

From the Editor

The Southeast Case Research Association is proud to present the inaugural issue of The Southeast Case Research Journal. This publication is intended to provide an outlet for academic case research and to also serve as an integrative teaching tool. As a regional chapter of the North American Case Research Association (NACRA), the Southeast Case Research Association provides scholars and practitioners a collegial association in which to present case research, provide assistance in the pedagogy of qualitative research, and finally, establish a publication platform that will allow the dissemination of this research.

This first issue of The Southeast Case Research Journal hopefully expresses the spirit of SECRA, a helpful and participating philosophy that focuses on advancing the case method in education. The cases selected for this issue represent a variety of topics and educational areas. The effectiveness of case research and its use in the classroom has been recognized by many disciplines and is now used in almost every area of education. This publication is dedicated to furthering the use of the case method in education and is committed to an open and inclusive philosophy that embraces case research from all disciplines. This initial issue includes research focusing on business administration, strategic management, study abroad education, and education.

We hope that you enjoy The Southeast Case Research Journal and find it useful in your case research activities as well as a means to integrate the case method into your classroom. The case method of education can be an effective and enjoyable technique that can enhance both student and faculty involvement and learning.

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The editorial board of the Southeast Case Research Journal would like to encourage the submission of high quality case research. We are excited about this new outlet for case research and are actively seeking good qualitative research that will be useful in the advancement of case research and the case method in educational settings. We look forward to your submissions.

SECRA would like to thank Dr. Deidre Martin for her invaluable assistance in the preparation of this journal.