



Fall 2024 Newsletter

The CASE Association

Message from The CASE Association President...



Greetings:

MARK YOUR CALENDARS! The 2025 EAM/CASE conference will be held in Baltimore from May 12 to 15. Stay tuned for more details. Read on..., and come join us for the fun.

The 2024 EAM/CASE conference in Providence, RI, was a great success. We welcomed back our members, and attendance was high. We laughed, learned, and socialized!

COME TO THE CONFERENCE AND PUBLISH: Once again, we will present the Case Writing Hackathon, designed to create teams of writers and start the case writing process. Consider coming to the next conference to work on a publishable case with other new case writers.

NEW EASY ACCESS TO THE ENTIRE CASE COLLECTION AND TRAINING:

Our publisher, Emerald Publishing, has expanded collaboration with The Case Centre, simplifying access to our cases. Just click the link and our entire collection is now available! Here is the link information:

Emerald homepage on the Case Centre: [Case collection: CASE Association - The Case Centre](#).

Emerald created the new Cases Hub to provide continuous case writing instruction to our members, and it's FREE! The Emerald Cases Hub is an interactive, free online resource to help case writers create and publish concise, quality, and nuanced teaching cases. Registering an account on the Hub allows you to access three training courses designed alongside case-writing experts with authors and students in mind. These include:

1. Writing a case study, covering all stages of the writing process from identifying a need, writing the case and teaching note, and evaluating your work.
2. Teaching a case study, helping you feel confident using the case method in your classrooms, and
3. Learning with cases, which you can assign to your students alongside any case to help them better understand and analyse the case.

Whether you are new to cases or an expert in your own right, the Hub provides helpful tips, tricks, and best-practice advice to help reach your goals. It also offers a number of videos, webinars, and guides created by the editors of our Emerald eCase collections to further your learning. For more information and to start exploring the Hub, visit bit.ly/caseslearninghub

WANT TO BE AN EDITOR:

Emerald is also looking to fill a paid Associate Editor position. Please contact Melissa Close for more details. mclose@emerald.com

WELCOME TO OUR NEW BOARD MEMBERS

We encourage all of our members to consider becoming more involved in the case writing community and our organization. Become part of the Board! We are seeking someone to accept the nomination for Vice President of Membership. If you would like to join the Board, please contact me at mweisman@fiu.edu.

CIRCULATE OUR NEWSLETTER PLEASE

We look forward to continuing to cultivate our special relationship with our members. We need your support to remain strong and serve the community of scholars and case writers. Please circulate this newsletter to your business school departments and encourage your colleagues to submit cases. The editor of The CASE Journal, Christopher Craig, is working hard to bring us another great issue.

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. Our membership continues to grow. Please encourage others to join us!

If you have any thoughts or ideas about how to improve our organization, please email me at mweisman@fiu.edu.

Many thanks.

Miriam F. Weismann

Clinical Professor of Business Law and Tax
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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 2025 CASE Association Conference. Join us in Baltimore, MD, at the Hilton Inner harbor from May 12-15, 2025!

Key Dates

Submission Deadline: January 17, 2025, **EXTENDED TO JANUARY 31, 2025!**

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 Baltimore's downtown with its attractions, food, and maybe even catch an Orioles baseball game at Camden Yards!

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.

Compact cases are welcome in any of these above submission types.

For further details and submission guidelines, visit the EAM conference website:

<https://www.eaom.org/Submission-Guidelines-2025>

- If submitting January 18 or later, please email your case(s) directly to Sarah Holtzen, CASE Secretary, at: Holtzen-S@mssu.edu

We look forward to seeing you at CASE 2025!

From the Editor-In-Chief of *The Case Journal*: Dr. Christopher Craig

Dear CASE Association:

I would like to start by thanking everyone who has reviewed or written a case for *The Case Journal* during 2024. With the CASE Association's help, 2024 has been a very successful year. We have received a record number of submissions, which has required a record number of reviewers. To help facilitate the increased global interest in publishing with the *The Case Journal*, we also expanded the editorial team to include even more experts in case writing and teaching. The quality and diversity of content from Volume 20 is something we can be collectively proud of!

Moving into 2025, it would be great to engage even more with members of the CASE Association. To this end, I have made plans to attend this year's conference and serve on the editor's panel. *Emerald Publishing* has once again agreed to sponsor the social! I am also in discussions with the association's leadership team to hash out ways to facilitate membership case submissions to *The Case Journal* in 2025 and beyond. I hope to have more details to share during our time together in Baltimore in May.

Lastly, I want to encourage any members looking to get involved with *The Case Journal* to "raise your hand" (i.e., email me) and ask for review assignments. Reviewing is a great way to hone in your own case writing and teaching skills. And, the journal recruits Associate Editors and Editorial Board Members from our most engaged reviewers.

With the CASE Association's continued support, *The Case Journal* is well-positioned to maintain its status as one of the most well-respected teaching case journals globally. Thank you!

Happy holidays,

Chris

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Case Highlight from *The CASE Journal*

“[Melanie Perkins: poised to redesign Canva from tech unicorn to tech giant?](#)” was the winner of the 2023 Case for Women Competition, recently published in issue 6 of volume 20. It outlines the entrepreneurial journey of Melanie Perkins from the age of 19 and the success of Canva in the graphic design industry. It is intended for use in business strategy and entrepreneurship development graduate courses. This case received glowing feedback from the judges and it is a pleasure to have it in the volume.

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

