



2020 Call for Cases

The 2020 Southwest Case Research Association (SWCRA) meeting will be held in association with the Federation of Business Disciplines (FBD) conference in San Antonio, Texas, at the Hyatt Regency on March 11-14, 2020.

The SWCRA meeting begins on Thursday morning, March 12, 2020. The special guest speakers and symposia may address case development, case reviewing, case teaching, publication, and related issues. A popular format in recent years has featured live presentations by relevant company officials, and their thinking about critical decision issues. This open format has provided for questions and input from the audience. Roundtable case sessions, providing multiple reviews and feedback to authors, will take place on Thursday morning, March 12th. The program will conclude Thursday afternoon with a planning session to discuss the program for 2021. Our Thursday schedule is convenient for FBD participants who want to make the most of their travel funds by participating in other organizations as well.

Instructions:

SWCRA encourages the submission of teaching cases for the roundtable case sessions planned for Thursday, March 12th. Submitted cases must not have been presented or published previously, or accepted for presentation or publication elsewhere. Accepted cases will be considered for the Best Case Award, and outstanding cases will be considered for publication in the *Journal of Applied Case Research*, a SWCRA publication. The deadline for receipt of all submissions is Monday, **October 1st, 2019**.

Each submission must have a title page with the name, affiliation, address, phone number, FAX number and email address of all authors, with the primary author (contact person) indicated. The main body of the submission must have a title only. All submissions will be double blind reviewed. The symposia may address case development, case reviewing, case teaching, publication, and related issues. Related research papers may be presented only in conjunction with the symposia.

Cases

Teaching cases related to the tracks listed in this call are welcomed. Cases should be typed, double-spaced, and no longer than 30 pages. Each case must be accompanied by an instructor's manual, which should include the following:

- Case Overview Analysis
- Objectives
- Courses and Levels Epilogue (if appropriate)
- Discussion Questions

- Answers to the Discussion Questions
- References (if needed)

Cases are to be based on actual organizational data, either from primary or secondary sources. Cases that are not based on factual situations and organizations, but were written as specific teaching tools, will also be considered, but will not be eligible for the Best Case Award or for publication in the *Journal of Applied Case Research*. Please specify the type of the case when submitting:

Decision cases. Decision cases are distinguished by ending at a decision point. Usually this is a decision facing the central character in the case, the decision-maker. A strong opening paragraph, often referred to as “the hook”, should telegraph the decision scenario faced by the decision maker. No introductory paragraph is needed. Most often, decision cases are based on primary field research and are enriched by real characters and quotations, where appropriate. Beyond these basic conventions, the format of a decision case may vary based on the discipline, subject matter, and situation.

Descriptive cases. Descriptive cases are used to illustrate a broad scenario for organizational analysis. These cases must be based on real events and organizations but generally utilize secondary research where direct access to the organization is not available or may not be required. They are usually quite extensive and may blanket a broader timeframe than normally encompassed in a decision case. For example, a decision case might examine a CEO decision at SAP, while a descriptive case might explore the evolution of the ERP software industry from 1990 to 2010.

Critical incidents. Critical incidents are also decision-focused, so they should open with a hook and end at the decision point. The distinguishing features here are focus and length. Critical incidents are five pages or less, tightly focused on a very specific situation or decision, and intended to illustrate a singular teaching point. They are also real events, organizations, and characters.

Student Cases. We also provide students (both graduates and undergraduates) with an opportunity to prepare cases for the conference. The student cases must be in the required format and submitted to the appropriate track for review. The best student case will be awarded \$500 to be divided among the co-authors of the case. The following stipulations apply:

1. The case must be accepted in the appropriate track.
2. There can be no more than four co-authors
3. The case must have a faculty sponsor, but the sponsor cannot do significant work on the case.
4. At least one student and the faculty sponsor must register for the conference and be present to present the case at the conference.
5. The accepted student cases will be submitted to a judging panel made up of the Board of Directors of the Association to select the best case.

Submit a copy of each case and accompanying instructor’s manual (teaching notes) electronically to the appropriate **Track Chair** (listed below). Each case submission should be an e-mail attachment in two parts: (1) The case body and (2) The Instructor’s Manual (IM). Each submission must also have an **abstract** (example attached) for publication in the Proceedings, plus an **authorization form** (format attached). Please note the abstracts of accepted cases are published on the SWCRA webpage; therefore, **permission to publish is critical**. The electronic copy of the abstract is to be e-mailed to the Track Chair when the case is accepted for presentation.

A case may be submitted to only one track. Submission to multiple tracks will disqualify the case from further consideration. If you are unsure as to which track would be the most appropriate for your case,

please contact the Program Chair. **As per the Federation of Business Disciplines Policy, a paper/case may not be simultaneously submitted to more than one FBD constituent association.**

The case presentations will require the participation of at least one author for the full session on the morning of Thursday March 12th, 2020. At least one of the authors must register for the conference for a case to be on the conference program. Writers are strongly encouraged to participate in the Thursday sessions as well. It is a great learning experience.

Case Development (a.k.a., Embryo) Track

An "embryo" case is an idea for a case in an early stage of development. Case development (embryo case) submissions are restricted to new case researchers who have never before submitted a case to SWCRA. The purpose of the session is to allow seasoned case researchers to give feedback to new case writers in order to guide the development of their cases. In a roundtable session, participants will discuss topics related to the development of the teaching case and its accompanying teaching note. Embryo case authors will be listed in the program, but embryo cases will not be published in the conference proceedings.

Symposia

Symposia on topics related to case research, writing, and teaching are welcomed. Proposals for symposia should be limited to two pages and should be submitted electronically to the **Symposia Track Chair** via E-mail. Include an abstract for publication in the Proceedings.

Optional Poster Sessions

This year, a number of the FBD organizations are participating in poster sessions in which presenters sit at tables and discuss their research with other conference attendees. Posters serve to identify the case writer and topic and to serve as visual aids. This will probably take place Thursday afternoon. Participation is optional and in addition to (not a substitute for) Thursday morning's roundtable paper presentations. Participation in these sessions gives SWCRA members an opportunity to discuss their work with other conference participants.

Reviewers

Individuals wishing to participate in the program as reviewers should contact the appropriate Track Chair by August 27th, 2019.

2020 SWCRA TRACK CHAIRS

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