



**Southeast Case Research Association
Fifteenth Annual Conference
Myrtle Beach, South Carolina
February 15-17, 2007**

CALL FOR CASES, PAPERS, SYMPOSIA

The 2007 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of the Southeast Case Research Association (SECRA) invite new and experienced case writers to submit original, unpublished cases, articles relating to the writing or application of case studies, case study embryos, or proposals for symposia to be presented at the 15th Annual SECRA Conference.

Submission Deadline: November 15, 2006

Purpose

SECRA serves as a channel for the development and publication of case studies in all areas of business, education, social issues, technology, health care and other disciplines. 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, papers, and proposals for symposia on topics dealing with the case method of learning and teaching will be considered. SECRA encourages newcomer and student submissions.

Southeast Case Research Journal

All cases and papers presented at the 15th 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

- Full Cases, Case Abstracts, Papers and Panel submissions due: ***November 15, 2006***
- Camera-ready abstracts or full cases, papers, and panels due: ***January 10, 2007***
- To be included in the printed program, the registration fee must be paid by: ***January 15, 2007***
- Registration fee cut-off date for reserving a hotel room at the conference rate: ***January 15, 2007***

Submission Information

Submit cases to the appropriate track chair. Submit papers and symposia to the Program Chair. Field-researched cases are especially encouraged. During each SECRA conference, a special session is held offering newcomers to case writing and case embryo authors the 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.

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

1. Submission Deadline: **November 15, 2006**
2. Cases or papers submitted must not have been presented or published elsewhere and/or accepted for presentation or publication at another conference.
3. Cases should be typed, double-spaced, and no longer than 30 pages.
4. Each case must have an accompanying instructor's manual (teaching notes), a title page, and a one-page abstract.
5. The title page should include name, affiliation, address, phone, and e-mail address for all authors. Indicate the contact author. Identify student submissions (student must be the sole author for award consideration).
6. The main body of the case should have a title only and no references to the author or the author's affiliation.
7. The instructor's manual should include a title page with authors' names and affiliations as noted above in item number 5. The main body of the instructor's manual should have the title of the case only and no references to the author or the author's affiliation.
8. Submit the case and materials as an e-mail attachment to the appropriate Track Chair listed below **and** to the Program Chair (Mick Fekula, University of South Carolina Aiken, (803) 641-3203, mickf@usca.edu).

Track	Chair	E-mail	School
Accounting, Finance, Quantitative	Robert McDonald	rmcdonald@newhaven.edu	University of New Haven
Business & Society, Ethics, Law	Bill Shelburn	billsh@usca.edu	University of South Carolina Aiken
Communications	Lindsey Morrow	lindseymorrow@yahoo.com	University of South Carolina
Education	Stephanie Foote	stephanief@usca.edu	University of South Carolina Aiken
Embryo, Newcomers	Chi Anyansi-Archibong	archiboc@ncat.edu	North Carolina A&T State University
Entrepreneurship, Small Business	Greg Stone	gregsto@regent.edu	Regent University
Interdisciplinary, International	Fred Ware	fware@valdosta.edu	Valdosta State University
Marketing, Management	W. Blaker Bolling	bolling@marshall.edu	Marshall University
Organizational Behavior, HRM	Joyce Beggs	jbeggs@email.uncc.edu	University of North Carolina–Charlotte
Papers & Symposia	Mick Fekula	mickf@usca.edu	University of South Carolina Aiken
Social Science, Health Care	Robin Guill Liles	rgliles@ncat.edu	North Carolina A&T State University
Strategy, OT	Chris Cassidy	cassidy@marshall.edu	Marshall University
Technology, MIS, IT	Kitty Wates	kittyw@usca.edu	University of South Carolina Aiken

Cases received by the deadline will be peer reviewed and acceptance notices will be sent by December 15, 2006 with formatting instructions for camera-ready submission.

Conference Fees

In order to be included in the program, the conference registration fee of \$125 must be received by January 15, 2007. The conference fee is \$140 for payments made after January 31. Fees include all meeting materials, Friday lunch and dinner 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 to the SECRA treasurer.

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

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 \$51 per night (plus 10% tax and \$5/night per room resort fee). The \$51 rate reservation deadline is January 2nd, 2007. 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: (9843) 497-3041
E-mail:
info@www.oceanreefmyrtlebeach.com

The program kicks off with a welcome session and reception on Thursday, February 15 at 5:30 p.m. Case round table, 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.

Camera-ready abstracts and cases of accepted papers must be received by January 10th, 2007 in order to be included in the program or proceedings. These should be submitted in Microsoft® Word format as an e-mail attachment to mickf@usca.edu. ***Each author or one author of a co-authored paper must register by January 15th.***