

FROM THE EDITOR

As the Southeast Case Research Journal enters its sixth year of existence, the development and use of case research is becoming more important than ever. With the unprecedented economic issues facing the global business environment over the last three years, practitioners, academics, and students are asked to comprehend and make sense of these unusual times. An excellent way to examine the current state of global affairs is through case research and case analysis. What better way to analyze and present the issues that are believed to be at the root of this economic downturn. While the current economic situation is charting out new and unknown topography, it is important for business researchers to seize this moment to record and reflect on the situation.

I would also like to thank the authors that contributed to this issue of the Southeast Case Research Journal. Once again we have a diverse collection of cases that cover topics ranging from career development to pharmaceutical mergers. I encourage the readers of this journal to use these cases as they pertain to your teaching areas and encourage your students to generate a discussion that helps facilitate the development of analytical skills. The case method of instruction is truly a way to increase the critical inquiry of your students. The case method requires the student to 1) prepare, 2) explore, 3) analyze, and 4) practice. As we prepare our students for the next phase of their professional lives, it is so important to help them understand the concept and importance of critical inquiry. I can think of no better method to present this concept than the case method of instruction.

Once again, I would ask that you encourage your colleagues to become involved in the Southeast Case Research Association through attendance of our annual meeting in February and through submission of scholarly works to the Southeast Case Research Journal. I want to again thank the contributors to this current addition and also thank all of those who serve in leadership positions for their guidance, creativity, and hard work.

Sincerely,

Michael Ritchie

Editor