



**Southeast Case Research Association
Fourteenth Annual Conference
Myrtle Beach, South Carolina
February 16-18, 2006**

CALL FOR CASES, PAPERS, SYMPOSIA

The 2006 program organizers of the Southeast Case Research Association (SECRA) invite new and experienced case writers to submit original, unpublished cases, articles relating to the writing or application of case studies, case study embryos, or proposals for symposia to be presented at the Fourteenth Annual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. Cases with instructor's manual and papers and proposals for symposia on topics dealing with case method of learning and teaching will be considered.

The Southeast Case Research Journal

All cases and papers presented at the 14th Annual Conference will qualify for review and possible publication in the *Southeast Case Research Journal*. The SECRA journal is a refereed publication that encourages and promotes practitioner and educational case research for use in applied and academic settings. It is published biannually and listed in *Cabell's Directory of Publishing Opportunities*.

Important Dates

- Cases, Papers and panel submissions due: **November 30, 2005**
- Notification of acceptance: **December 22, 2005**
- Camera-ready abstracts of papers and panels due: **January 10, 2006**
- Cut-off date for reserving room at conference rate: **January 16, 2006**

Conference Program and Facility

SECRA will meet at the Ocean Reef in Myrtle Beach. This hotel is directly on the beach and rooms will be available at the special SECRA rate of \$49 per night (plus 10% tax & \$5/night per room resort fee). The \$49 rate reservation deadline is January 16th. The contact information for the Ocean Reef is:

7100 N. Ocean Blvd. Myrtle Beach, SC 29578 Local: (843) 449-4441 Toll Free: 1-888-322-6411 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 walking on the beach. The program kicks off with a welcome session and reception on Thursday, February 16 at 5:30 p.m. Case round tables, newcomers, and teaching with cases sessions are on Friday all day followed by a Saturday morning breakfast meeting. The conference adjourns on Saturday by 12 noon. Stay over and enjoy the beach or some golf!

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

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, and a copy of the conference proceedings. 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.

Ida Robinson-Backmon, SECRA Treasurer
Department of Accounting
215 Merrick Hall
North Carolina A&T State University
Greensboro, NC 27411
irobinso@ncat.edu

Submission Information

Cases with instructor's manual, papers and proposals for symposia on topics dealing with the 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, Chi Anyansi-Archibong (archiboc@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 Michael Ritchie (michaelr@usca.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 30, 2005**
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.
9. 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.
10. **Camera-ready abstracts of accepted papers must be received by January 10, 2006** to be included in the proceedings. These should be submitted in either PDF or Microsoft® Word format as an e-mail attachment to mickf@usca.edu.
11. Submission of the final version of all cases and papers should be electronic in Microsoft® Word format.

Cases received by the deadline will go through a blind review. Notification of acceptance will be sent by December 22, 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, 2005.

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 2006 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: Mick Fekula

School of Business Administration
University of South Carolina Aiken
471 University Parkway, Aiken, SC 29801
(803) 641-3203
mickf@usca.edu

2006 Conference Track Chairs

Business Track (Please select the appropriate track chair to submit business cases):

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

Chairs: 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
Joyce Beggs – Organizational Behavior and Human Resources Management
Department of Management
Belk College of Business

University of North Carolina –Charlotte
Charlotte, NC 28262
jbeggs@email.uncc.edu

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

W. Blaker Bolling – Strategy, Entrepreneurship, and Marketing
Division of Management and Marketing
Lewis College of Business
Marshall University, WV 25755
bolling@marshall.edu

Mick Fekula – Business & Society, Business Ethics, Law
School of Business Administration
University of South Carolina Aiken
471 University Parkway, Aiken, SC 29801
mickf@usca.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 and Health Care Track:

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

Chair: 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

Newcomers and Embryo Cases:

Chair: Chi Anyansi-Archibong
School of Business and Economics
North Carolina A & T State University
Greensboro, NC 27411
archiboc@ncat.edu

SECRA OFFICERS, 2005-2006

President and Program Chair: David Tarnoff

Vice President – Site Coordinator: Robin Guill Liles
Vice President – Membership: Ida Robinson-Backmon
Treasurer: Ida Robinson-Backmon
Editorial Committee: Michael Ritchie, Kathleen Wates
NACRA Representative: Robin Guill Liles