



Spring 2021 Newsletter

The CASE Association



Greetings:

It is truly an honor to be participating this year as the President of The CASE Association. We have an excellent Board and our team is on a mission! Our mission is to innovate in our program delivery and create new value added programs and features to enhance the privilege of membership in our organization. We also want to see you publish!!!! The editor of The CASE Journal Rebecca Morris is hard at work to bring us another great issue. Please circulate this newsletter to your business school departments and encourage your colleagues to submit cases.

This year's EAM/CASE virtual conference will highlight several panels designed to inform case writers of best case writing practices. Those who register and attend will hear from the publisher Emerald, award winning case writers, and our Editors. Our goal is to provide our members with a roadmap to publication.

Also, you will be invited to attend our Hackathon taught by The CASE Journal editor Rebecca Morris. Here, you will learn the ropes of case writing and start writing your case. Remember those who attend the conference have an advantage in publishing in the journal. Registering for the conference is easy and early bird rates expire soon. Here is the link: <https://www.eaom.org/EAM-2021> This is a "two for one conference." Registrants can attend both the EAM sessions as well as The CASE sessions and all from the privacy of your office. (We won't know if you are in pajamas and bunny slippers!!!)

Feel free to check in at our website. <https://www.caseweb.org/> Use our blog page to share and communicate ideas to your colleagues.

Our membership continues to grow. Please encourage others to join us! If you have any thoughts or ideas to make us a better organization, please send me an email at mweisman@fiu.edu.

Many thanks.

Miriam F. Weismann
Clinical Professor of Business Law and Tax
Academic Director Healthcare MBA
Lean Six Sigma Black Belt
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LOOK FOR THE CASE ASSOCIATION ON SOCIAL MEDIA!



Make sure to connect to our social media accounts to get the latest updates and expand your network with like-minded professionals.

Twitter: <https://twitter.com/CaseAssociation>

Linkedin: <https://www.linkedin.com/groups/4842074/>



NOMINEES FOR 2021 BEST CONFERENCE PAPER AWARD, CASE ANNUAL MEETING

(To be presented at the CASE Meeting)

Kinsip: Spirits, Maple Syrup, Hand Sanitizer (Wednesday, 11:00 AM - 12:30 PM, CASE)
Nicole Bérubé, Royal Military College of Canada
Geoffrey Pond, Royal Military College of Canada

Tesla's Lithium-Ion Battery Dilemma (Wednesday, 11:00 AM - 12:30 PM, CASE)
Patrick McHugh, Brown University School of Engineering
Marco Ma, Brown University School of Engineering

May You Live in Interesting Times: The Case of BXL Zoute (Wednesday, 11:00 AM - 12:30 PM, CASE)
Elizabeth A. McCrea, Seton Hall University
Heidi M. J. Bertels, Chazanoff School of Business, CUNY/CSI

BEST REVIEWERS

For conference papers

Pauline Assenza
Steve Congden
David Desplaces



A Farewell to Gina Vega

Message from The CASE Association President....

Greetings:

Our dear friend and mentor Gina Vega has decided to hang up her CASE Association spurs and move on to other exciting professional activities. Gina has been an integral member of CASE for more than 20 years. She served as President of the Association, Journal Editor and became a Fellow. She was responsible for launching The CASE Journal cases onto international distribution platforms and for negotiating the CRJ contract with Emerald Publishing. She has literally written the book on case writing. She ran case writing workshops nationwide and designed, built, and directed the CASE Certification program.

Gina, you will be missed and we want to thank you for your many years of service.

Best of luck in your future endeavors.

Miriam F. Weismann



THE COMPACT CASE HACKATHON:

COME TO A CONFERENCE SESSION—LEAVE WITH A PUBLISHABLE OUTPUT

Hackathon: A sprint-like event in which participants collaborate intensively to create a useable project.

The Compact Case Hackathon challenges YOU to develop a Compact Case in a collaborative small group setting in a short time period. Session participants are given background materials (business press articles, industry reports, YouTube videos etc.) that will provide the source material for the **onsite development of a Compact Case during the session**. Using your laptops or smartphones and working in small groups, you will develop and write 2-3 learning objectives and the initial draft of a Compact Case. Case writing mentors are available for consultations with groups as needed. The final product of the session is a Compact Case and partial teaching note (at least the learning objectives for the case).

There are two sessions for the Hackathon at The CASE Association Annual Meeting held in association with the Eastern Academy of Management Meeting. The two sessions are scheduled as follows:

Thursday, May 20—9:00 am-12:00pm—Part I: The Compact Case Hackathon (Writing the Compact Case)

Friday, May 21—9:00am-12:00pm—Part II: The Compact Case Hackathon (Roundtable & completing the Teaching Note)

Both sessions will be conducted virtually via Zoom. Zoom credentials are provided to registered conference participants.

Part 1: Session on Thursday, May 20

The Compact Case Hackathon begins with a short case writing presentation focusing on the unique aspects of Compact Cases. Participants then spend the bulk of the session “hacking” their cases, starting first with the development of learning objectives and then writing the initial draft of the case itself. You bring the creativity and the energy—I bring the case ideas. Together we will form small groups and spend our morning writing!

Part II: Session on Friday, May 21

The Hackathon concludes with the presentation of cases in a roundtable format and provision of constructive feedback for developing the cases further for journal submission. We will also cover the next steps to getting your cases published. All cases developed in a Compact Case Hackathon that are subsequently accepted for publication in **TCJ** will be considered for recognition (and a prize!) as the “Best Compact Case.” **TCJ** has published five cases developed in Case Hackathons!

While we encourage you to attend both sessions, you are welcome to attend which ever session you can. If you have to make a choice—come on Thursday and write with us!

Please contact Rebecca Morris at tcjeditor@gmail.com if you have questions!

OTHER CASE MEETING HIGHLIGHTS

Emerald Cases Hub: Resources for the Case Community (Wednesday, 2:30-3:15): Juliet Harrison, Emerald Publishing

Award-Winning Case Writers Panel (Wednesday, 3:30-4:30): Heidi Bertels, Steve Congden, Margaret Naumes, William Naumes

CASE Celebration Hour (Wednesday, 4:40-5:30): (social/business meeting/awards/recognition)

Teaching with Cases Online (Thursday, 4:00-5:00): Chris Ellis

Meet the Editors (incl. Rebecca Morris, Editor of The CASE Journal (4:00-5:15)

Best Case Awards and Recognitions

The Emerald Best Case Award sponsored by Emerald Publishing Group honors the best case as published in *The CASE Journal*. Members of the journal's editorial board select the winner from nominations made by the Editor-in-Chief. Both the case itself and the instructor's manual are reviewed in the award selection process. The winning case author receives a check for \$1,000 provided by the Emerald Publishing Group. The award is presented annually at The CASE Association's annual meeting in May. We are pleased to recognize the finalists for the Emerald Best Case Award for 2020. This award goes to the best case as published in the journal during the previous year. Our process involves the nomination of six to eight cases that are then reviewed by the Awards Committee. The three finalists were:

PSEG and the Promise of Wind Power

Stuart Rosenberg, *Monmouth University*
The CASE Journal, 16 (1), 51-74. March 2020

John Lewis Partnership Approaching 100 Years – What Now?

Frank Shipper, *Franklin P. Perdue School of Business, Salisbury University*
Richard C. Hoffman, *Franklin P. Perdue School of Business, Salisbury University*
The CASE Journal, 16 (1), 227-271. May 2020

Cleveland Clinic Florida “Pay-for Performance” Reimbursement: Why the Best Care Does Not Always Make the Happiest Patients

Miriam Weismann, *Florida International University*
Sue Ganske, *Florida International University*
Osmel Delgado, *Cleveland Clinic Florida*
The CASE Journal, 16 (5), 625-663. November 2020

We congratulate all of these case authors on their outstanding work and hope that you will adopt their cases for your classes.

Outstanding Reviewers for *The CASE Journal*

Reviewers make important contributions to the quality of the journal through their rigorous and timely reviews. We are pleased to honor the top reviewers for *The CASE Journal* for 2020. Two criteria were used to select the top reviewers from the 134 individuals who reviewed for *TCJ* in 2020—the number of cases reviewed and the average-R score. The average-R score is an indication of the quality and timeliness of the review (as assigned by the Editor-in-Chief). The reviewers were then sorted by number of reviews and average-R score to give you this listing of the most outstanding reviewers for the year. Originally we were going to stop at 10 reviewers, but there were so many reviewers with perfect or near perfect Quality scores that we decided to list the top 18 reviewers.

**2020 Top *TCJ* Reviewers
(number of cases reviewed for 2020)**

Matthew Fisher (4)	Michael Breazeale (2)	Amon Simba (2)
Roberto Santos (4)	Robin Frkal (2)	Jianyun Tang (2)
Andrea Santiago (3)	Praveen Gupta (2)	Joseph Trendowski (2)
Jose-Pablo Abeal-Vasquez (2)	James Hilliard (2)	Zheni Wang (2)
Bruno Abrantes (2)	Debapratim Purkayastha (2)	A. Erin Bass (2)
Erica Berte (2)	Tyler Self (2)	Ram Subramanian (2)

Many thanks to these 18 reviewers! Your contributions to *TCJ* are much appreciated!

We are sad to report

that Debapratim Purkayastha, member of *The CASE Journal* Editorial Board, died of COVID-19 on May 7, 2021. Debapratim was to be appointed as an Associate Editor in June 2021. Dr. Purkayastha taught strategy at the ICFAI Business School Hyderabad. He served as Director of the IBS Case Research Center and was the winner of The Case Centre's bestselling case author award every year since 2016. His contributions to the case writing community will be greatly missed. Our condolences to Dr. Purkayastha's family, friends and colleagues.