

FROM THE EDITOR

This current issue represents the 9th Volume published of the Southeast Case Research Journal. SECRA is proud to continue to support and encourage case research and its use as a meaningful part of any education platform. We had several new contributors to this publication and we welcome their creativity and interest in case research.

This issue contains some exciting areas of analysis. You will find Pantry, Inc. insightful into the world of convenience store operations and its place in the overall retail industry. There is also a case focusing on gold mine operations which takes an environmental and public policy approach. We have also included several cases dealing with academic career paths and the ethical and legal considerations of those decisions. And last, but certainly not least, we present Claxton Bakery's Evolution which details the history and current position of Claxton Fruit cake, a mainstay of family celebrations at Thanksgiving and Christmas. On a side note, I sold Claxton Fruitcake as a member of the Civitan Club for years.

The use of technology in higher education, especially with the move toward on-line courses, only enhances the benefits of the case method. On-line classes can utilize the case method of instruction as a means to encourage students to go outside the written word and investigate the companies and scenarios described. The case method has always been intended to create a springboard for students to explore, analyze, and develop alternatives to situations that are difficult for them to personally experience.

Once again we thank the contributors to this 9th Volume of the Southeast Case Research Journal. We encourage all of our readers to share the case method experience of education with your classes as well as your colleagues. Case research continues to be a valuable practice for academics as they create new and innovative ways to offer students the best educational platform possible. I hope to see all of you at the next SECRA meeting and look forward to your contributions to the Southeast Case Research Journal.

Sincerely,

Mike Ritchie

Southeast Case Research Journal - Editor