

Southwestern Case Research Association
Associated with the Federation of Business Disciplines
Program for Annual Conference
Houston, TX March 5-6, 2008

Wednesday, March 5, 2008

Sessions: Room: Arboretum 1 & 2

1:30-2:30 PM

Writing International Cases

Chair:

Kay Guess, St. Edward's University

Discussants:

Syed Tariq Anwar, West Texas A & M University
Walter Greene, Greene & Associates
Marlene Reed, Baylor University

2:45-3:45 PM

Writing Case Notes

Chair:

John (Sammy) Bishop, University of South Alabama

Discussants:

Joe Kavanaugh, Sam Houston State University
Walter Greene, Greene & Associates
Steven Maranville, University of Houston-Downtown

3:45-4:45 PM

Teaching With Cases

Chair:

Joe Kavanaugh, Sam Houston State University

Discussant:

Mike Welsh, President, National Case Research Assoc.

5:00-6:00 PM

SWCRA Reception

(Hosted by Carol Cumber, SWCRA President)

Thursday, March 6, 2008

Room: Window Box (all Thursday activities)

7:30-8:00 AM

Past-presidents meeting (sit at designated table)

7:30-9:30 AM

Continental Breakfast and Annual Business Meeting
Meeting will start promptly at 8:00 a.m.

TRACK SESSIONS:

The track sessions will begin as soon as the business meeting has concluded. It is up to each track, under the direction of the track chair, to determine how they wish to schedule their time based on such considerations as number of cases to be presented, whether they wish to attend the FBD coffee break, etc. Participants are expected to attend the entire session and provide feedback on all cases in their track.

Accounting and Finance Track

Track Chair: Kay Guess, St. Edward's University

Proton Cancer Therapy: Designing the Deal

Marlene Reed, Baylor University

Rochelle R. Brunson, Alvin Community College

Primary Discussants: Patricia Hatfield & Shelly Webb

Good Ol Boys in Parker County

Thomas D. Tolleson, Texas Wesleyan University

Lesa Scott, Texas Wesleyan University

Primary Discussants: Marlene Reed & Rochelle Brunson

Sunbeam Corporation: A Forensic Analysis

Patricia Hatfield, Bradley University

Shelly Webb, Xavier University

Primary Discussant: Thomas Tolleson

Small Business/Entrepreneurship Track

Track Chair: Walter Greene, Greene & Associates

Torta King

Marilyn Young, University of Texas at Tyler

Isaura B. Flores, University of Texas at Tyler

Primary Discussant: Chad Carson

The William Penn: Where Will This Train Go?

Charles M. Carson, Samford University

Donald C. Mosley, University of South Alabama

John S. Bishop, Jr., University of South Alabama

Primary Discussant: Timothy Wise

Big Idea Production

Timothy D. Wise, Southern Arkansas University

Primary Discussant: Marilyn Young

International Business Track

Track Chair: Alex Sharland, Barry University

Swatch Group and the Global Watch Industry

Syed Tariq Anwar, West Texas A & M University

Primary Discussant: Suresh Gopalan

Tata Steel's Acquisition of Corus: Achieving Global Growth

Kimberly A Freeman, Winston-Salem State University

Suresh Gopalan, Winston-Salem State University

Primary Discussant: Alex Sharland

Marketing Track

Track Chair: John (Sammy) Bishop, University of South Alabama

Tom, Dick, and Harry Learn that Satisfaction = Performance-Expectations and Marketing Sets the Expectations

Wilke D. English, Kings College

Primary Discussant: Robert E. Stevens

MCS Publishing Company

Kenneth E. Clow, University of Louisiana-Monroe

Robert E. Stevens, Southeastern Oklahoma State University

C. William McConkey, University of Louisiana-Monroe

Primary Discussant: Wilke D. English

ABC Communications, Inc.

Robert E. Stevens, Southeastern Oklahoma State University

David L. Loudon, Samford University

C. William McConkey, University of Louisiana-Monroe

Primary Discussant: Kenneth E. Clow

Human Resource Management/ Organizational Behavior/Ethics/ Social Responsibility Track

Track Chair: Michael L. Menefee, University of North Carolina-Pembroke
(Rodney Vandever leading the session)

Lori's First Day

Jennifer Leung, Nova Southeastern University

Yesenia Betancourt, Nova Southeastern University

Nile M. Khanfar, Nova Southeastern University

David L. Loudon, Samford University

Primary Discussant: Joseph Kavanaugh

Fully Involved

R.K. Reed, Sam Houston State University

Jeff Bertrand, Sam Houston State University

Joseph Kavanaugh, Sam Houston State University

Primary Discussant: Daniel Jennings

A Leadership Dilemma at Morgan Electronics

Daniel F. Jennings, Texas A & M University

Primary Discussant: Rodney Vandever

HRM/ OB/Ethics/ Social Resp. Track (cont.)

The Van-Men Company

Michael L. Menefee, University of North Carolina-Pembroke

Rodney C. Vandevener, Purdue University

Primary Discussant: David L. Loudon

Strategic Management/Business Policy Track

Track Chair:

Syed Tariq Anwar, West Texas A & M University

Harley-Davidson Inc.

Dalton E. Brannen, Augusta State University

Jeffrey R. Miller, Augusta State University

Nabil A. Ibrahim, Augusta State University

Primary Discussant: S. Stephen Vitucci

FedEx and the Dragon

Sue Cullers, Tarleton State University

S. Stephen Vitucci, Tarleton State University-Central Texas

James L. Clift, U.S. Army

Primary Discussant: Dalton E. Brannen

The Philip Museum's Quandary

Donald Grunewald, Iona College

Philip Baron, Florida Atlantic University

Primary Discussant: R. Henry Migliore

Dollar Thrifty Automotive Group, Inc.: A Case Study

R. Henry Migliore, Managing for Success

Melissa Lay, Managing for Success

Jacqueline Fulmer, Fulmer Consulting Group

Jennifer Hicks, Oklahoma State University

Primary Discussant: Donald Grunewald

Starbucks Corp: A Case Study

Don C. Mosley, University of South Alabama

R. Henry Migliore, Managing for Success

Primary Discussant: S. Stephen Vitucci

Lunch on your own

2:00-3:00 PM

Planning Session for SWCRA 2009 Conference

This is our conference. Please make every effort to attend this session and help make it a great conference next year.

3:00-5:00 PM

Embryo Case Track

Track Chair:

David L. Loudon, Samford University

Mentors:

Robert R. Stevens, Southeastern Oklahoma State University
C. William McConkey, University of Louisiana-Monroe

Cisco Corporation

Daniel P. Murtha, St. Gregory's University
R. Henry Migliore, Managing for Success

EMC Corporation

Jerry D. Spencer, St. Gregory's University
Georgio Salgado, St. Gregory's University
Gary Walls, Greene & Associates
R. Henry Migliore, Managing for Success

Thor Industries

Eugene M. Bland, Texas A&M University – Corpus Christi
John G. Marcis, Coastal Carolina University

Thursday Evening Social Events

5:30-7:00 PM

“FBD Swap Meet”

Room: Exhibit Hall

We are encouraged to bring university memorabilia (t-shirts, mugs, pens, etc.) and network with others and “swap our stuff.” There will be a cash bar and light hors d'oeuvres.

A list of popular restaurants and events in Houston will be posted on our website and provided at the conference.