

CALL FOR TEACHING CASES

**FOR THE 42ND ANNUAL CASE ASSOCIATION CONFERENCE
PROVIDENCE, RI (MAY 2-5, 2018)
IN PARTNERSHIP WITH EAM**

SUBMISSION DEADLINE: JANUARY 16, 2018

The CASE Association welcomes case writers from all disciplines and experience levels! CASE promotes the professional development of case writers. Join us at our workshops focusing on case writing, reviewing, teaching, and publishing. Case topics can include:

Management, Strategy, Organizational Behavior/Development Human Resources, Business Ethics, Operations, Project Management, Accounting, Finance, Hospitality and Tourism, Entrepreneurship, Marketing, Others.

CASE invites you to submit:

- **Embryo cases:** A one-page outline of a case idea including a list of developmental issues for which the author seeks guidance (limit of one embryo submission per author).
- **Cases without an Instructor's Manual:** Cases in development, authors will be assisted in preparing the teaching note.
- **Cases with an Instructor's Manual:** Case and Instructor's Manual sufficiently developed to facilitate constructive criticism in preparation for submission for publication.
- **Compact Cases** (3-5 pages in length): Provide a focused exploration of a real event, issue, or incident in a real organization. A full Instructor's Manual must be included.
- **Symposium/pedagogic** – related to case writing, and research
- **Pre-Conference workshop on Case Writing (May 2/3)** – Additional fees will apply.

For more information go to www.caseweb.org



Visit the all-new CASE Association Website!
Still found at the same location in your browser:



www.caseweb.org



Case Writer Certification Launched

We are thrilled to announce the launch for the self-paced case writing certification program. The certification program (Level 1 and 2) offers practitioners and academics alike the opportunity to elevate their professional standing in line with AACSB International focus on institution based mission and distinctiveness and different pathways. The self-paced/online program is supported by [experienced mentors](#) and focused on your personal developmental needs. Furthermore AACSB International recognition on the [enormous value of case research and writing as a powerful tool for faculty scholarship](#) only reaffirms the importance of our certification program. Our English based program is open to all who want to learn how to publish.

To learn more about the certification program please go to: <https://www.caseweb.org/certification-program/>

To enroll in the certification program go to: <https://www.caseweb.org/about-case/certification-mentors/>

For more information please contact Gina Vega @ certification@caseweb.org

MESSAGE FROM THE CASE ASSOCIATION PRESIDENT



Case studies are a key teaching tool. There is demonstrable proof that the use of case studies is increasing as inductive reasoning, or learning by real world example, becomes the touchstone of the classroom experience. The CASE Association recognizes that the development of case writers is critical. *First*, to increase the pool of relevant cases. *Second*, case writing provides business school faculty the opportunity to meet AACSB criteria for impact in teaching and publishing. *Finally*, whether the case is a Compact Case, asking students to answer a quick “what would you do?” question, or a full-blown case, requiring a management team analytical policy response, the classroom experience elevates problem solving to an art.

To facilitate faculty case writing and teaching skills, The CASE Association is pleased to announce the launch of our new two-stage self-paced case writing certification program. The program is designed to support, sustain, and encourage case writing through a self-paced online structured program of videos, user guides, and exercises supported by a peer mentor.

For more information on the Level 1 and Level 2 certification program and how you could improve your professional development opportunities go to <https://www.caseweb.org/certification-program/>

We also invite all of you to visit the new CASE Association website. Leave a comment, share a thought with your colleagues. We welcome you to become part of our teaching and learning community aimed at real professional development and networking. We always need mentors and you have a service requirement! Become a mentor and contribute to the development of others. Sounds like a great idea, doesn't it? Finally, we invite you to come publish with us! It is never easy to publish but The CASE Journal aims to work with authors to develop skills to enable them to meet our rigorous publishing standards.

Come teach, learn and publish!
Best, Miriam Weismann

WHAT'S COOKING AT TCJ?

Just a quick update on The CASE Journal. TCJ originally published two issues per year, but this year, we've published SIX ISSUES—36 CASES! Case submissions came from 18 different countries. Accepted cases were from Brazil, Canada, India and the United States. This difference in the number of countries for submissions versus acceptance highlights an important phenomenon—we are attracting submissions from many authors living in the Middle East, Africa and Asia. Many of these authors are first time case writers who see case research and writing as a scholarly activity that may boost their professional credentials. It is our hope that these authors may benefit from the new Certification process described elsewhere in this newsletter.



CALL FOR CASES FOR SPECIAL ISSUE

TCJ is also launching a special issue devoted to underrepresented minority protagonists. Mary Foster and Pamela Queen of Morgan State University have agreed to serve as guest editors for this exciting issue. Emerald Group Publishing, publisher of TCJ is excited to begin promoting the excellent cases we hope to publish in this special issue. The deadline for submissions is January 22, 2018. Countless studies can be found identifying the business benefits of diversity and inclusion, yet our case catalogue provides few representations of successful women and minority business executives. TCJ encourages submissions of cases for the special issue to help prepare future leaders for a workplace that is more inclusive and more collaborative.

COMPACT CASES—MORE PLEASE!

Please consider writing a Compact Case for publication in TCJ. These are tiny cases (1,000 words or less) that pack a big punch! Students love them and we'd like to publish more in TCJ. Compact Cases must be accompanied by a Teaching Note (shorter form of the IM). Think of an issue that will fit well within this format and get writing. We'd love to publish several Compact Cases in each issue. You'll find guidelines for Compact Cases on the journal page at caseweb.org. Just click on GUIDELINES FOR AUTHOR.