

FROM THE EDITOR

Higher education has been in a period of change for several years now and it is for the better. The educational platforms that have worked in the past are being transformed by technology, student needs, and economics, to name just a few. As one reviews this movement forward, it seems that the use of case analysis is a very effective and efficient way to deliver an educational process. Both on-line courses, as well as distant education course, can benefit from the use of case analysis, both as individual assignments or group projects. I would encourage all of you to include case assignments as you move into new technologies that allow you to reach new and expanding student populations.

This edition of the Southeast Case Research Journals includes several types of cases that are appropriate for different areas of interest. We have two highly inclusive cases focusing on Comcast and an interesting perspective of Ford Motor Company as they celebrate their 100 year anniversary. Also included in this edition are several cases involving education and pedagogy in a higher educational setting. And to round things out, there are several cases dealing with non-profit organizations and the opportunities they face to remain viable in today's trying economic environment.

As always, I encourage the authors, as well as practitioners, to include the case method of instruction in your classroom setting. The main function of this journal is to distribute the case research provided by our authors so that it may be used as primarily intended - as a educational exercise that will help students grasp difficult concepts. In addition, the case method of instruction will help your students engage in the critical inquiry process, which is so important to higher education.

Once again, I would ask that you encourage your colleagues to engage in case research and to use the case method of instruction in their classroom. I want to thank our contributors to this edition of the Southeast Case Research Journal. I hope to see all of you at our next annual meeting.

Sincerely,

Michael Ritchie

Editor