



**Southeast Case
Research
Association**

**Thirteenth Annual
Conference**

**Myrtle Beach, South Carolina
February 17-19, 2005**

CALL FOR CASES, PAPER, SYMPOSIA

The 2005 program organizers of the Southeast Case Research Association (SECRA) would like to invite new and experienced case writers to submit original, unpublished cases, articles relating to the writing or application of case studies, case study embryos, or proposals for symposia to be presented at the Thirteenth Annual SECRA Conference.

Purpose

SECRA serves as a channel for development and publication of case studies in all areas of business education and other disciplines including engineering, technology and health care. SECRA is an interdisciplinary organization dedicated to the case method of instruction and the development of teaching and research cases.

Important Dates

- Paper and panel submissions due: *November 29, 2004*
- Notification of acceptance: *December 20, 2004*
- Camera-ready abstracts of papers and panels due: *January 10, 2005*
- Cut-off date for reserving room at conference rate: *January 17, 2005*
- Submission of final version of papers: *January 24, 2005*
- Submission of presentation media requests due: *January 31, 2005*

Conference Program and Facility

SECRA will meet at the magnificent Ocean Reef in Myrtle Beach (7100 N. Ocean Blvd., Myrtle Beach, SC 29572). We have reserved a block of rooms

for the conference participants at a very affordable price of \$49.00 per night. The cut-off date for reserving these rooms is January 17, 2005. Please make your reservations on time before the rooms are gone. Below is the contact information for the Ocean Reef. Be sure to tell the reservation person that you are with SECRA.

7100 N. Ocean Blvd.
Myrtle Beach, SC 29578

Local: (843) 449-4441
Fax: (843) 497-3041
Toll Free: 1-888-322-6411
E-mail: info@oceanreefmyrtlebeach.com
Web: <http://www.oceanreefmyrtlebeach.com/>

Bring your family and enjoy the walk on the Beach. The program kicks off with a welcome session and reception on Thursday, Feb. 17 at 6pm. Case round tables, newcomers, and teaching with cases/travel abroad sessions are on Friday and Saturday morning. Conference adjourns on Saturday by 12 noon. Stay over and enjoy the beach or some golf!

Conference Fees

The conference registration fee is \$125 if payment is received before January 31. The conference fee is \$140 for payments made after January 31. Fees include all meeting materials, meals, membership, a copy of the conference proceedings and a copy of the conference journal. Guests of SECRA members are welcomed to attend the conference meals at an extra charge. Full time student registration is \$50. Faculty and other participants may register for membership and receive a conference journal for a fee of \$50. Please send your payments along with a completed registration form (found at the end of this call for cases) to the SECRA treasurer.

Betty Brewer
School of Business and Economics
North Carolina A&T State University
Greensboro, NC 27411

Submission Information

Cases with instructor's manual and papers and proposals for symposia on topics dealing with case method of learning and teaching will be considered. Submit cases to the appropriate track chair. Papers and Symposia should be submitted to the Program Chair. A list of the chairs is included later in this announcement. Field-researched cases are especially encouraged.

NEWCOMERS/CASE EMBRYO: During each SECRA conference, a special session is held offering newcomers to case writing and teaching a chance to present case study ideas for critique by experienced writers. The session is targeted toward participants who wish to hone their skills before submitting a full case or article. This session addresses issues such as finding a case topic, case research and data collection, developing the case, publishing issues, and writing the instructor's manual. Newcomers and other participants who wish to present their embryo case for critiquing should submit a one to three page summary of the case idea including information to be included in the teaching note and any questions they have regarding the completion of their case to the program chair. Authors of case embryo will be listed in the program, but the incomplete case will not be published in the proceedings or journal. To register for this session, please contact the Session Chair, Isaiah Ugboro, (ugboroi@ncat.edu).

ARTICLES RELATING TO TEACHING WITH CASES: New and experienced case users are invited to submit a one or two page summary of teaching plans and experiences to this session. This session presents a panel of individuals to share their experiences in teaching with cases both in the U.S. and outside the U.S. Join us in this session to share and learn the various ways to use cases in your class as well as develop your own style. This session will cover any issues regarding the application of cases in the classroom. Please submit your summary to Betty Brewer, (brewerb@ncat.edu).

SUBMISSION GUIDELINES: The following guidelines are intended to aid in the review and editing processes. Please make every attempt to follow them.

1. Submission Deadline: **November 29, 2004**
2. Cases or papers submitted must not have been presented or published elsewhere and/or accepted for presentation or publication in another conference.

3. The author (or at least one author of multiple authorship cases) must register to attend the conference.
4. Cases should be typed, double spaced, and no longer than 30 pages.
5. Each case must have an accompanying instructor's manual (teaching notes), a title page, and a one-page abstract for the proceedings.
6. The title page should include name, affiliation, address, phone and fax numbers, and e-mail address for all authors. Indicate which author is serving as the contact person.
7. The main body of the case should have a title only and absolutely no references to the author or the author's affiliation.
8. The instructor's manual should include a title page with authors' names and affiliations as noted above in item 6. The main body of the instructor's manual should have the title of case only and absolutely no references to the author or the author's affiliation. Submit three (3) copies of each case and accompanying material to the appropriate Track Chair listed below and one (1) copy to the Program Chair. If unsure of the appropriate track for your case paper or symposium, submit four (4) copies to the Program Chair.
9. **Camera-ready abstracts of accepted papers must be received by January 10, 2005** to be included in the proceedings. These should be submitted in either PDF or Microsoft® Word format as an e-mail attachment to tarnoff@etsu.edu.
10. Submission of the final version of all cases and papers should be electronic in either PDF or Microsoft Word format.

Cases received by the deadline will go through a blind review. Notification of acceptance will be sent by December 20, 2005. ***One of the authors of a co-authored paper must register and attend the conference to present.*** If the case is selected for inclusion in the conference journal, the contact person will be sent specific formatting instructions to use for the final submission.

Individuals wishing to participate in the program as reviewers or session recorders should contact the appropriate Track Chair or the Program Chair before November 15, 2004.

TEACHING NOTE/INSTRUCTOR'S MANUAL: Each case must be accompanied by an instructor's manual (teaching note) which should at a minimum include the following:

- Case Overview/synopsis
- Teaching Objectives
- Intended Courses and Levels
- Suggested discussion Questions and Analysis
- Teaching Plans/approaches
- References (if needed)
- Epilogue (if appropriate)

Awards and Honors

Each year, SECRA acknowledges the achievements of exceptional case writers who participate in our annual conference. In the past, the association has presented awards including:

- Best Case Award in Track
- Best Case Award Overall
- Best Case by Newcomer (1st meeting attended with a case)
- Distinguished Case Researcher Award

Program and Track Chairs

The following is a list of the program and track chairs for the 2005 Annual SECRA Conference along with their contact information. If you are uncertain of the appropriate track for your paper, feel free to contact the program chair. Please check with your track chair to see if electronic submission is an option. Otherwise, all submissions should be hard copies mailed to the appropriate track.

Program Chair: David Tarnoff
Department of Computer & Information Science
East Tennessee State University
P. O. Box 70711
Johnson City, TN 37614-1266
tarnoff@etsu.edu

2005 Conference Track Chairs (continued)

Business Track:

Sample topics: Organizational behavior, strategy, accounting, finance, international business, entrepreneurship, and small business

Chairs: Joyce Beggs – Strategy, Entrepreneurship, Marketing,
International Business
Department of Management
Belk College of Business
University of North Carolina –Charlotte
Charlotte, NC 28262
jbeggs@email.uncc.edu

Robert McDonald – Accounting, Finance, and other quantitative sectors
Department of Accounting
University of New Haven
300 Boston Post Road
West Haven, CT 06516
rmcdonald@newhaven.edu

Karen Tarnoff – Organizational Behavior, HRM, Management
Department of Management and Marketing
East Tennessee State University
P. O. Box 70625
Johnson City, TN 37614
tarnoffk@etsu.edu

Education Track:

Sample topics: Study abroad, administrative issues, pedagogy, leadership, and counselor and teacher education

Chair: Michael Welsh
Department of Educational Leadership & Policies
University of South Carolina
Columbia, SC 29208
mwelsh@gwm.sc.edu

Social Science, Health Care, and Ethics Track:

Sample topics: Ethics, social issues, health care, and social sciences

Chairs:

Ida Robinson-Backmon
Dept. of Accounting
University of Baltimore
2112 Sondra Court
Silver Springs, MD 20905
irobinson@ubmail.ubalt.edu

Robin Guill Liles
Dept. of Human Development & Services
211 A Hodgkin Hall
North Carolina A&T State University
Greensboro, NC 27411
rgliles@ncat.edu

Engineering, Technology, and Manufacturing Track:

Sample topics: Ethics, design, manufacturing, production operation management, and engineering economics and management

Chair: David Tarnoff
Department of Computer & Information Science
East Tennessee State University
P. O. Box 70711
Johnson City, TN 37614-1266
tarnoff@etsu.edu

Interdisciplinary Track:

Chair: Fred Ware
Valdosta State University
Department of Management
College of Business Administration
Valdosta, GA 31698
fware@valdosta.edu

Visit SECRA On-line for updated information: <http://www.secra.org>