet must be completed and must accompany each case and instructor's manual (teaching note) that is submitted to the Case Center or to the Symposium. Information on this sheet may be used as bibliographic information to indexing. No confidential data should be included. Information should be typed. Cases are to be based on actual organizational data whether primary or secondary. Cases that are not based on actual organizations are a welcome part of the program but are not eligible for the Best Case Award or for publication in the Journal. Please specify status of case.

1. **IDENTIFICATION DATA**

Case Title: Number of pages

Instructor's Manual Title;

Number of pages:

2. **AUTHOR DATA:** This data should be for the corresponding author. If there are two or more authors, include all data for all authors on the cover page. The order of authors on the cover page will be recognized in the program and in the Proceedings.

Primary (Contact) Author

Name of Organization:

Address:

Telephone:

Email:

Co-Author: ________________________________ Title ________________________

Co-Author ________________________________ Title: ________________________

3. **CLASSIFICATION OF CASE** (See Item 14 for classifications)

A. Type of organization (Select one from Item 14)

Entrepreneurship

B. Types of Function (Select no more than four. See Item 14)

1.Small Business	2. Advertising
3. Marketing Strategy	4.

4. **MAJOR SUBJECT AND ISSUES IN CASE** (List no more than eight)

1. Entrepreneurship	5. Marketing Research
2. Marketing Strategy	6.
3. Advertising	7.
4. Sales	8.

5. **SETTING OF CASE**

A. Geographic: (If U. S., note state or region)

B. Size: (Sales/Employees)

C. Year(s) of Case:

6. **TYPE OF CASE** (Check one)

☐ Decision ☐ Evaluate ☐ Industry Note _Illustrative ☐ Other _____

7. **APPLICABLE COURSE(S) OR PROGRAMS(S)**

1.	3.
2.	4.

8. **CASE WRITTEN FOR:** (Check one)

☐ Graduate ☐ Undergraduate ☐ Industry Note ☐ Illustrative ☐ Other (specify):

9. **INSTRUCTOR'S MANUAL WRITTEN FOR** (check one)

☐ Graduate ☐Undergraduate ☐ Continuing Education ☐ Other (specify) _

10. **CASE HAS BEEN CLASSROOM TESTED** ☐ Yes ☐ No

11. **SOURCE OF DATA** (Check one)

☐ Field ☐ General Experience ☐ Library Research ☐ Student Report

☐ Other (specify) ______________________

12. **ABSTRACT OF CASE** (Maximum of 100 words)

13. **CASE AUTHORIZATION**

CERTIFICATION

In making this case available for use by the Southwest Case Research Association and others, I certify that authorization has been secured from source and copyright holders for use and widespread distribution. I also certify the case was developed through research.

Signature of Author **Date**

14. **CASE CLASSIFICATIONS**

Type of Organization (select one)

☐ Business ☐ Educational ☐ Governmental ☐ Non-Profit

☐ Other (specify) ______________________________

Type of Function (selection no more than four**)**

☐ Accounting
______ Auditing
______ Cost/Managerial
______ Financial
______ Government/Non Profit
______ Tax

☐ Business Law

☐ Business and Society

☐ Computers

☐ Economics
______ Econometrics
______ Industrial
______ International
______ Managerial

☐ Information Systems

☐ International/Multinational

☐ Logistics

☐ Management
______ Organizational Behavior
______ Organizational Structure

☐ Management Science/Operations Research

☐ Marketing
______ Advertising
______ Consumer Behavior
______ Marketing Strategy
______ Marketing Management
______ Marketing Research

_______ Macroeconomics
- ☐ Entrepreneurship
- ☐ Environment
- ☐ Finance
  - _______ Banking
  - _______ Financial Institutions
  - _______ Financial Management
  - _______ Financial Strategy
  - _______ Investments

_______ Retailing

_______ Sales Management
- ☐ Personnel Mgmt/Industrial Relations
- ☐ Production/Operations Mgmt
- ☐ Small Business
- ☐ Statistics
- ☐ Strategic Management