



## **CALL FOR CASES, PAPERS, SYMPOSIA**

### **Southeast Case Research Association 17th Annual Meeting**

### **Myrtle Beach, South Carolina      February 12-14, 2009**

The 2009 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of the Southeast Case Research Association (SECRA) invite new and experienced case writers to submit original, unpublished cases, articles relating to the writing or application of case studies, case study embryos, or proposals for symposia to be presented at the Seventeenth Annual SECRA Conference.

**Submission Deadline: December 1, 2008**

#### **Purpose**

SECRA serves as a channel for the development and publication of case studies in all areas of business, education, social issues, technology, healthcare and other disciplines. Cases with instructor's manual, papers, and proposals for symposia on topics dealing with the case method of learning and teaching will be considered. All cases and papers presented at the 17th Annual Conference will qualify for review and possible publication in the *Southeast Case Research Journal*. SECRA strongly encourages student submissions.

#### **Important Dates**

- Complete Cases & Teaching Notes, Papers, and Panel submissions due: **December 1, 2008**. Late submissions and abstracts will not be peer-reviewed or considered for awards, but can be included on the program if submitted by the January 5th due date.
- Camera-ready abstracts and revised materials due: **January 5, 2009**
- To be included in the printed program, the registration fee paid by: **January 12, 2009**
- Hotel guaranteed rate date: **January 19, 2009** Late registration fee after: **January 28, 2009**

#### **Submission Information**

Submit cases to the appropriate track 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 aid in the review and editing processes. Please make every attempt to follow them.

1. Submission Deadline: **December 1, 2008**
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. Authors may use any suitable manuscript style, such as APA; however, in anticipation of publishing in the SECRA Journal, the *SECRA Journal Format Guidelines* are recommended (see below).
4. Each case must have an accompanying instructor's manual (teaching notes), a title page, and a one-page combination title/abstract (see camera-ready abstract format below).
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(s) must be first author(s) for student award consideration). SECRA strongly encourages student submissions.
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 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 (Tim Burson, [bursont@queens.edu](mailto:bursont@queens.edu)).

Track	Chair	E-mail
Accounting, Finance, Quantitative	Robert McDonald	<a href="mailto:rmcdonald@newhaven.edu">rmcdonald@newhaven.edu</a>
Business & Society, International	Bill Shelburn	<a href="mailto:billsh@usca.edu">billsh@usca.edu</a>
Communications	Lindsey Morrow	<a href="mailto:lindseymorrow@yahoo.com">lindseymorrow@yahoo.com</a>
Education – Administration	David Condon	<a href="mailto:condon@sctechsystem.edu">condon@sctechsystem.edu</a>
Education – Student Affairs	Stephanie Foote	<a href="mailto:stephanief@usca.edu">stephanief@usca.edu</a>
Embryo, Newcomers	Chi Anyansi-Archibong	<a href="mailto:archiboc@ncat.edu">archiboc@ncat.edu</a>
Entrepreneurship, Small Business	Tim Redmer	<a href="mailto:timored@regent.edu">timored@regent.edu</a>
Ethics, Law	Raphael Boyd	<a href="mailto:rboyd@cau.edu">rboyd@cau.edu</a>
Ethics & Social Issues	Robin Guill Liles	<a href="mailto:rgliles@ncat.edu">rgliles@ncat.edu</a>
Health Care & Social Science	Miriam Wagner	<a href="mailto:wagnerm@ncat.edu">wagnerm@ncat.edu</a>

Management	Steve Cox	<a href="mailto:coxs@queens.edu">coxs@queens.edu</a>
Marketing	Keith Jones	<a href="mailto:kcjones1@ncat.edu">kcjones1@ncat.edu</a>
Organizational Behavior, HRM	Joyce Beggs	<a href="mailto:jbeggs@email.uncc.edu">jbeggs@email.uncc.edu</a>
Papers, Symposia, Interdisciplinary	Marty Hornyak	<a href="mailto:mhornyak@uwf.edu">mhornyak@uwf.edu</a>
Spirituality in the Workplace	John Duncan	<a href="mailto:JDuncan@csuniv.edu">JDuncan@csuniv.edu</a>
Strategy, OT	Chris Cassidy	<a href="mailto:cassidyc@marshall.edu">cassidyc@marshall.edu</a>
Technology, MIS, IT	Kitty Wates	<a href="mailto:kittyw@usca.edu">kittyw@usca.edu</a>

Also, on your title page, please specify the areas that your case covers. These are used for classification into a matrix of cases and topic areas as follow:

- Accounting & Finance
- Business & Society
- Education
- Entrepreneurship
- Ethics
- Health Care
- HRM
- Law
- Management
- Marketing
- MIS/IT
- Operations
- Org Behavior/Theory
- Quantitative
- Spirituality
- Social Science Issues
- Strategy
- Other: please specify

Cases received by the deadline will be peer reviewed and acceptance notices will be sent by December 15, 2008 with formatting instructions for camera-ready submission (see guidelines below). **Camera-ready abstracts and cases of accepted papers must be received by January 5<sup>th</sup>, 2009** in order to be included in the program or proceedings. These should be submitted in Microsoft® Word format as an e-mail attachment to Becky Oatsvall at [oatsvallr@meredith.edu](mailto:oatsvallr@meredith.edu). ***Each author or one author of a co-authored paper must register by January 12<sup>th</sup>.***

### **Student Case Presentations**

SECRA strongly encourages student submissions and will hold a special session dedicated to student presentations. Best cases authored by students will receive awards recognition.

Camera-Ready Abstract Guidelines

**A FAMILY BUSINESS SUCCESSOR CONSIDERS  
QUANTITATIVE METHODS**

Fred A. Ware, Jr.  
William B. Fredenberger  
*Valdosta State University*

**Case Synopsis**

The main character has worked for many years in a successful family retail shoe business. His father and the senior managers have long demonstrated an extraordinary work ethic with a conservative but effective purchasing policy of deliberately overbuying shoes semi-annually, virtually preventing any stockouts. The business has developed an enviable reputation of good customer service with consistently large and diverse inventories.

Through dogged persistence, starting with a purchased (ineffective) data management system, the younger family member has gradually built his own valuable data base. Senior managers and even the young man himself are reluctant to change the normal procedures even though better use of quantitative data would likely significantly improve the profit picture. One can empathize with the managers' risk involved in making a buying policy change since the firm has performed well in the past. Should they take the chance?

**Case Objectives and Use**

This case provides an opportunity to consider that vital period in a family business timeline when a younger successor is moving inevitably toward taking over top management of the organization. In this situation, the son of the founder/owner of a retail shoe business is contemplating the use of quantitative methods as a change in the normal seasonable merchandise buying policy of relying on intuition and experience. The heir-apparent is nervous about the proposed change and wonders if his father and other senior managers will be willing to take the risk.

The case, based on an actual business and using primary data, was written for undergraduate courses in Family Business Management, Small Business Management/

Entrepreneurship, and Management Science. Some sample data is provided for optional assignment by the instructor. With or without the quantitative aspects, the case may be used in small business management/ entrepreneurship courses to segue into behavioral aspects of family business succession.

**Contact Person:** Fred A. Ware, Department of Management, Pound Hall 210, Valdosta State University, 1500 N Patterson St., Valdosta, GA 31698, 229-245-2244, fware@valdosta.edu.

PLEASE LIMIT ABSTRACT TO ONE PAGE WITH TOP MARGIN AT 1", SIDES AT 1.25" AND BOTTOM NO LESS THAN .5"

Title Bold, Centered, All Caps, Times New Roman 14

Remainder of page is Times New Roman 12 with bold/italics where noted

*italics*

**bold**

**bold**

**bold**

### **Conference Fees**

In order to be included in the program, the conference registration fee of \$140 (\$60 for *full-time students*) must be received by January 12, 2009. Fees include all meeting materials, continental breakfasts, Friday lunch and dinner meals, membership, and a copy of the conference proceedings.

The late registration fee is \$155 (\$70 for *full-time students*) for payments made after January 28.

Faculty and other participants may register for membership only and receive the SECRA journal for a fee of \$50.

*Guests of SECRA members* are welcomed to attend the conference meals at an extra charge.

### **Conference Facility and Program**

SECRA will meet at the Ocean Reef in Myrtle Beach. This hotel is directly on the beach and *Oceanfront* rooms will be available at the special SECRA rate of \$55 per night (plus 11% tax & \$6/night per room resort fee). The \$55 rate reservation guarantee deadline is

January 19, 2009. 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  
E-mail: [info@oceanreefmyrtlebeach.com](mailto:info@oceanreefmyrtlebeach.com)  
Web: <http://www.oceanreefmyrtlebeach.com>

The program kicks off with a welcome reception early Thursday evening, February 12<sup>th</sup>. Plenary sessions and case round tables are held all day Friday followed by SECRA's Time-honored Friday Evening Dinner. Saturday includes a morning breakfast meeting and the conference adjourns on Saturday by 12 noon.

***Visit SECRA On-line for updated information and conference registration materials: <http://www.secra.org>***

Please direct questions or comments to Mick Fekula, 2008-2009 SECRA President at [mickf@usca.edu](mailto:mickf@usca.edu) or 803-641-3203