



## Fall 2023 Newsletter

### The CASE Association



#### 2023-2024 GREETINGS:

It has been a very busy year for The CASE Association. We are very excited about the upcoming EAM/CASE Association conference in Providence from May 14<sup>th</sup>-17<sup>th</sup>. There is still time to register. Here is the link: <https://eaom.org/EAM2024>

**OUR CONFERENCE PROGRAM** is designed to promote case writing through a roundtable format and interaction where case ideas emerge (embryos), cases are developed (cases without instructor manual), and cases are critiqued (cases with instructor manual) to improve their chances for publication. The conference program is centered around developing the case writer and instructor with many networking and co-authoring opportunities. This year we will repeat the case writing hackathon experience facilitated by one of the case writing experts in the field. The exercise will allow participants the opportunity to develop cases live with other attendees. Finally, our special focus on teaching cases online will allow attendees to develop the tool kit that is sure to improve their teaching effectiveness.

We support Ph.D. students and scholars in training, practitioners (SP, PA, and IP) wanting to make a transition to full time instruction, but more importantly scholars who want to have an impact in line with AACSB International requirements.

The conference offers a great opportunity to meet colleagues and make friends. The networking opportunity is of great value. The conference is a good place to learn, apply new skills and just have fun.

#### Call for Cases:

The submission portal to submit your case (embryo cases, cases without the instructor's manual, cases with the instructor's manual) can be found at this link:

<https://www.openconf.org/eam2024/openconf.php>

**Submissions will be accepted until January 21, 2024.**

The full EAM/CASE conference schedule of events is forthcoming so make sure to check out the conference details.

#### OUR PARTNERSHIP WITH EMERALD PUBLISHING

The CASE Journal, published by Emerald Publishing, is a great outlet for cases, compact cases, new forms, an darticles and conceptual papers on case teaching, case writing, case reviewing, and similar topics. I'm pleased to let you know that the most recent issue of TCJ is now online at <https://www.emerald.com/insight/publication/issn/1544-9106>

The CASE Association is redesigning its website. Not quite finished yet! So, stay tuned for our new look and information! Please visit our new website to learn more about The CASE Association and The CASE Journal. <https://www.caseweb.org/about-case/> Our goal is to mentor and provide a pathway to publish.

Finally, if you are interested in becoming a member of the board or an Officer in the Association, please contact me at [mweisman@fiu.edu](mailto:mweisman@fiu.edu) We encourage participation!

See you in Providence!

Miriam F. Weismann  
President  
The CASE Association

#### LET CASE KNOW YOUR NEWS!



CASE is looking to refresh our LinkedIn page with regular updates and celebrations of our published case authors. If you have a recently published case and would like to be featured, please send an email to [bl.leonard@assumption.edu](mailto:bl.leonard@assumption.edu), or send me a message on LinkedIn with information about your case. Follow our LinkedIn page to see what others are publishing, and learn about new cases you can use in your classes!"

# CASE CONFERENCE 2024 CALL FOR CASES

Are you currently developing a teaching case or nurturing an idea for one? We invite you to present your work by submitting your teaching case to the 2024 CASE Association Conference. Join us in Providence, RI, at the Graduate Providence Hotel from May 14-17, 2024.

## Key Dates

Submission Deadline: January 21, 2024

## Why Participate?

At the CASE Association, we foster a culture of support and growth. By contributing your case or idea, you will benefit from valuable feedback and guidance from colleagues and seasoned case authors. We welcome submissions from all disciplines and experience levels. We believe in nurturing your potential and amplifying your impact on teaching through case writing.

## Conference Highlights:

- Gain actionable insights from experienced case authors and researchers.
- Participate in interactive workshops and discussions tailored to your growth as a case writer.
- Network and socialize with colleagues and friends from other institutions.
- Explore Providence's shopping and food!

## Types of Cases to Submit:

1. **Embryo Cases** - If you have a compelling case idea in its infancy, share a one-page outline using our Embryo form on the CASE Association website. Include a list of questions and developmental challenges you are facing. Prepare to receive targeted feedback to guide you on your case development journey. Kindly note that each participant can submit only one embryo case.
2. **Cases without Instructor's Manual** - Is your case in the developmental phase? You will be part of a roundtable providing comprehensive feedback on various aspects of your case, including guidance on creating an effective instructor's manual.
3. **Cases with Instructor's Manual** - Have you finalized your teaching case and its instructor's manual? Benefit from insightful feedback to refine your work and prepare it for publication submission.

For further details and submission guidelines, visit: <https://www.eaom.org/EAM2024>  
We look forward to seeing you at CASE 2024!



## Special Conference AI Panel Discussion Planned

GenerativeAI has received widespread media coverage and attention since the launch of ChatGPT 3.5 in November of 2022. We are sure that many of you and your institutions are in the process of creating policies governing how it might be used in the classroom. At The CASE Association, our area of focus is crystal clear - we care deeply about the development and publication of high-quality case studies in support of the learning process.

In this light, we plan to hold a panel discussion at the 2024 EAM/CASE conference in Providence to discuss what might be the appropriate use of GenerativeAI as a digital assistant in writing academic case studies. We fully expect, and welcome, a wide range of perspectives. Your feedback and participation will be used to inform The CASE Association's policy on the use of AI. We look forward to hearing your voice on this very important subject.

Dear Case Associate Membership:

I would like to start by thanking you for the continued support of the Case Journal. When I took on the role of Editor-In-Chief January 2023, I was pleasantly surprised to see the high-quality cases and teaching notes coming from members of the Case Association. Reviewing your cases, the impact and value of the Case Association's conference and "Hackathon" quickly became evident. The group's willingness to serve as reviewers and provide timely, developmentally-focused feedback was also very encouraging. With your support, a few positive journal metrics year-to-date 2023 include:

- A 25% increase in case submissions compared to 2022 (January-December);
- A 23% increase in accepted cases compared to 2022;
- A 10% drop in acceptance rate compared to 2022;
- Authors from 37 countries have submitted cases compared to 24 in 2022.

Corresponding with the increased international interest in the Case Journal, we have also expanded our team of Associate Editors to include an even more diverse range of backgrounds and disciplines. In turn, we are now able to more closely match case contexts (e.g., country, target audience) with the expertise and geographies of Associate Editors. Editorial advisory board members also continue to be invaluable contributors to the journal on multiple fronts.

Moving towards the end of 2023 and into 2024, I am excited about the positive strides the Case Journal is taking with the support of the Case Association and editorial team members. Keep the cases coming!

Cheers,

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Editor-In-Chief: The Case Journal



**The Emerald Cases Hub** is a free, online resource developed alongside case-writing experts to provide authors with comprehensive guidance on writing, teaching, and learning with cases. Registering for the Hub will grant you access to several sample cases, recorded case-writing webinars, and an entire course designed to help new case authors write a successful and publishable case. <https://caseshub.emeraldgroupublishing.com/login/index.php>

**The Case for Women** is an annual competition that seeks to promote the development of high-quality teaching case material that positively represents the challenges and triumphs of real women in leadership positions. *The CASE Journal* has been the proud publisher of the Case for Women since 2023. For updates on future competition deadlines, awards, and requirements, please visit our competition information page: <https://www.emeraldgroupublishing.com/publish-with-us/publish-a-teaching-case-study/case-writing-competitions/case-women-case-writing>