

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

IT HAS BEEN 10 YEARS! The Southeast Case Research Journal is celebrating its 10th Anniversary. Can it really be that long since a small group of SECRA members met after the 2004 Friday session to relax and visit with old friends? While they sat there eating appetizers, catching up with their lives, and complaining about their deans (yes, that is what faculty members do when they go to a conference), the talk turned to cases, and in particular, publishing cases. “SECRA needs to start its own journal” someone said. Full of appetizers, I leaned over to Kitty Wates and said, “Why don’t you and me put this thing together”. I am sure she was full of appetizers also, because she said “I’ll do it if you’ll do it”, and thus the Southeast Case Research Journal was born.

The first issue came out in the Fall of 2004. It contained eleven cases on diverse subjects such as the newly enacted Sarbanes-Oxley Act, Study Abroad Crisis Management, and Enron’s Collapse. Over the years, the Journal has published cases focused on Business Principles, Education Pedagogy, Engineering Issues, and Medical Ethics. We have seen cases dealing with non-profits as well as government agencies. In fact, we have published a Special Education Edition focused on teaching experiences and are planning a 2014 Special Edition focused on Counseling. Each of these cases were instrumental in that they were developed and used as an educational platform for our students. The primary purpose of case writing is to create an educational experience for our students that helps them move from theory and textbook to real world application. We should be proud that the Southeast Case Research Journal has maintained and upheld that philosophy for the last ten years. I would like to thank the many individuals that gave their support to the Journal as contributors, editors, reviewers, and shoulders to cry on. The Southeast Case Research Journal is a true example of success through a combined effort.

Volume 10 is one of the largest Journals we have ever issued. We continue to receive cases dealing with a diverse group of topics. The current edition contains the 2013 Best Student Case Award Winner, Netflix, as well as cases focused on wine production and distribution, contract administration, and software development and sales.

The Southeast Case Research Journal is Ten years old. I would like to thank the MANY individuals that worked diligently to help make this endeavor a success. I would also like to encourage your continued support as case writers, editorial participants, reviewers, and friends. Congratulations. WE DID IT.

Sincerely,



Mike Ritchie

Southeast Case Research Journal - Editor

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