CALL FOR
CASES & CASE EMBRYOS
Southeast Case Research Association
18th Annual Meeting
Myrtle Beach, South Carolina February 11-13, 2010

The 2010 program organizers of the Southeast Case Research Association (SECRA) invite new and experienced case writers to submit original, unpublished cases including instructor's manual, unpublished cases without instructor's manual, and case embryos, to be presented at the Eighteenth Annual SECRA Conference.

Submission Deadline: November 22, 2009

Purpose

SECRA serves as a channel for the development and publication of case studies in all areas of business, education, social issues, technology, healthcare and other disciplines. Cases with instructor's manual, cases without instructor's manual, and case embryos will be considered. All cases presented at the 18th Annual Conference will qualify for review and possible publication in the *Southeast Case Research Journal*. SECRA strongly encourages student authored case submissions.

Important Dates

- Complete Cases & Instructor's Manual submissions due: ***November 22, 2009.*** Late submissions can be included on the program if submitted by the January 4th due date.
- Camera-ready abstracts and revised materials due: ***January 4, 2010***
- To be included in the printed program, the registration fee paid by: ***January 11, 2010***
- Hotel guaranteed rate date: ***January 18, 2010*** Late registration fee after: ***January 27, 2010***

Submission Information

Submit cases to the appropriate track chair. Field-researched cases are especially encouraged. During each SECRA conference, a special session is held offering newcomers to case writing and case embryo authors the chance to present case study ideas for critique by experienced writers.

SUBMISSION GUIDELINES: The following will help to accomplish a timely review process. Extenuating circumstances are understood, but SECRA program organizers cannot guarantee the proper and timely handling of your submission unless these guidelines are followed. Direct submission questions to the Program Chair (Tim Redmer timored@regent.edu).

1. Submission Deadline: **November 22, 2009**
2. Cases submitted must not have been published elsewhere and/or currently accepted for presentation or publication at another conference.
3. Submissions must be made electronically using the *Conference Review System* (CRS) accessible at ***www.conferencereview.com*** or through the SECRA website (www.secra.org). Contact the Program Chair if you experience problems with the CRS.

   a. Complete the Abstract portion of the CRS. In order to ensure a blind review the CRS must have your personal information in the Abstract submission area only. Please ensure you include case title, author name, affiliation, phone, and e-mail address for all authors. Clearly identify student submissions.
   b. Upload the electronic copy of your Case and the Instructors Manual combined in the same electronic file (i.e., only one file can be submitted) or your Case/Case Embryo. Also:
   - Omit all personal identifiers, such as name(s) and affiliation(s) on your title page, as well as any normally hidden identifiers found in *file properties*.
   - Use MS-Word 97 or later format or save it as an .rtf file. Avoid .pdf files because identifiers are not easily removed by track chairs and this will delay your review.

4. Authors may use any suitable manuscript style, such as APA; however, in anticipation of publishing in the Proceedings or SECRA Journal, the *SECRA Journal Format Guidelines* are recommended (see below). The Case portion of the file should be no longer than 30 double-spaced pages (not including the Instructor's Manual).

Track	Chair	E-mail
Accounting, Finance, Quantitative	Robert McDonald	rmcdonald@newhaven.edu
Communications	Lindsey Morrow	lindseymorrow@yahoo.com
Education Leadership	David Condon	david@davidcondon.net
Education – Student Affairs	Stephanie Foote	stephanief@usca.edu
Embryo, Newcomers	Chi Anyansi-Archibong	archiboc@ncat.edu
Entrepreneurship, Small Business	Greg Stone	gregsto@regent.edu
Ethics & Business and Society	Jane Barnes	barnesj@meredith.edu
Ethics & Law/Legal Issues	Raphael Boyd	rboyd@cau.edu
Ethics & Social Issues	Robin Guill Liles	rgliles@ncat.edu
Health Care & Social Science	Miriam Wagner	wagnerm@ncat.edu
International Issues	Chi Anyansi-Archibong	archiboc@ncat.edu
Management	Steve Cox	coxs@queens.edu
Marketing	Keith Jones	kcjones1@ncat.edu
Organizational Behavior, HRM	Joyce Beggs	jbeggs@email.uncc.edu
Interdisciplinary	Marty Hornyak	mhornyak@uwf.edu
Spirituality in the Workplace	John Duncan	jduncan@csuniv.edu
Strategy, OT	Chris Cassidy	cassidyc@marshall.edu
Student-authored cases: Undergraduate	Tim Burson	bursont@queens.edu
Student-authored cases: Graduate	Mick Fekula	mick.fekula@citadel.edu
Technology, MIS, IT	Hennie van Bulck	vanbulck@uscsumter.edu

On your title page, please specify the areas that your case covers. These are used for classification into a matrix of cases and topic areas as follow:

- Accounting & Finance
- Business & Society
- Education
- Entrepreneurship
- Ethics
- Health Care
- HRM
- Law
- Management
- Marketing
- MIS/IT
- Operations
- Org Behavior/Theory Quantitative
- Spirituality
- Social Science Issues
- Strategy
- Other: please specify

Cases received by the deadline will be peer reviewed and acceptance notices will be sent by December 14, 2009 with formatting instructions for camera-ready submission (see guidelines below). **Camera-ready abstracts and revisions of accepted cases must be received by January 4th, 2010** in order to be included in the program or proceedings. We will also distribute those cases to roundtable participants to ensure better feedback and meaningful roundtable sessions. These should be submitted in Microsoft® Word format via e-mail to Chris Cassidy at cassidyc@marshall.edu ***Each author or one author of a co-authored paper must register by January 11th.***

Student Case Presentations: SECRA strongly encourages student submissions and has a special session dedicated to student presentations. Best Cases authored by students (as first author(s)) will receive awards recognition and will be published in the SECRA Journal (subject to any required revisions).

Conference Fees

In order to be included in the program, the conference registration fee of $165 ($60 for *full-time students and retirees*) must be received by January 11, 2010. Fees include all meeting materials, continental breakfasts, Friday lunch and dinner meals, SECRA membership, annual subscription to the *Southeast Case Research Journal*, and a copy of the conference proceedings.

- The late registration fee is $185 ($75 for *full-time students and retirees*) for payments made after January 27, 2010.
- Faculty and other participants may register for membership only and receive the SECRA journal for a fee of $75.
- *Guests of SECRA members* are ***welcomed and highly encouraged*** to attend the conference meals at an extra charge.

Please send your payment along with a completed registration form (see below) to the SECRA treasurer:

Southeast Case Research Association-SECRA
Ida Robinson-Backmon, Treasurer
P.O. Box 215
Oak Ridge, NC 27310
irobinso@ncat.edu

Conference Facility and Program

SECRA will meet at the Ocean Reef in Myrtle Beach. This hotel is directly on the beach and *Oceanfront* rooms will be available at the special SECRA rate of $55 per night (plus 11% tax & $6/night per room resort fee). The $55 rate reservation guarantee deadline is January 18th, 2010. The contact information for the Ocean Reef is:

7100 N. Ocean Blvd.
Myrtle Beach, SC 29578
Local: (843) 449-4441
Toll Free: 1-888-322-6411
Fax: (843) 497-3041
E-mail: info@oceanreefmyrtlebeach.com
Web: http://www.oceanreefmyrtlebeach.com

The program kicks off with a welcome reception early Thursday evening, February 11th. Plenary sessions and case round tables are held all day Friday followed by SECRA's Time-honored Friday Evening Dinner. Saturday continues with case round table sessions and the conference adjourns on Saturday by 12 noon.

Visit SECRA On-line for updated information and conference registration materials: http://www.secra.org

Please direct questions or comments to Tim Burson, 2009-2010 SECRA President, at bursont@queens.edu

CONFERENCE REGISTRATION FORM
Southeast Case Research Association
Eighteenth Annual Conference • February 11-13, 2010

Name: ______________________________ Name you would like on your nametag(s):

Position: ______________________________ Yours:______________________________

Department: ______________________________ Guest:______________________________

Institution: ______________________________ This is my first SECRA conference: ❑

Address: ______________________________ I am interested in helping with SECRA: ❑

______________________________ Phone: ______________________________

❑

City, State, ZIP: ______________________________ E-mail: ______________________________

To be included in the Printed Program, registration fee of $165 must be received by Jan. 11, 2010

REGISTRATION OPTIONS AND FEES

	Cost	Total paid
Early Registration (by January 27, 2010):		
Full Registration:	$165/person	________
Full-time Student Registration:	$60/person	________
Late/On-Site Registration (after January 27, 2010):		
Full Registration:	$185/person	________
Student Registration:	$75/person	________
Guest:		
Extra Friday Breakfast for Guest	$10/person	________
Extra Friday Lunch for Guest	$15/person	________
Extra Friday Dinner for Guest	$25/person	________
Extra Saturday Breakfast for Guest	$10/person	________
SECRA Membership Only (includes journal subscription):	$75/member	________
	Total:	________

Please make checks payable to **Southeast Case Research Association**.
Return to:

Southeast Case Research Association-SECRA
Ida Robinson-Backmon, Treasurer
P.O. Box 215
Oak Ridge, NC 27310

irobinso@ncat.edu

(Note: SECRA will assess a $25 fee for checks returned by the issuing bank.)

Camera-Ready Abstract Guidelines

Title Bold, Centered, All Caps, Times New Roman 14

A FAMILY BUSINESS SUCCESSOR CONSIDERS QUANTITATIVE METHODS

Remainder of page is Times New Roman 12 with bold/italics where noted

Fred A. Ware, Jr.
William B. Fredenberger
italics *Valdosta State University*

Case Synopsis **bold**

The main character has worked for many years in a successful family retail shoe business. His father and the senior managers have long demonstrated an extraordinary work ethic with a conservative but effective purchasing policy of deliberately overbuying shoes semi-annually, virtually preventing any stockouts. The business has developed an enviable reputation of good customer service with consistently large and diverse inventories.

Through dogged persistence, starting with a purchased (ineffective) data management system, the younger family member has gradually built his own valuable data base. Senior managers and even the young man himself are reluctant to change the normal procedures even though better use of quantitative data would likely significantly improve the profit picture. One can empathize with the managers' risk involved in making a buying policy change since the firm has performed well in the past. Should they take the chance?

Case Objectives and Use **bold**

This case provides an opportunity to consider that vital period in a family business timeline when a younger successor is moving inevitably toward taking over top management of the organization. In this situation, the son of the founder/owner of a retail shoe business is contemplating the use of quantitative methods as a change in the normal seasonable merchandise buying policy of relying on intuition and experience. The heir-apparent is nervous about the proposed change and wonders if his father and other senior managers will be willing to take the risk.

The case, based on an actual business and using primary data, was written for undergraduate courses in Family Business Management, Small Business Management/Entrepreneurship, and Management Science. Some sample data is provided for optional assignment by the instructor. With or without the quantitative aspects, the case may be used in small business management/ entrepreneurship courses to segue into behavioral aspects of family business succession.

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bold **Contact Person:** Fred A. Ware, Department of Management, Pound Hall 210, Valdosta State University, 1500 N Patterson St., Valdosta, GA 31698, 229-245-2244, fware@valdosta.edu.

PLEASE LIMIT ABSTRACT TO ONE PAGE WITH TOP MARGIN AT 1", SIDES AT 1.25" AND BOTTOM NO LESS THAN .5"

SECRA Journal Format Guidelines

This is the Title of Your Paper – It Should be in Times New Roman (TNR) Bold – 16 Font –Left Aligned

Name of Author 1 – this should be TNR - 14 font –left aligned
Affiliation

Name of Author 2 (etc.)
Affiliation – if 2 or more authors are of the same affiliation – list the authors and then list only the pertinent affiliation – after all authors and affiliations are listed, skip a line and insert a line (as follows).

You should begin the abstract section by skipping a line below the above drawn line. The Abstract should be in TNR 12 and italicized. Both the abstract and the body of the paper should be justified and single spaced. The Abstract should give brief description of the case and contain enough information to give the reader the basic premise of the situation. Abstracts should be no longer than a good paragraph or two. The abstract should not give the students any indication of potential recommendations or solutions. After completing the abstract, skip a line and insert a line.

INTRODUCTION 12 TNR BOLD
After skipping a line begin with your heading, what ever you want to call it (we used introduction here just because). Headings should be **BOLD** all **IN ALL CAPS**. Don't skip a line after headings. Always justify the body of the paper. Do not indent new paragraphs.

To begin a new paragraph, simply skip a line and continue with your writing. Within the body of the paper, fonts should be Times New Roman 12. You may bold and underline within the body of the paper but please use discretion here.

MARGINS
Top 1.4
Left 1.5
Right 1.5
Bottom 1.5
These are not arbitrary numbers. Through trial and error, these are the numbers that allow for easy printing and publication.

TABLES AND EXHIBITS
Any tables and exhibits included in your case or an appendices must be in **MS WORD.** Please do not send tables or exhibits in Excel or other inserted programs. For example, please see Table 1 and Exhibit 1 below. The use of tables and exhibits is highly encouraged because of their value to students using the case.

TABLE 1
CHANGE IN MARKET VALUE

	12/31/00	12/31/01
Sum of Cash Flows	$ 7,750,000	$ 5,350,000
Market Value	$ 9,000,000	$ 7,500,000

EXHIBIT 1

Business, Inc.
Projected Balance Sheet 12/31/02 (000)

Assets		***Liabilities***	
Current Assets	$ 22,000	Current Liabilities	$ 15,000
Long Term Investments	5,000	Long Term Debt	36,000
Property & Equipment	40,000	Total Liabilities	$ 51,000
Intangibles	8,000		
		Equity	
Total Assets	$ 75,000	Stockholders' Equity	24,000
		Total Liabilities & Equity	$ 75,000

ENDNOTES AND ADDITIONAL READINGS

Any referenced literature used in the case (and these are highly recommended) should be denoted as endnotes. This is not difficult using MS WORD Endnotes. I will now demonstrate how to include Endnote referencing. Let's assume that the following sentence needs an Endnote (reference). Global warming is increasing at an alarming rate.[i] If the sentence was a quote, it would appear like this. Majors suggests that "global warming is increasing at an alarming rate."[ii] The good thing about this program is that automatically creates a corresponding endnote number waiting for you to list the reference. One more thing – if you made Endnote 2 as described above and latter on, but with no other endnotes listed, you use this cite again, you would need to create the NEXT Endnote but just use the term IBID, which simple states that it is the same cite as the one immediately above. For example, later on in the paper you wrote this sentence and it is from the same source as the last ENDNOTE. Data suggest that the earth is will explode in ten years.[iii] If you use an ENDNOTE and then use it again after other ENDNOTES have been used, you should list the entire citation again.

OK – so how did I create these endnotes. Simple. In the first example above, I simply got to the end of the sentence and with the cursor after the period, I went to:
1 – Insert
2 – Then to Reference
3 – Then to Footnote
4 – Then changed Footnote to Endnote
5 – Then changed to Number Font to Numbers
6 – Then hit Insert

When you do this (it takes seconds), you will see that there is a number where your cursor was and that there is also a line with a number under it, corresponding to your new endnote. Just keep typing and that line will move on down your document. If it bothers you, just get above the line and move it down as far as you want. You should then type ENDNOTES below the line and you are set. It is probably easier to go below the line and immediately list your source, but that is your decision. In the endnotes provided, we have articulated both a journal article, book, and web site.

ADDITIONAL READINGS

Additional Readings are always useful to that student that is truly interested in leaning about the case. A word of caution, prepare all of your ENDNOTES BEFORE you add Additional Readings. Trust me, if you don't do this it will be a problem. If you have additional reading that you would like to suggest (and this is also highly encouraged), just add ADDITIONAL READINGS after the endnotes and reference them the same was as the ENDNOTES. Note – Endnotes are automatically set to 10 Font - If you add ADDITIONAL READINGS, please set that and any subsequent references to 10 Font.

ENDNOTES

[i] Thompson, B. (2004). The Warming Earth. *Ecosystem Monthly*. 2(3),.34-43.

[ii] Majors, T. (2001). Earth Heats Up. New York: Simon & Schuster.

[iii] Ibid.

ADDITIONAL READINGS

Smith, A. (1999). The Earth's Problem. *Weather Monthly*. 1(2). 45-67.