

# **SOUTHEAST CASE RESEARCH JOURNAL**

## **Editor**

Susan D. Peters – University of North Carolina at Pembroke

## **Associate Editor**

Dena Breece – University of North Carolina at Pembroke

## **Technical Editor**

Chris Cassidy – Sam Houston State University

## **Editorial Board**

Kristie Abston – Middle Tennessee State University  
Chris Cassidy – Sam Houston State University  
Steven Cox – Queens University  
Michael J. Fekula – University of South Carolina Aiken  
Darin Gerdes – Charleston Southern University  
Jan Grimes – Georgia Southern University  
Lindsey Hamil – Medical University of South Carolina  
Keith Jones – Saint Leo University  
John Marsh – University of Mary Washington

**Editorial Board - Emeritus**

Chi Anyansi-Archibong – North Carolina A & T State University  
Joyce M. Beggs – University of North Carolina - Charlotte  
Edward Jernigan – University of North Carolina - Charlotte  
Robin Liles – North Carolina A & T State University  
Robert McDonald – University of New Haven  
Thomas R. Miller – University of Memphis  
Rebecca Oatsvall – Meredith University  
Tim Redmer – Regent University  
Lynne Rhodes – University of South Carolina Aiken  
Mary Kay Sullivan – Maryville College  
Isaiah Ugboro – North Carolina A & T University

## **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 Association to Advance 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 2020 – 2021**

<b>President</b>	Kenny Embry	St. Leo University
<b>Program Chairman &amp; President Elect</b>	Marko Horn	Mercer University
<b>Program Chair Elect</b>		
<b>Proceedings Editor</b>	Mary Dittman	Francis Marion University
<b>Associate</b>	Pam Turner	Francis Marion University
<b>Site Coordinator Associate</b>	Jan Grimes Sherri Lewis	Georgia Southern University St. Leo University
<b>Membership, Marketing,</b>	Mick Fekula	University of South Carolina Aiken
<b>Communication &amp; Website</b>	John Engel	University of South Carolina Aiken
<b>Past President</b>	Darin Gerdes	Charleston Southern University
<b>Coordinator of Awards &amp; Recognition</b>	Linda Rodriguez	University of South Carolina Aiken
<b>Treasurer</b>	Crystal Carlson-Myer	Indian River State College
<b>Associate</b>	Lindsey Griswald	University of South Carolina Aiken
<b>Dean of SECRA Fellows</b>	Mick Fekula	University of South Carolina Aiken
<b>NACRA Representative</b>	Susan Peters	University of North Carolina at Pembroke

<b>Directors at Large</b>	Stephen Moore Dave Henderson Scott Droege	University of North Carolina at Pembroke University of Mary Washington University of South Carolina Aiken
<b>Journal Editor</b>	Susan Peters	University of North Carolina at Pembroke
<b>Associate Journal Editor</b>	Dena Breece	University of North Carolina at Pembroke
<b>Technical Editor</b>	Chris Cassidy	Sam Houston State University

## **From the Editor**

“For everything, there is a season.”

This phrase from Ecclesiastes (or from the Byrd’s song, “Turn, Turn, Turn”) is a favorite of my mother. She lives with us and, at 86 years old, it is one she uses often as she reflects. “I remembered how your father and I could clear the ballroom when we dance, but for everything there is a season.” “Do you remember how all you would invite your friends Sunday dinner and I’d cook for twelve or fifteen people? For everything, there is a season.”

Mom’s “seasons” are based often things she once did but cannot. Mine are caused by more moving on to new things. There was a season when I thought I would live where I grew up, but opportunities arose elsewhere, and I followed. There was a season when I thought I’d teach forever, but now, well, we’ll see. There was the season where I became editor of the Southeast Case Research Journal. I still am, but I’m transitioning, and Dena Breece will be assuming more and more of that activity.

But while I’m still here: WRITE MORE CASES!!

Until next time,

Susan Peters, editor

**CHARTER MEMBERS OF THE  
SOUTHEAST CASE RESEARCH ASSOCIATION**

Chi Anyansi-Archibong  
North Carolina A&T University

Alan D. Bauerschmidt  
University of South Carolina

James W. Carland  
Western Carolina University

JoAnn C. Carland  
Western Carolina University

Janet L. Dye  
University of Alaska Southeast

Nur D. Gryskiewicz  
University of North Carolina-  
Greensboro

Stephen R. Lucas  
University of North Carolina-  
Greensboro

Thomas R. Miller  
Memphis State University

Benton E. Miles  
University of North Carolina-  
Greensboro

Louis I. Nezegwu  
University of Wisconsin-  
Platteville

Carl R. Ruthstorm  
University of Houston

Linda K. Swayne  
University of North Carolina  
Charlotte

Marilyn L. Taylor  
University of Kansas

Isaiah O. Ugboro  
North Carolina A&T  
University

## **Southeast Case Research Journal** **Format Guidelines**

Please read the guidelines completely before you begin. It is important they be followed.

---

**THIS IS THE TITLE OF YOUR PAPER – IT SHOULD BE IN ALL CAPS – TIME NEW ROMAN (TNR) BOLD – 16 FONT - Left Aligned**

**Name of Author 1 – this should be TNR - 14 font –left aligned  
Affiliation**

**Name of Author 2 (etc.)**

**Affiliation – if 2 or more authors are of the same affiliation – list the authors and then list only the pertinent affiliation – after all authors and affiliations are listed, skip a line and insert a line (as follows).**

---

*TNR 12 Italics*

*You should begin the abstract section by skipping a line below the above drawn line. The Abstract should be in TNR 12 and italicized. Both the abstract and the body of the paper should be full justified and single spaced. The Abstract should give brief description of the case and contain enough information to give the reader the basic premise of the situation. Abstracts should be no longer than a good paragraph or two. The abstract should not give the students any indication of potential recommendations or solutions. After completing the abstract, skip a line and insert a line.*

---

### **INTRODUCTION 12 TNR BOLD**

After skipping a line begin with your heading, whatever you want to call it (we used introduction here just because). Headings should be **BOLD** all **IN ALL CAPS**. Don't skip a line after headings. Always justify the body of the paper. Do not indent new paragraphs.



### **NEW PARAGRAPH**

To begin a new paragraph, simply skip a line and continue with your writing. Within the body of the paper, fonts should be Times New Roman 12. You may bold and underline within the body of the paper but please use discretion here. Do not indent for new paragraph.

### **MARGINS**

Top 1.4  
Left 1.5  
Right 1.5  
Bottom 1.5

These are not arbitrary numbers. Through trial and error, these are the numbers that allow for easy printing and publication.

### **OTHER**

1. All Tables, Exhibits, and Appendix must be in MS Word – **NO Excel**.
2. **If you have inserted a picture into your document**, please let us know when you submit your case.
3. If you use any editing function – such as **Track Changes – Final – Show Markup** – make your changes AND THEN DELETE THE TRACK CHANGES COMMAND. PLEASE!!!
4. Do not submit anything in color.
5. When submitting your case, please include your 1) Mailing address, 2) Email Address, 3) Affiliation

### **REFERENCES**

Any referenced literature used in the case (and these are highly recommended) should be cited using **APA** format. Do **NOT** use endnotes or footnotes.

#### **Ex.**

An employer gets the opportunity to see what the intern is capable of doing, assess their work habits, and their ability to get along with other workers. If the internship does not prove successful, the company is under no obligation to continue with the student (Leung, 2002).

#### **REFERENCES**

Leung, Linda. (2002). IT Interns: Internship programs are a good way of getting extra help in today's economy, *Network World*, March 18, 2002, p48.

**Additional readings** may also be listed at end of case. These are related readings that are not directly cited in the case.

**ADDITIONAL READINGS**

Smith, A. (1999). The Earth’s Problem As It Pertains to Climate Change  
*Weather Monthly*. 1(2). 45-67.

**TABLES AND EXHIBITS**

Table and Exhibits should appear in the document, as close to the reference as possible. **ALL** tables and exhibits included with your case must be in **MS WORD**. Please do not send tables or exhibits in Excel or other inserted programs. Do not insert anything as a picture. For example, please see Table 1 and Exhibit 1 below. The use of tables and exhibits is highly encouraged because of their value to students using the case. However, do not use excessive Tables or Exhibits. All Tables and Exhibits should be directly related to the case and necessary for making a decision.

**TABLE 1**  
**Change in Market Value**

	12/31/00	12/31/01
Sum of Cash Flows	\$ 7,750,000	\$ 5,350,000
Market Value	\$ 9,000,000	\$ 7,500,000

**EXHIBIT 1**  
**Business, Inc. – Projected Balance Sheet 12/31/12 (000)**

<u>Assets</u>		<u>Liabilities</u>	
Current Assets	\$ 22,000	Current Liabilities	\$ 15,000
Long Term Investments	5,000	Long Term Debt	<u>36,000</u>
Property & Equipment	40,000	Total Liabilities	\$ 51,000
Intangibles	<u>8,000</u>		
		<u>Equity</u>	
Total Assets	<u>\$ 75,000</u>	Stockholders' Equity	<u>24,000</u>
		Total Liabilities & Equity	<u>\$ 75,000</u>