

Southwest Case Research Association
SWCRA
2011 Call for Cases

The 2011 Southwest Case Research Association (SWCRA) meeting will be held in association with the Federation of Business Disciplines (FBD) conference in Houston, Texas, March 9-12, 2011. The SWCRA meeting begins on the afternoon of Wednesday, March 9th, with a symposium for case writers and case teachers. Discussion, insights, case development, and the review process will be addressed during the Wednesday afternoon sessions.

Thursday morning, March 10th, will start with a breakfast business meeting, followed by roundtable case sessions led by the respective track chairs providing multiple reviews and feedback.

On Thursday afternoon, the participants from last year's SWCRA case writing competition will present their findings to the executives from the company that they wrote about. Additional information about this session will be forthcoming soon. The program will conclude Thursday afternoon with a planning session to discuss the program for 2012.

Instructions:

The deadline for receipt of all submissions is Monday, **October 4th, 2010**. SWCRA encourages the submission of teaching cases for the roundtable case sessions on **Thursday, March 10th**. Related research papers may be presented only in conjunction with the 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 development, reviewing submitted cases, 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. These cases, however, are not eligible for the Best Case Award or for publication in the *Journal of Applied Case Research*. Please specify the status of the 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 10th 2011. Writers are strongly encouraged to also participate in the Wednesday and Thursday afternoon 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.

Reviewers

Individuals wishing to participate in the program as reviewers should contact the appropriate Track Chair by August 23, 2010.

2011 SWCRA TRACK CHAIRS

Program Chair: Jeff Miller
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GUIDELINES FOR 2011 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. menefeem@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.
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3.	4.
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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)

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

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