

# **SOUTHEAST CASE RESEARCH JOURNAL**

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## **SOUTHEAST CASE RESEARCH ASSOCIATION**

SECRA was formed in 1991 as an affiliate of the North American Case Research Association. Its stated purpose is to:

- ◆ Continually develop the case method of research, teaching, and application toward functional and strategic level administrative issues;
- ◆ Develop interdisciplinary case and teaching note writing skills as defined by the American Assembly of Collegiate Schools of Business;
- ◆ Advance individual analytical and reasoning skills;
- ◆ Provide necessary forums for the interchange of expertise among those who train and develop policy-making professionals; and,
- ◆ Continually promote the active exchange of information between case authors and interdisciplinary professionals in both public and private sectors.

Membership is open to academics, researchers, professionals, and others who share a commitment to improve the case method of teaching, research, and publication.

## **SOUTHEAST CASE RESEARCH ASSOCIATION OFFICERS FOR 2019 – 2020**

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## **From the Editor**

Was it just me or was this spring's SECRA meeting one of the best ever? I' still a relative newcomer – eleven years – but it was awesome to see so many at their first SECRA conference. It's encouraging to see that case writing still resonates with so many. Please review the officer's list; these newcomers are already finding ways to help out beyond case writing.

This was a spring of lasts and firsts. This is the last issue to be cases only submitted by e-mail system. I have a few cases working their way through that old system, but from here on everything must go through the system. Keith, Chris, and I continue to work through some little issues as we find them. We started with what was already in the system such as the boiler plate e-mails; some of those seem a little terse – more of an order than a request. As you see things – or don't see things – let us know. I've also included the how-to sheets from the conference to this journal in case you can't find yours.

As part of our new system, we are planning to upload to our Website as many old SECRA cases as we can locate. Chris, Keith and I all have a subset of old journals and we think we are close to having a complete set between us. This process will take a while as some will need to be scanned. Key words will need to be developed for sorting purposes. Look for the first installments to be coming next fall.

As printing and mailing costs rise, we are looking at several options to defray costs of the journal. While some journals are going to totally online versions, we are currently reluctant to do that. The SECRA fellows suggested trying to get some sponsorships. This current issue has been sponsored by my home institution, the University of North Carolina at Pembroke. For this contribution, the university has some prominence in the journal. If you think this is something your school might consider, contact me for more information.

Lastly, I am pleased to announce a call for papers for a special journal edition. Amy Martin and Lindsey Hamil will be guest editing an issue on dental cases. This issue is planned for early 2020. Of course, I'm looking for your conference cases for our fall edition as well

Susan Peters  
Susan.peters@uncp.edu

CHANGING LIVES THROUGH EDUCATION

# A NEW ERA IN BUSINESS EDUCATION

**UNC Officials** broke ground on the future \$37 million, state of the art School of Business building where students will have access to cutting-edge programs for generations to come. In addition to fourteen classrooms, the building will include a career services center, a 300-seat auditorium, an interactive market-style trading room, video conference room, computer lab, collaborative study spaces, a food court, and multimedia resource room



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**From the Dean of the School of Business  
At UNC Pembroke**

The School of Business at the University of North Carolina Pembroke is excited to collaborate with the South East Case Research Journal to produce a publication that combines research and pedagogy. Many studies have shown that faculty engagement with students is enriched by the case study approach in the classroom. When reviewing the stated purpose of the Southeast Case Research Association I was struck by the close alignment between the goals of SECRA and the learning objectives that we have set for our undergraduate and MBA students in the School of Business at the University of North Carolina Pembroke. Cogent case studies like those in the SECRJ have a critical role to play in assuring that our students are developing the analytical and reasoning skills necessary to succeed in today's business world.

In reviewing the most recent issue of the SECRJ, I read the case studies through the lens of a business student. Without exception, the case studies challenge students to think. Seldom is there only one way to analyze the issues set forth. Isn't that the essence of effective teaching and learning!

Keep the innovative case studies rolling. As Dean of the School of Business at the University of North Carolina Pembroke, I am delighted that SECRJ is produced here at our university.

Barry O'Brien  
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## **CHARTER MEMBERS OF THE SOUTHEAST CASE RESEARCH ASSOCIATION**

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