

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.

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From the Editor

Hello!

I'm am delighted to be greeting you in this first issue under my editorship with the very capable Chris Cassidy as associate editor. It has been an interesting learning process for me – sometimes two steps forward, three steps backward. While I had great advice from Mike Ritchie to get started, we also introduced a number of new things. This is the first issues where we used the conference review system to accept cases – with a few glitches since worked out, we think. We updated our editorial board and our reviewers. Also, there is a new cover to the journal – did you notice? The journal is being published at a new location and we are sending it out via mail this time. As I'm writing this, I still have the last few hurdles to get through, but if this is in your hands, I did it!

So what else is in store? We want to get to two issues a year, so we need cases – lots and lots of cases. Chris and I are interested in expanding the types of materials we print – articles, critical incident cases and similar. With two issues a year (or more, maybe_ we are open to special topics issues – for example, cases in ethics, medicine, education or other areas. Again, if this is something you might like to pursue, let us know.

We are working on providing a clear editorial policy and rethinking our case reviewer checklist. By adding articles, critical incidences and other case related material to the journal, we will need to make sure we have good methods to review them as well. What is not changing is that we are still accepting good teaching cases, preferably decision based cases. While remaining faithful to our mission, we will continue to seek ways to improve the journal.

I would be remiss if I did not take this opportunity to thank Michael Ritchie and Kitty Wates for their years of service as editor and associate editor. They created this journal from a few ideas tossed around (over “appetizers”, so the story goes) and shepherded it faithfully through its first decade. We truly stand on the shoulders of giants. SECRA cannot thank you enough!

Looking forward to hearing from you.

Susan Peters
speters@fmarion.edu

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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 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> |