

Fall 2020 Newsletter

The CASE Association



Greetings:

The CASE Association will host its 2021 Annual Conference (as part of the Eastern Association of Management conference) on May 19-21, 2021. Once again, the conference will be a virtual conference. We encourage you to attend the conference. The last one in 2020 hosted one of the largest groups in attendance in recent years. Virtual is visible and we found that the conference was a great learning experience for all attendees.

Remember!! We want to see you publish!!!! The conference offers training and support to achieve that goal. We will inform you of the case submission date and submission link shortly!

To our 2020 conference participants, thank you again for making this year's virtual conference a real success. A major theme of the conference involved the use of the case teaching method in the classroom. Cases have become the interactive lifeline between instructors and students during these times of remote and online teaching. The CASE Association, in recognition of our partnership with EAM, would like to share its mission of expanding access to case materials for use in the classroom. The CASE Journal is one valuable resource to accomplish this mission. **So, if you were a registered participant in the 2020 conference, The CASE Association is offering a one-year free membership which includes access to all of the membership resources. This offer is not available to those who did not register for the conference.**

Please visit our website and take a moment to log in and experience the new features! <https://www.caseweb.org/> Use our blog page to share and communicate ideas to your colleagues.

We look forward to continuing to cultivate our special relationship with our members. In order to remain strong and serve the community of scholars and case writers, we need your support. Please circulate this newsletter to your business school departments and encourage your colleagues to submit cases. The editor of The CASE Journal Rebecca Morris is hard at work to bring us another great issue.

We have an excellent Board and our team is on a mission! Our mission is to innovate in our program delivery and create new value-added programs and features to enhance the privilege of membership in our organization. Our membership continues to grow. Please encourage others to join us!

If you have any thoughts or ideas to make us a better organization, please send me an email at mweisman@fiu.edu. Many thanks.

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Virtual Compact Case Hackathon Session

Have you ever attended a professional conference and come away with a publishable output during the conference? Do you like active learning? Join us for the Virtual Compact Case Hackathon at the annual CASE meeting May 19-22, 2021.

The Compact Case Hackathon challenges participants to quickly develop a Compact Case in a collaborative small group setting. Background materials are provided to kick off the onsite development of a compact case during the session. Using laptops and working in small groups, participants develop and write 2-3 learning objectives and the initial draft of a Compact Case. We have successfully done the hackathon using Zoom break-out rooms last year and plan to do so again in 2021.

Three Compact Cases developed in hackathons have been published in The CASE Journal. One of those is listed in the Top 10 Downloads for cases published in the last six months. Past participants have developed continuing coauthor relationships as a result of their collaboration via the hackathon. If you are an accomplished case writer or a newbie, this session will fuel your creative energy, jumpstart your case writing process, and you'll have fun too!

CALL FOR CASES

The deadline for the Call for Papers (Cases) for the 2021 Case Association Conference, in conjunction with the EAM Virtual Conference is January 10, 2021.

The conference will take place May 19—22, using virtual technology.

The CASE Association welcomes case writers from all disciplines and experience levels! CASE promotes the professional development of case writers.

Case topics can include:

Management, Strategy, Organizational Behavior/Development Human Resources, Business Ethics, Operations, Project Management, Accounting, Finance, Hospitality and Tourism, Entrepreneurship, Marketing, Others.

CASE invites you to submit:

- **Embryo cases:** A one-page outline of a case idea including a list of developmental issues for which the author seeks guidance (limit of one embryo submission per author - MUST Use the Embryo Form on our website).
- **Cases without an Instructor's Manual:** Cases in development, authors will be assisted in preparing the teaching note.
- **Cases with an Instructor's Manual:** Case and Instructor's Manual sufficiently developed to facilitate constructive criticism in preparation for submission for publication.
- **Compact Cases** (3-5 pages in length): Provide a focused exploration of a real event, issue, or incident in a real organization. A full Instructor's Manual must be included.

To submit visit the Conference website at <https://www.eaom.org/EAM2021>

Looking forward to seeing you in next year's conference!

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LOOK FOR THE CASE ASSOCIATION ON SOCIAL MEDIA!



Make sure to connect to our social media accounts to get the latest updates and expand your network with like-minded professionals.

Twitter: <https://twitter.com/CaseAssociation>

Linkedin: <https://www.linkedin.com/groups/4842074/>

Best Case Awards and Recognitions

We are pleased to recognize the finalists for the Emerald Best Case Award for 2019. This award goes to the best case as published in the journal during the previous year. Our process involves the nomination of six to eight cases that are then reviewed by the Awards Committee. This year the Awards Committee was made up of three CASE fellows—Steve Condon, David Desplaces and Peggy Naumes (also a former TCJ editor). The two finalists were:

- [Carolyn Glackin](#) "Traci Lynn Jewelry: an entrepreneur maximizing shining opportunities" *The CASE Journal*, Vol. 15 No. 5
- [Katina Williams Thompson](#) and [Susan Dustin](#) "Guess who's coming to deliver? Tough decisions about race in the workplace", *The CASE Journal*, Vol. 15 No. 5

The winner of the award and a \$1,000 check provided by Emerald Publishing was:

- [Heidi Bertels](#) "Startup on a budget: winning new customers without breaking the bank", *The CASE Journal*, Vol. 15 No. 2

We congratulate all of these case authors on their outstanding work and hope that you will adopt their cases for your classes.

Top FIVE Most Downloaded Cases for 2019

One measure of the impact of a case is the number of downloads it receives. For TCJ, these numbers are sometimes difficult to interpret. Each download represents a subscribing institution rather than an individual user. If a case has downloads of 100, for example, that could represent 100 end users (students) or 100 institutions where the case was used by hundreds or thousands of students. What we do know is that even with these data limitations, some of our TCJ cases are posting impressive numbers. Here's the 2019 Top Five Most Downloaded Cases:

Authors	Case Citation:	Downloads
Richa Agarwal and Sumedha Tuteja	"Paytm's wallet business: On a growth trajectory or suicide mission?", (2018) TCJ, Vol. 14, No. 1	1,532
Brett Matherne and Jay O'Toole	"Uber: Aggressive Management for growth", (2017), TCJ, Vol 13, No. 4 (This case was a finalist for the Emerald Best Case Award)	1,513
Bryan Stinchfield	"Stakeholders and corporate environmental decision making: The BP Whiting Refinery controversy", (2009), TCJ, Vol. 6, No. 1	1,321
Jae Jung and Devon Howe	"Wanda's ambitious expansion in the global movie industry", (2017), TCJ, Vol 13, No. 6	1,083
John Timmerman, Frank Morris, & Al Lovvorn	"Kumnandzi Macadamia Importers: Cracking the Nut of Self-Identity", (2015), Vol 11, No. 13 (This case won the Emerald Best Case Award)	806

Congratulations to these authors for achieving the top five list!

Do You Have the "Right Stuff?" –Looking for an Assistant Editor

Submissions to TCJ are up (a little over 100 each year) as is the number of cases we publish each year (about 34 per year). It is getting to be too much for our editorial team of one editor and one special issues editor. We have received approval from Emerald Publishing to begin searching for a new Assistant Editor for the journal. We are looking for experienced case writers that are willing to embrace the developmental aspect of TCJ. This means someone who is willing to provide lots of constructive feedback to help authors reach the needed quality level for publication. Many of our