

FROM THE EDITOR

Welcome to the Second Edition of the Southeast Case Research Journal. I would like to thank all of those who have made our “new” (this is the last time I will ever use this adjective to describe our publication!) journal so successful. I would especially like to thank the editorial board, outside reviewers, and authors for their interest and hard work in getting the Southeast Case Research Journal off the ground. Your enthusiasm has been contagious and without your help, we could not continue.

This issue of the Southeast Case Research Journal has been divided into three distinct areas: 1) Strategic Management, 2) Education and Counseling, and 3) Accounting. It is the goal of the editorial board to encourage and publish cases that can be used in any classroom setting and focused on any academic discipline. SECRA has a long history of openness and inclusion and the Southeast Case Research Journal plans to continue this philosophy.

Case research has evolved over the years to become a widely accepted method of teaching. Through the use of technology, especially the internet, students can now move beyond the case to gather additional and meaningful information. It is refreshing to see that many students seek out other sources of information on their own. This behavior appears to validate the belief that the case method encourages inquiry and analysis. A common complaint from students engaged in case education used to be that they needed “more information”. Technology now allows students to seek out that information and to include it in their analysis. In addition, online cases now provide linkages to other areas of information that not only help with the analysis, but also give students a hands-on tutorial of how to seek out additional information. The case method of education is embracing available technology that is helping it provide a rich and meaningful classroom experience.

And lastly, I am pleased to announce that the Southeast Case Research Journal has been accepted by Cabell’s Guide to Periodicals and will be listed in their publication at next printing. Until then, you can find the Southeast Case Research Journal in Cabells’ electronic listings at Cabells.com.

Again, let me thank all of those who have made this publication an ongoing reality. I want to especially thank Dr. Deidre Martin – Vice Chancellor of University Advancement – University of South Carolina Aiken for all of her help in the production of this journal. I look forward to your continued participation in the Southeast Case Research Journal.

Michael Ritchie – Editor
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