

# **SOUTHEAST CASE RESEARCH JOURNAL**

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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**

As I write this, the end of fall semester is in sight and 2020 is just around the corner. I remember as a child thinking how *ancient* I would be when the year 2000 rolled around. My perspective has certainly changed since then!

Perspectives on case research has changed, too. I wrote my first case in my Ph.D. program and my mentor (a case writer, no less!) warned me not to do too much as I would never get anywhere. My publication's list boast more cases than "real research" and was enough to get tenure at three separate institutions. Case research is now embraced by AACSB as being "mission-driven" for schools with a teaching focus. (I always wondered how you could have a college or university that didn't focus on teaching. Seems like an oxymoron to me!) It used to be that I had to practically beg to teach someone how to write cases. Now I get requests from deans to teach their faculty case research.

Interestingly enough, at this year's North American Case Research Association, one of my colleague unveiled an attempt to replicate the Australian's Business Deans ranking system on cases with appropriate modifications. While the method is still in its rough draft, I'm please to say that the SECRJ did quite well. I hope to share more of that at the annual meeting.

Hope to see you all in February. Bring friends!

Susan Peters

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**Southeast Case Research Journal**  
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**Table of Contents**

“You Need an Intervention”  
Robert Rohrlack ..... 1

A Workforce in Crisis. Case A: A Consultant’s Dilemma  
Marko Horn, Jonathan V. Krispin, Logan M. Crace..... 18

Tick Tock: Making an Executive Hiring Decision Under Pressure  
Tres Bishop, Dannielle Clark..... 32

Turning a Blind Eye: A Failure to Address Dysfunctional Culture  
William A. Carden, Beth Zuech Schneider, Thomas O. Jones, Jr. .... 45

Be Careful Where You Click  
Timothy L. Baker..... 55

Selection of a New Enterprise Resource Planning System in a Small Business:  
The Hinton Mills Case  
Euijin Kim, Janet M. Ratliff, Connie H. Grimes, Gregory R. Russell..... 60

Café Marignan  
Marko Horn, Harry M. Beverly, Anke Poncelet..... 69

The Case of Professor Olivia McAbee  
Kendell Spillman, Lauren Kuhn..... 82

Options for Exit: The End of Sears  
John S. Marsh, Kim Gower..... 88

Battling the Oil “Death Spiral”: ConocoPhillips vs. Antero Resources Corp.  
Jimmy Senteza, Inchul Suh, Toby White..... 95

Pepsi’s Live Now Campaign: Insensitive or A Victim of Hypersensitivity  
Steven Cox,, Brad Brooks, Dawn Chanland..... 117

**Southeast Case Research Journal**  
**Volume 16 - Issue 2**  
**Fall 2019**

**Table of Contents**  
**(continued)**

HyDrite Chemical, Inc. Leslie Kren, .....	124
Good Problems: How Excellence in Execution Leads to Greater Operational Difficulty Darin Gerdes.....	129
Teaching Notes.....	141
Formatting Instructions.....	144