

**Southwest Case Research Association
SWCRA
2010 Call for Cases & Case Competition**

The 2010 Southwest Case Research Association (SWCRA) meeting will be held in association with the Federation of Business Disciplines (FBD) conference in Dallas, Texas, March 2-6, 2010. The SWCRA meeting begins on the afternoon of Wednesday, March 3rd, with symposium for case writers and case teachers. Discussion, insights, and the secrets for getting cases published will be addressed during the Wednesday afternoon sessions.

Thursday morning, March 4th, with a breakfast business meeting, roundtable case sessions will be led by the respective track chairs providing multiple reviews and feedback.

On Thursday afternoon SWCRA will hold a case writing competition. Information about a real company will be presented. Those interested in participating are encouraged to establish teams to participate in the case writing competition. The completed cases will be submitted for review and possible inclusion in SWCRA's journal, *The Journal of Applied Case Research*. Additional information about the case competition will be forthcoming soon.

The program will conclude Thursday afternoon with a planning session to discuss the program for 2011.

Instructions:

The deadline for receipt of all submissions is Monday, **October 5th, 2009**.

SWCRA encourages the submission of teaching cases for the roundtable case sessions on **Thursday, March 4th**. Related research papers may be presented only in conjunction with symposia. Submitted cases must not have been presented or published previously, or accepted for presentation or publication elsewhere. 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 on Wednesday afternoon may address case research, writing, teaching, publication, and related issues.

Cases

Teaching cases related to the attached Tracks are welcomed. Cases should be typed or word processed, 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 References (if needed)
- Courses and Levels Epilogue (if appropriate)
- Discussion Questions and
- Answers

Cases are to be based on actual organizational data whether from primary or secondary sources. Cases that are not based on factual situations and organizations but were written as specific teaching tools are a welcome part of the program but are not eligible for the Best Case Award or for publication in the *Journal of Applied Case Research*. Please specify the status of case when submitting.

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** (copy 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.

The case presentations will require the participation of at least one author for the full session on Thursday morning, March 4th 2010. Writers are strongly encouraged to also participate in the case competition. It is a great learning experience.

Case Embryo

An "embryo" case is an idea for a case in an early stage of 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.

Reviewers

Individuals wishing to participate in the program as reviewers should contact the appropriate Track Chair by August 10, 2009.

2010 SWCRA TRACK CHAIRS

Program Chair: Rodney Vandevveer
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GUIDELINES FOR 2010 SWCRA PROCEEDINGS

The following represents the guidelines to be used by authors when preparing one page summaries of cases submitted for publication in the SOUTHWEST CASE RESEARCH ASSOCIATION PROCEEDINGS. The quality and appearance of the PROCEEDINGS is dependent on adherence to these guidelines. Summaries deviating from these guidelines will not be published. The summary may be submitted to the track chair after the case has been accepted for submission.

Length and Style Requirements

Summaries are to be a maximum of one page using the Times New Roman font. The author should allow for one-inch margins on the top and on both sides and a 1 1/4-inch margin on the bottom of the summary. All paragraphs should be left justified. Page numbers should not be typed on the summary. The summary may be submitted electronically to the track chair, or a camera-ready hard copy that has been printed on a laser printer may be submitted.

An example of what is required is provided for your convenience.

Title

The title should be centered and placed one inch from the top of the page in capital letters.

Authors

The author(s) and affiliation(s) should be centered and single-spaced beginning on the second line below the title.

Case Objectives and Use

All case summaries must include a brief section describing the objectives and use of the case. It should describe the focus of the case, how and where the case should be utilized, and the research methodology used to develop it.

Center the heading, Case Objectives and Use, on the third line below the last author's name and affiliation. Headings should be underlined.

The paragraph describing the case objectives and use should begin on the second line below the heading.

Case Synopsis

On the third line below the end of the section on Case Objectives and Use, the heading Case Synopsis should be centered and underlined. On the second line below this heading, the case synopsis should begin. The case synopsis should briefly summarize the information in the case to give the reader a better idea of what the case is about. Book authors will read these and decide whether they would like to send for the complete case.

Contact Person

Include name of one author, address, telephone number, FAX number and e-mail address

HELEN'S DINER

Michael L. Menefee, Purdue University
Rodney C. Vandever, Purdue University

Case Objectives and Use

This case examines the problems faced by once a very successful family-owned business that has not kept up with the times. The case requires the student to consider a multitude of points before making recommendations to the owner. Recommendations addressing advertising, pricing, cost control and even retirement of the owner are all possibilities. Prior to making recommendations, the student will need to do a break-even analysis and income statement from the information presented in the case. With the information from the analysis, viable recommendations to return the business to profitability can be made.

To solve this case and provide choices to Helen, the owner, the student can work through as many as six different options. To determine the options and ultimately make valid recommendations, the student will need to generate an income statement and a break-even analysis. This case would work well in upper level undergraduate or graduate classes in entrepreneurship, small business strategies, and business management courses.

Case Synopsis

Helen's Diner is a family-owned established restaurant in a small town that has fallen on hard times. The quality of the home-cooked country style food has provided a good income for Helen and Fred for over 30 years; however, times are changing. The restaurant, long known for its catering to families and older customers, has over a period of time lost its customer base through death and the competition of fast food restaurants. It has not been able to attract new customers. The advertising is non-existent, with only a listing in the white pages of the telephone book and a sign on the premises.

The food has remained good throughout the years; however, the cost for a sit-down meal is slightly higher than other restaurants in the area that tend to be in the fast food category. The homemade food is very tasty and of good quality. The servings are large and the friendly service is known for its down-home atmosphere. Everyone is just like family. Helen has had to go it along for a number of years since Fred passed away and she is seeking advice on what to do with the business.

Contact person: Michael L. Menefee, Purdue University, West Lafayette, Indiana 47906.
Phone: (765) 494-5612 FAX: (765) 496-2519. menefee@purdue.edu

SOUTHWEST CASE RESEARCH ASSOCIATION

CASE INFORMATION AND AUTHORIZATION

Instructions: This sheet must be completed and must accompany each case and instructor's manual (teaching note) that is submitted to the Case Center or to the Symposium. Information on this sheet may be used as bibliographic information to indexing. No confidential data should be included. Information should be typed. Cases are to be based on actual organizational data whether primary or secondary. Cases that are not based on actual organizations are a welcome part of the program but are not eligible for the Best Case Award or for publication in the Journal. Please specify status of case.

1. IDENTIFICATION DATA

Case Title: _____ Number of pages ____

Instructor's Manual Title: _____ Number of pages ____

2. AUTHOR DATA: This data should be for the corresponding author. If there are two or more authors, include all data for all authors on the cover page. The order of authors on the cover page will be recognized in the program and in the Proceedings.

Author _____ Title: _____

Name of Organization: _____

Address: _____

Telephone: (W) _____ (H) _____ (FAX) _____

Email: _____

Co-Author: _____ Title _____

Co-Author _____ Title: _____

3. CLASSIFICATION OF CASE (See Item 14 for classifications)

A. Type of organization (Select one from Item 14)

B. Types of Function (Select no more than four. See Item 14)

1.	2.
3.	4.

4. MAJOR SUBJECT AND ISSUES IN CASE (List no more than eight)

1.	5.
2.	6.
3.	7.
4.	8.

5. **SETTING OF CASE**

A. Geographic: (If U. S., note state or region)

B. Size: (Sales/Employees) _____

C. Year(s) of Case: _____

6. **TYPE OF CASE** (Check one)

Decision Evaluate Industry Note Illustrative Other _____

7. **APPLICABLE COURSE(S) OR PROGRAMS(S)**

1.	3.
2.	4.

8. **CASE WRITTEN FOR:** (Check one)

Graduate Undergraduate Industry Note Illustrative Other (specify):

9. **INSTRUCTOR'S MANUAL WRITTEN FOR** (check one)

Graduate Undergraduate Continuing Education Other (specify) _

10. **CASE HAS BEEN CLASSROOM TESTED** Yes No

11. **SOURCE OF DATA** (Check one)

Field General Experience Library Research Student Report

Other (specify) _____

12. **ABSTRACT OF CASE** (Maximum of 100 words)

13. **CASE AUTHORIZATION**

CERTIFICATION

In making this case available for use by the Southwest Case Research Association and others, I certify that authorization has been secured from source and copyright holders for use and widespread distribution. All rights are reserved to the Author(s) and the Southwest Case Research Association. I also certify the case was developed through research.

Signature of Author(s)

Date _____

14. **CASE CLASSIFICATIONS**

Type of Organization (select one)

Business Educational Governmental Non-Profit

Other (specify) _____

Type of Function (selection no more than four)

- | | |
|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Information Systems |
| _____ Auditing | <input type="checkbox"/> International/Multinational |
| _____ Cost/Managerial | <input type="checkbox"/> Logistics |
| _____ Financial | <input type="checkbox"/> Management |
| _____ Government/Non Profit | _____ Organizational Behavior |
| _____ Tax | _____ Organizational Structure |
| <input type="checkbox"/> Business Law | <input type="checkbox"/> Management Science/Operations |
| <input type="checkbox"/> Business and Society | Research |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Economics | _____ Advertising |
| _____ Econometrics | _____ Consumer Behavior |
| _____ Industrial | _____ Marketing Strategy |
| _____ International | _____ Marketing Management |
| _____ Managerial | _____ Marketing Research |
| _____ Macroeconomics | _____ Retailing |
| <input type="checkbox"/> Entrepreneurship | _____ Sales Management |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Personnel Mgmt/Industrial |
| <input type="checkbox"/> Finance | Relations |
| _____ Banking | <input type="checkbox"/> Production/Operations Mgmt |
| _____ Financial Institutions | <input type="checkbox"/> Small Business |
| _____ Financial Management | <input type="checkbox"/> Statistics |
| _____ Financial Strategy | <input type="checkbox"/> Strategic Management |
| _____ Investments | |

Thank you for your submission and we look forward to seeing you in Dallas!