

W A C R A[®]

N E W S

Vol. XVII No.

WACRA[®] Executive Board

Executive Director

Dr. Hans E. Klein
WACRA[®] Inc.
NEEDHAM (BOSTON), MA U.S.A.

Director Technology

Dr. Josef Broder, U OF GEORGIA
ATHENS, GA U.S.A.

Director Entrepreneurship

Dr. Ricardo Hernández Mogollón
UNIV. DE EXTREMADURA
CÁCERES, SPAIN

Director Higher Education Admininstr.

Dr. Elizabeth Hawthorne
DALEY COLLEGE CITY COLLEGE
CHICAGO, IL U.S.A.

Director Education

Dr. Amelia J. Klein
WHELOCK COLLEGE
BOSTON, MA U.S.A.

Director Development & Membership

Dr. Joëlle Piffault H.E.C.,
MONTREAL, QUEBEC, CANADA

Director Information Systems

Dr. Robert DeMichiell
NOVA S.E. UNIVERSITY
FT. LAUDERDALE, FL U.S.A.

Director Communications

Dr. R. Keith Martin,
FAIRFIELD UNIVERSITY
FAIRFIELD, CT U.S.A.

Director Public Relations

Dr. Lars Bengtsson LUND UNIV.
LUND, SWEDEN

Director Sponsor Management

Dr. Franz Egle FACHHOCHSCHULE
HEIDELBERG, GERMANY

Director Agricultural Business

Dr. Pavel Zufan
MENDEL UNIVERSITY
BRNO, CZECH REPUBLIC

Director Marketing

Prof. Pierre Mora BORDEAUX
ECOLE DE MANAGEMENT
BORDEAUX, FRANCE

Director Latin America

Prof. Eduardo Rosker, KNOWMENT
BUENOS AIRES, ARGENTINA

"2006 WACRA" Conference

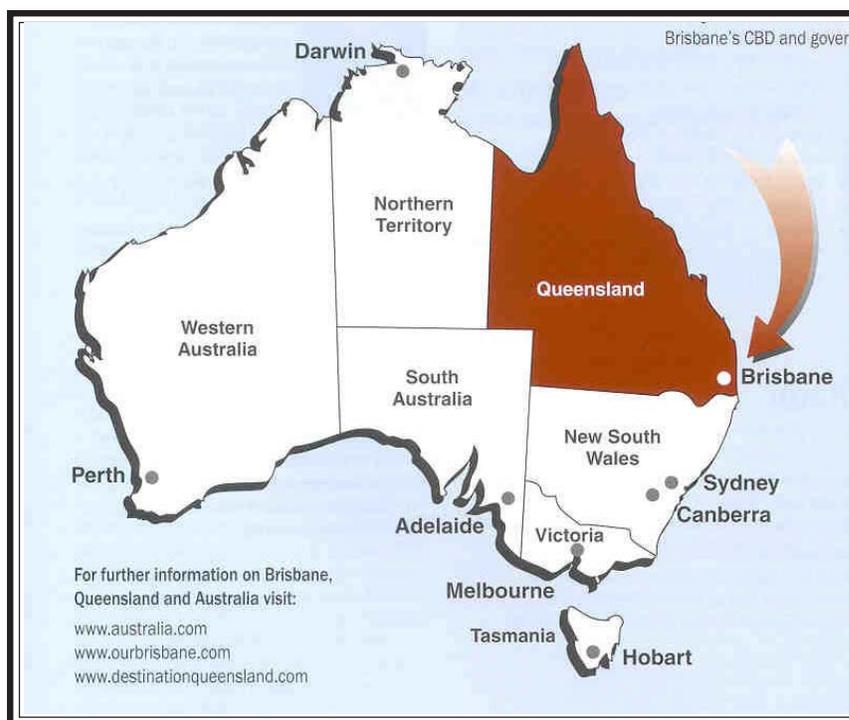
Queensland University of Technology, July 2 - 6, 2006

"Interactive Learning: The Next Generation"

Australia is an intriguing enigma not only to people elsewhere in the world, who look at a map and see this curiously chunky bit of terra firma floating way down in the southern hemisphere, but also to the locals, who can spend years making leisurely explorations and still feel they've only begun to comprehend the full nature of their own mammoth backyard. It's not just Australia's size that defies the exhaustion of travel possibilities - Australia also has a sublime, time-bending quality that can't be overruled by any itinerary [Australia, Lonely Planet, 12 edition, 2004].

Join the World at WACRA 2006, the 23rd International Conference on Case Method

...continued on page 3



This Issue:

Calendar of Events	13
Call f. Papers Brisbane, Australia	10
Solicitud de Artículos Australia	14

Case Writers' Colloquium	11
2006 Conf. Program	12
From the Board	2
Registration Form Brisbane	15
'Join the World' in Brisbane	3

From the Executive Board



Hans Klein

WACRA 2006 will be hosted by Queensland University of Technology in Brisbane, Australia. The conference theme is 'Interactive Learning: The Next Generation'. For the conference program and the planned conference activities refer to details in this and the previous (Fall 2005) NEWSletter.

WACRA 2006 will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. WACRA staff and QUT host Charles Patti have prepared an exciting academic program and a cultural, educational experience and immersion for all participants. WACRA® 2006 will advance the use of the case method and other interactive learning and teaching methods, create 'user friendly' forums for the exchange of ideas,



Charles Patti

research and experiences, encourage research using the case method, coordinate case writing and case application activities, encourage cooperation between the public sector, the business community, and other case-oriented professions, and add new initiatives to complement the highly successful pre-conference WACRA® Interactive Case Sessions (WICS). The conference language for WACRA 2006 is English with tracks in French and Spanish.

We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, French and Spanish) to address the conference theme: "Interactive Learning: The Next Generation". Manuscript preparation guidelines can be found on the WACRA web site: www.wacra.org Join colleagues from around the world in Brisbane, Australia for an *expérience stimulante et enrichissante*.

For the 2006 Conference only, WACRA is breaking with the tradition of organizing an educational-cultural post conference tour. Australia offers a large variety of very attractive destinations for first time and repeat visitors, e.g., Sydney, Melbourne, Adelaide, Great Barrier Reef, Darwin, Outback country, to name just a few. Visiting most of the sites requires travel by airplane. Coordinating arrival and departure air travel plans for 50 persons within Australia travel would represent a daunting challenge in itself. The far greater hurdle, however, is to combine overseas with domestic travel at reasonable, affordable cost.

Qantas offers special packages which include travel from the US and many countries around the world to Brisbane, Sydney or Melbourne and the option to choose 1-3 Aussie AirPass cities to visit (or more for \$100 each). For assistance in structuring your individual 'Visit Australia' program before or after the WACRA conference in Brisbane, contact Qantas at www.qantas.com.au or ask you travel agent.

We invite you to **renew your membership now** (refer to form on page 16 of this NEWSletter) and participate in the exciting activities we have planned for the year and beyond. Membership renewal includes access to IJCRA, The International Journal of Case Method Research & Application. Year 2005 - Issue no. 4 was posted before Christmas. Year 2006 issues one and two are scheduled for publication in March and June. Selected back issues of publications from past conferences are available through the WACRA homeoffice. Use page 16 of this NEWSletter to order.

You can help publicize contributions to the interactive, creative teaching literature by bringing WACRA® and ACT publications (WACRA® volumes V-XVI and ACT conferences volumes 1-8 are available) to the attention of your coauthors, colleagues and **library acquisition departments**. The annual WACRA® and ACT publications have become widely recognized for the timely and comprehensive contribution they make to the case method and interactive teaching literature. For details refer to page 16 and for the abstracts of the books to the publication order link on the WACRA web site www.wacra.org. Hans E. Klein and Charles Patti

WACRA® Advisory Board

Dr. Charles Patti, Queensland University of Technology, BRISBANE, AUSTRALIA; **Dr. Taïeb Hafsi**, **Dr. Laurent Lapierre**, H.E.C., MONTREAL, CANADA; **Dr. Jane Jackson**, The Chinese University of Hong Kong, HONG KONG, CHINA; **Dr. Ramón Ariel Quesada**, 'J. A. Echeverría' Polytechnic Institute, HAVANA, CUBA; **Dr. Marcus Hurt & Dr. Stephanie Hurt**, EDHEC, LILLE, FRANCE; **Dr. Krishna Kumar**, Indian Institute of Management, KOZIDODE, INDIA; **Dr. Peter Lewa**, USIU, NAIROBI, KENYA; **Dr. C.P. Rao**, Kuwait University, SAFAT, KUWAIT; **Dr. Anja Lkoundi**, Hogeschool Limburg, HEERLEN, NETHERLANDS; **David Stevenson**, Napier University, EDINBURGH, SCOTLAND; **Dr. Janko Kralj**, University of Maribor, MARIBOR, SLOVENIA; **Dr. Bengt Kjellén**, University of Trollhättan, UDDEVALLA, SWEDEN; **Dr. Patricia Brock**, PACE University, NEW YORK, NY, U.S.A.; **Dr. James Camerius**, Northern Michigan University, MARQUETTE, MI, U.S.A.; **Dr. George Dupuy**, Shorter College, ROME, GA, U.S.A.; **Dr. Emiliano Gonzalez**, University of St. Thomas, HOUSTON, TX, U.S.A.; **Dr. Stephen Hundley**, Indiana University-Purdue University, INDIANAPOLIS, IN, U.S.A.; **Dr. Paula Jordan**, NL-University, TAMPA, FL, U.S.A.; **Dr. Joseph A. McHugh**, KM Associates, DEDHAM, MA, U.S.A.; **Dr. Peter Olson**, Utica College, UTICA, NY, U.S.A.; **Dr. Ronald Patten**, DePaul University, CHICAGO, IL, U.S.A.; **Dr. Anthony Sallustio**, PACE University, NY, U.S.A.; **Dr. Edward Weiss**, NL-Univ., CHICAGO, IL,

WACRA 2006 - Join the World at Queensland University of Technology in Brisbane, Australia, July 2-6, 2006

...continued from page 1

Research & Application Conference host is Queensland University of Technology in Brisbane, Australia, July 2-6, 2006.

Brisbane (known locally as BrisVegas) is the third largest city in Australia and is fast becoming one of the most desirable places to live. With a cosmopolitan atmosphere, a great street-café scene, beautiful riverside parks, a busy cultural calendar and above average nightlife, it's not hard to see why. As well as having a fantastic climate, Brisbane is the arts capital of Queensland, with dozens of theaters, cinemas, concert halls, galleries and museums. The city is also surrounded by some of the state's major tourist destinations, including the Gold and Sunshine Coasts and the islands of Moreton Bay.

Queensland

Queensland is known as the sunshine state, and for good reason. Visitors centers will have you believe that the state receives 300 days of sunshine a year, and while that's hard to believe, the place definitely does have more than its fair share of sunny days. Whether you prefer walking through one of Queensland's excellent national parks, kicking back on sandy, sun-drenched beaches, diving on the incredible Great Barrier Reef, or roaming through the vast expanse of the outback, you will find something to suit your taste.

Brisbane, the state capital, is a lively and cosmopolitan cultural center, and far and away the largest city. In the north, Cairns is a busy travelers' center and a base for a whole range of side trips and activities. Between Brisbane and Cairns there are strings of towns and islands offering virtually every pastime you can imagine connected with the sea. Inland, several spectacular national parks are scattered

over the ranges.

North of Cairns the Cape York Peninsula remains a wilderness against which people still test themselves. Just inland from Cairns is the lush Atherton Tableland, with countless beautiful waterfalls and scenic spots. Further inland, on the main route across Queensland to the Northern Territory (NT), is the vast outback, a place of big open skies and dusty roads.

History

Queensland started as a penal colony in 1824, based at Redcliffe Point on Moreton Bay. Due to lack of fresh water and Aboriginal resistance to the newcomers, the colony was soon moved to what is now Brisbane. Considered too far from Sydney,

with sugar-cane production, Queensland's economy and population began to explode - it has never looked back. Today both mining and agriculture still form the backbone of the economy.

Aboriginal People

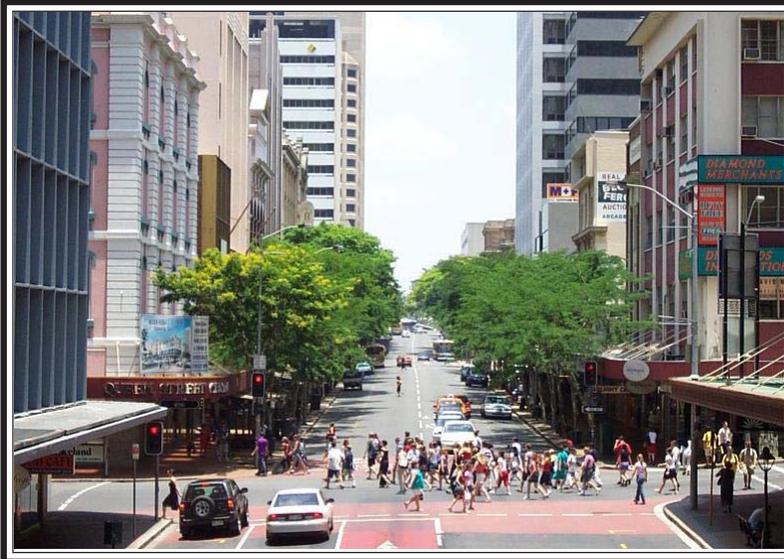
By the turn of the 19th century, the Aborigines who had survived the bloody settlement of Queensland, which saw some of the worst massacres in Australia, had been comprehensively run off their lands, and the white authorities had set up ever-shrinking reserves to contain the survivors. A few of these were run according to well-meaning, if misguided, missionary ideals, but the majority were strife-ridden places where people from different areas and cultures were thrown unhappily together as virtual prisoners.

It wasn't until the 1980s that control of the reserves was transferred to their residents and the reserves became known as 'communities'. However, these freehold grants, known as Deeds of Grant in Trust, are subject to a right of access for prospecting, exploration or mining.

Visitor interest had created opportunities for some contact with Aboriginal culture. In addition to the fantastic rock-art sites at various locations, you can

encounter living Aboriginal culture at the Yarrabah community south of Cairns and the Hopevale community north of Cooktown, and take tours led by Aboriginal guides at Mossman Gorge and Malanda Falls. At the Tjapukai Aboriginal Cultural Center in Cairns, an award-winning Aboriginal dance group performs most days for tourists.

Perhaps the most exciting event is the Laura Aboriginal Dance & Cultural Festival, held every second year in June on the Cape York Peninsula.



Adelaide Street, Brisbane

the colony there also didn't last long and was disbanded in 1839. The colonies did, however, provide a base for free settlers who soon moved in and began exploring the area around Moreton Bay and the Brisbane hinterland.

By 1859 Queensland became a separate colony independent of New South Wales. Wholesale land acquisition by settlers (Queensland's early white settlers indulged in one of the greatest land grabs of all time) met with fierce, but ultimately futile, Aboriginal resistance. With the discovery of gold and other minerals in the 1860s and 70s, and a highly successful experimentation

...continued on page 5

INTERNATIONAL JOURNAL OF CASE METHOD RESEARCH & APPLICATION

Letter from the Editor

As we complete the year with the publication of Issue No. Four, we take this opportunity to thank all ACT/WACRA members, authors, reviewers, the Editorial Board members, Rhea Seagull, the professional writer who assisted authors with the preparation of their documents, Denise Smith from the WACRA conference office in Greensboro, North Carolina, who coordinated all publication activities, Stan Stanczewski in Maryland, the designer, developer and 'curator' of the WACRA website for implementing the needed protocols and bringing the Journal online ahead of schedule, Marsha Richmond at the University of Georgia, the 'gatekeeper' and facilitator for the WACRA website at the University of Georgia for her vigilance, the WACRA Executive and Advisory boards for sharing their expertise and advise. All gave freely of their time and contributed to making the launching of the Journal possible.

Last, but not least, we thank the Founding and Supporting Institutional Members of IJCRA whose foresight, support and belief in the undertaking made the *International Journal of Case Method & Research* a reality. Many great ideas never see the light of day, or wither away quickly, for lack of financial support during the start up. The group of Founding and Supporting Institutional Members of IJCRA, led by Queensland University of Technology in Brisbane, Australia, saw a great idea, whose time had come, and decided to join. The support of the Founding and Supporting Institutional Members

Queensland University of Technology, Brisbane, Australia
Bordeaux école de management, Bordeaux, France
The University of Georgia, Athens, Georgia, U.S.A.
Instituto Tecnológico y de Estudios Superiores de Monterrey, Guadalajara, Mexico
Dominican University, River Forest, Illinois, U.S.A.
Lund University, Lund Sweden
Kuwait University, Safat, Kuwait
Zayed University, Dubai, UAE

made it possible in getting *IJCRA - The International Journal of Case Method Research & Application*, off to a great start.

Success in 2006 will require the enthusiastic support of all WACRA members, Editorial, Executive and Advisory Boards, the WACRA Staff, and the Founding and Supporting Institutional Members. Year 2006 Volume XVIII, Issues and No. One and No. Two, are currently under preparation. Plans for a special Spanish language issue in 2006 are complete.

The International Journal of Case Method Research & Application is an international, interdisciplinary forum for researchers, educators and professionals. IJCRA solicits and welcomes research across the entire range of topics encompassing the domain of case method research and application and interactive teaching methodologies. The Journal scope includes case writing, interactive teaching and learning, continuing and distance disciplinary boundaries. IJCRA welcomes social science research on teaching and journal. Conceptual and theory-development mathematical modeling papers and case studies research addressing important issues that disciplines and corporate managerial functions. scholarship and commentaries that challenge disciplines or functions. IJCRA solicits and methods. Experimental, developmental work case study and reviews of books dealing with innovative teaching, continuing education, distance education) will also be considered. With the publication of Volume XVII, Issue No.4, WACRA® continues the publication of scholarly work in the field of case method research and application and related fields. This issue includes research first presented and discussed at WACRA® and ACT conferences in Buenos Aires, Argentina, San Juan, Puerto Rico, U.S.A., and Brno, Czech Republic.



education, which cross national, cultural and theoretical and empirical papers that advance learning. IJCRA is a methodologically pluralistic papers, empirical hypothesis-testing papers, are welcome. IJCRA has special interest in transcend the boundaries of single academic. Therefore, IJCRA welcomes interdisciplinary the paradigms and assumptions of single accepts manuscripts on teaching materials and (e.g. presentation of stages of development of a topics related to case writing, interactive,

Hans E. Klein

WACRA 2006 - Join the World...

...continued from page 3

Kanakas

Another people on the fringes of Queensland society are the Kanakas, descendants of Pacific islanders brought in during the 19th century to work, mainly on sugar plantations, under virtual slave conditions. The first Kanakas were brought over in the 1860s, and soon a brisk business in kidnapping and transporting South Sea islanders (known as blackbirding had sprung up.

About 60,000 Kanakas were kidnapped and brought to Queensland before the trade was banned by the 1901 Pacific Islands Laborers Act. Most were promptly shipped back to the South Pacific, but the descendants of the 1600 or so who stayed are concentrated in the coastal area to the north of Rockhampton.

Geography and Climate

Queensland is dominated by the coast, and it's no surprise that most of the settlements and tourist attractions are concentrated in the narrow coastal strip. This narrow strip has some amazing natural features such as the Great Barrier Reef, lush rainforests, endless fields of sugar cane and stunning national parks. Inland is the Great Dividing Range, which comes close to the coast of Queensland before slicing its way down into NSW and Victoria. Then there are the table lands - fertile areas of flat agricultural land that run to the west - which are some of the most productive grain-growing areas in Australia. Finally, there's the vast inland area, the barren outback fading into the Northern Territory (NT). Rain can temporarily make this desert bloom, but basically it's an area of dusty, lonely roads and one-horse towns.

In the far northern Gulf Country and Cape York Peninsula there are huge empty regions cut by countless dry riverbeds, which can become swollen torrents in the wet season. During this time, the whole area becomes a network of waterways, sometimes bringing road transport to a complete halt.

Queensland seasons are more a case of hot and wet or cool and dry than of summer and winter. November/December to April/May is the wetter, hotter half of the year, while the real wet, particularly affecting northern coastal areas, is January to March. Cairns usually gets about 1300mm of rain in these three months, with daily temperatures in the 30s C. This is also the season for cyclones and, if on hits, the Bruce Hwy can be blocked by the ensuing floods. In the south, Brisbane and Rockhampton get about 450mm of rain from January to March, and temperatures in Brisbane rarely drop below 20°C. Queensland doesn't really experience 'cold weather', except inland or upland at night from about May to September. Inland, of course, there's also a lot less rain than near the coast.

[Exerpts from Australia, Lonely Planet, 12 edition,



About WACRA®...

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from fifty countries. The organization's objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, doctoral consortia and conferences, including international meetings at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites: Lausanne & Leysin, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna, Austria; Montreal, Canada; Warsaw, Poland; Edinburgh, Scotland; Marseille, France; Cáceres, Spain; Budapest, Hungary; Lund, Sweden; Mannheim, Germany; Bordeaux, France; Buenos Aires, Argentina; Brno, Czech Republic. Queensland U of Technology will be the host in 2006 (July 2 - July 6).

Membership is open to all individuals and organizations wishing to advance the objectives of the association.

As a member you receive substantial discounts on publications, preferential rates at WACRA® sponsored meetings, and access to the *International Journal of Case Method Research & Application*. You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on an international scale.

WACRA 2005 Good-bye Brno, Olomouc, Lednice, Mikulov, Cejkovice...

By Renata Kučerová*

After an absence of twelve years, the WACRA Conference returned to the small country in the middle of Europe – the Czech Republic. At the time of the first WACRA event, the country was still Czechoslovakia. In 1993 the conference took place in Bratislava, the capital of (what is now) Slovakia.

This summer, participants from a variety of countries came together to Brno, the second largest city in the Czech Republic and the metropolis of Moravia.

The enthusiasm of participants, spouses and partners was infectious and very much apparent already during the optional pre-conference excursion on the day before the conference. The Czech Republic is a beer country. That is why this pre-conference excursion took place, where else, than in the Brewery 'Cerná Hora'.

In operation for five centuries, the brewery Cerná Hora is one of the last functioning breweries in Moravia and Bohemia. It has preserved its original design, as built by its founders almost 500 years ago. From feudal times until the end of the 19th century, the brewery was owned and managed by the owners of the property and the mansion. In 1896, the brewery was

transformed into a peasant joint - stock company which ran the brewery until nationalization.

During a tour, participants saw a historic plant facility with modern equipment. They learned about the history of the brewery and the production

comparing Czech and British Ways of Doing Things: "A British-Czech Experience".

On Monday and also on Tuesday morning, during the concurrent sessions, all participants – professors, doctors, and assistants - worked hard.

That is why for Tuesday afternoon the organizers had prepared a special cultural-educational highlight - an excursion to Lednice Castle, Mikulov and Cejkovice.

Participants traveled in three motor coaches through the vineyard-covered countryside of South Moravia to one of the most important historical areas of Central Europe, known also for its natural beauty and the arts. South Moravia is the renowned wine and folklore region of the Czech Republic.

In this unique region of natural beauty, fairy-tale chateaus, ancient castles, excellent wine and hospitable people, one can discover the real heart of Europe.

The warmest part of the Czech Republic, this region rightly deserves the title Garden of Europe. There is, in fact, no other place in the world which has two reserves of world importance lying next to each other: Pálava UNESCO Biosphere Reserve and the Lednice-Valtice Area. And to those who thought it might not be enough, the conference organizers added a visit to the charming, historic town of Mikulov.

Bad weather (rain, rain and cold), which accompanied the group during the visit to Mikulov, did not dampen the good mood everybody was in. It only increased the expectations of all participants for the Templar Wine Cellars of Cejkovice (traditional wine grower and wine maker), the site of the spectacular dinner and entertainment.

The history of the Templar Wine Cellars of Cejkovice is associated with the arrival of a mysterious clan of the



of beer and malt. The tour was followed by dinner and beer sampling (tasting) in the brasserie named the 'Confessional of Father Ševčík'. In the 'confessional' participants, spouses and partners were served kinds of beer and lemonades produced in the brewery. However, the event was not limited to entertainment. Before dinner, the case study 'Brewery Cerná hora at Crossroads' had to be discussed. The manager of Cerná hora conveyed his regrets of not being able to greet delegates because of a double booking. He was attending his own wedding next door.

Conference host, Professor Ing. Martin Janku, CSc., vice rector of Mendel University Brno, opened the conference and welcomed delegates to the 22nd International WACRA Conference. Dr. Ian Patrick Cowley, a British University professor, now at Mendel University, gave a humor-ous address



© Atika Č. Budejovice

...continued from page 6

Good-bye Brno...

Templar Knights which came to Cejkovice in the 13th Century. A new era of wine making began when the first wine cooperative was formed in 1936. In 1992, the Templar Wine Cellars of Cejkovice became the thriving successor of this co-op. Even today, wine is stored in the Templar wine cellars. More than 500 thousand liters of wine, in oak and barrique barrels, and in bottles are stored. An additional 300 million liters of wine are located in industrial buildings above the cellars.



Cejkovice

The excellent dinner was followed by

wine-tasting and an exciting tour narrated by the very special guide', Professor Petr Prochazka, who usually

can be seen teaching classes at Mendel University. Almost everybody bought souvenirs and presents – bottles of excellent wine from the old Wine Cellars. A folkloric group, in traditional costumes, led the singing and dancing until it was time to return to Brno for the Wednesday morning sessions...

And what for the end? Preparing and organizing the 22nd International WACRA Conference was hard work! But we, the host, enjoyed the experience. We visited many interesting places, we met many



Encore?!



CASE WRITING IN ACTION

*A one day conference/workshop for new and veteran case-writers
including optional case presentations and critiques*

Friday, October 13, 2006

Babson College, Wellesley, MA, U.S.A.

This intensive hands-on **Case Writing in ACTION** conference and workshop is devoted to exploring the underlying dynamics of the case method and to empowering participants to write “cases” that act as catalysts for rich and dynamic collaborative classroom discussions.

Learning by the case method has enjoyed increasing acceptance, not only by business schools, but also across disciplines. It adds a dimension to the learning process that instills the confidence and experience students require to learn how to learn, to be creative, and to make appropriate decisions in whatever fields they pursue. For faculty authors, it instills an intimacy with the curriculum, creates teaching materials that are closely aligned with teaching objectives, and brings real-world experience into the classroom. Cases are the lightning rods and the catalysts for such experiential learning and cannot be divorced from the entire process.

Case Writing in ACTION is designed to be a free-flowing experience in itself. Through a series of interactive exercises, case discussions, small group breakouts, and presentations of participants’ cases, attendees will gain a fresh perspective on developing cases for virtually any discipline delivered through different media including on-line learning environments. In addition, sessions will be held on structuring the case; story telling, case publishing, creating a compelling instructor’s manual, and acceptance of case development as research.

Why Write Cases? What Makes a Good Case?

Choosing a Case to Write.

The Instructor’s Manual.

Conducting Field Research. Structuring the Case.

Writing Exercise and Group Critique.

Publishing, Permissions and Disguises. Support from Peers and Associations.

This event is designed for new and veteran case-writers and for teachers from virtually every discipline. It will be fun, inspirational, instructive, and provocative. Its action orientation will provide a platform for taking participants’ to a new level. Attendance is limited, and the price is \$295 per person. Participants will receive a faculty development certificate at the conclusion of this workshop.

Guidelines for Case Submissions

Participants are encouraged to present case ideas to peers at the workshop for group critique and guidance. Participants are invited to submit abstracts of their cases and research plans as Microsoft Word email attachments to.... Submissions will be reviewed and, if accepted, distributed to other participants prior to the conference. The submissions should be no longer than two pages double-spaced.

Faculty

Hans Klein. Hans is President and Executive Director of The World Association for Case Method Research and Application. He has edited 30 books on interactive, case-method based teaching and learning. He is editor-in-chief of IJCRA, The International Journal of Case Method Research & Application. Education: Banking Institute Munich, Germany, D.B.A. University of Kentucky, C.M.A. He has and is conducting conferences, seminars and workshops in many Western and Central European countries, South America and in the U.S.A. and speaks frequently at international conferences.

John Seeger. John is a past president of the North American Case Research Association (NACRA) and was editor of the Case Research Journal from 1992 through 1995. He is a Fellow of CASE, the Eastern Case Writers Association, and a member of six other case organizations. He originated the “Case Critique Colloquium” format for review and development of new cases at professional meetings, and serves as a regular panelist in Colloquia at the Academy of Management, the Eastern Academy, and the Northeast Decision Sciences Institute.

David Wylie. David is executive in residence at Babson College and the director of Babson College Case Publishing. He has written over 60 cases at Babson, IMD, at the Harvard Business School, and for a number of corporate clients. He received his BA and MBA from Harvard. He has delivered workshops and seminars on case writing to over 1,000 faculty in seven countries and is a frequent speaker at association meetings and conferences. He was elected to the board of directors of NACRA in 2001 and sits on the editorial board of the Case Research Journal, the Journal of Asian Management Cases, and the International Journal of Case Method Research & Application.

**Sponsored by Babson College, Bentley College, The European Case Clearing House and
WACRA - World Association for Case Method Research and Application**

Sunday, July 2, 2006 from 9.30 - 15.30 WICS

Innovative, interactive Teaching - Learning Workshop

Seán F. O Connor and John Findlay*

Learning Pathways – A Meeting of New and Old:

New technology, enduring questions, future resolution.... WHY? The world is now changing so fast that most citizens of the future will need to be active creators of their own new knowledge rather than passive users of prior knowledge, a learning transformation which commands “instructional-teaching” change and the evolution of a new learning culture.)

...and so “**Learning Pathways – A Meeting of New and Old**” - *An Instant Conversation and Analysis between a large Boxed Screen, Individuals, and Groups in which Medium and Message interact in a meaning making exploration of participant’s understanding of learning and related behavioral and motivational principles.... using the mediating potential of KCT-Zing Technology.*

Imagine a room or a set of rooms where all ideas are thrown up on a common screen, anonymously (by consent) or with acknowledged authorship. An open conversation begins using an initial set of guiding questions which involve every participant without exception exploring significant issues... and in which a democracy of thought evolves empowering all, creating community, and adding to the specified knowledge set.

The Workshop conducted by Sean O Connor and John Findlay has three objectives:

1. To demonstrate with active participation a KCT Zing program, [**“Learning Pathways: How Do Individuals Learn?”**] which will explore the participants’ evolving understanding of learning.
2. To interactively analyze the modeled KCT – Zing process using learning, behavioral, and motivational principles. The learning pathways in the KCT process ‘uncovered’ will include the use and understanding of operant conditioning, cognitive processing, observational and transfer learning principles.
3. To examine the evolving use of language by the facilitator and its epistemological implications in the *learning transformation* that occurs using this particular technology.

The Workshop will have three phases:

DEMONSTRATION. Attendees will actively participate in KCT-Zing exploration of the topic, “Learning Pathways: How Do Individuals Learn?” Participants will be assigned in teams to computer keyboards.

COLLABORATIVE ANALYSIS. Examination of the KCT process and program using learning, behavioral, motivational and instructional culture principles.

SUMMARY AND RESOLUTION. Personal and group summary-reflection on process and learning culture implications using Zing technology.

John	Bill	Jane	Ali
	My clone would be born after I died so I would continue to live forever, at least in theory		It would be fun to have a twin
Ky	Arthur	Samantha	Willie
	Some clones would be	I am a happy person and my clones would bring joy to the world	
Rachel	Simone	Mary	
great world leaders and artists so each generation could benefit from their ability			You would never have d

Seán F. O Connor Ph.D
 Professor and Chair
 Department of Education
 Washington College
 Chestertown, Md. 21620
 U.S.A.
 410 778 7880 W
 410 810 7160 F
soconnor2@washcoll.edu

John Findlay
 ZingTechnologies Pty. Ltd.
 Sydney Australia
 www.knowledge
 creationpress.com
www.anyzing.com
 Tel: 61-(0)2-9209-4120
 Mob: 61-(0)41-476-1246
findlay@anyzing.com

CALL FOR PAPERS:**"Interactive Learning: The Next Generation"**

**Queensland University of Technology
Brisbane, Australia July 2-6, 2006**

23rd International Conference on Case Method Research & Application, Case Writing, Other Interactive Methods

The case method can play an important role in solving problems and in teaching problem-solving, as well as in initiating and managing change. Thus this conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. WACRA conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners.

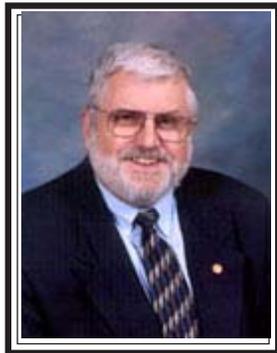
Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages), or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from the **WACRA** web site www.wacra.org. *The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.*

*Receipt of all proposals/papers will be acknowledged and the results of the review will be send by way of e-mail. **All proposals and papers are due on or before January 15, 2006. Completed papers received prior to March 31, 2006 will be considered for publication in the International Journal of Case Method Research and Application. For further details visit the WACRA web site.***



For Case Writers - and Prospective Case Writers

Fifteenth Annual International Casewriters' Workshop & Casewriters' Colloquium



Jim Camerius

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2006 (July 2 - 6) in *Brisbane, Australia* will feature the Fifteenth International WACRA® Casewriters' workshop and Casewriters' Colloquium. Case writers - and prospective case writers are invited to participate and to submit cases and/or contribute to the interactive sessions at Mendel University.

Casewriters' Colloquium: Cases, including teaching notes (TN) are submitted to the Colloquium Director for a double blind peer review for acceptance. Accepted cases are sent in advance to a panel of expert case writers, case book authors, and all other participants who signed up for the colloquium. Each case is discussed by the panel and other participants. You will see the case editing and improvement process developed and you will assist in perfecting the refereed cases presented. The format is interactive and lively; everyone's contribution is welcome and solicited, regardless of previous experience. This year, cases are solicited from all business disciplines, education, medical education, law, social work and other disciplines which use case discussion.

Casewriters' Workshop: This activity is primarily for casewriters with some research experience. This workshop follows a format similar to the colloquium, except that other casewriters whose cases are being presented are the expert panel.

Submission: Submit four copies of your case before January 15, 2006. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review the authors' names should appear on a cover page only. From outside the U.S.A. please use airmail or email (Word documents). Authors should note that colloquium and workshop are pre-conference activities (Sunday) and have separate registration

Requirements: Cases which still need improvement are solicited. Cases should describe real organizations and may be disguised. The author's analysis belongs in the TN which provides users with a brief case description, suggested course application, teaching objectives, teaching questions and answers. A discussion section is helpful and may include an extended analysis. Case outcomes may also be included. To obtain an information packet and other details please contact:

Dr. James W. Camerius, WACRA® Case Colloquium Director
Walker L. Cisler College of Business, Northern Michigan University MARQUETTE, MI 49855-5353 U.S.A.
 Tel.: +906-227-1245; Fax: +906-227-2930 email: jcameriu@nmu.edu

Teaching, Culture and Diversity

Join The Thirteenth Cross National Teaching Forum

On Sunday, July 2, 2006, as part of the WACRA® Interactive Case Sessions - panel sessions will be held to discuss issues pertaining to teaching across cultures. There will be five panels representing different regions of the world: Western Europe, Central and Eastern Europe, The Middle East, Africa, Asia, Australia, and Latin, Central and North America. If you have had experience teaching or training in another part of the world, you may want to join one of our panels. If you think you might be or would like to teach in another part of the world, you may want to meet others who have done so. We promise a lively presentation and discussion: The topics selected for discussion are:

- . Adapting the Case Method to different Cultures. Evaluating Student Performance
 - . Cross Cultural Differences in Developing Collaborative Teaching Strategies
- If you are interested in being on the panel and or be the organizer of a region , please contact

Session Coordinator/Review Chair (Latin, Central and North America):

Dr. Amelia Klein, Wheelock College, Boston, MA, U.S.A., Email aklein@wheelock.edu Tel. +617-734-5200

Western Europe

Dr. Lars Bengtsson, Lund University, LUND, SWEDEN, Tel. +46-46-222-46-48 Fax +46-46-222-42-37 Lars.Bengtsson@fek.lu.se

Central and Eastern Europe:

Dr. Pavel Zufan, Mendel University, Brno, Czech Republic, Tel +420-54-3 2023 Email: zufan@mendelu.cz

Africa, Middle East, Asia, :

Dr. Ricardo Hernández, Univ. of Extremadura, CÁ CERES, SPAIN, Email: ricardoh@arrakis.es Tel. +34-927-25-74-80x7931

Dr. Achmed Maher, Kuwait University, Safat, Kuwait, Tel. +965-484-6843, Email maher@cas.kuniv.edu.kw

Australia

Dr. Charles Patti, Queensland University of Technology, Tel. +61-7-3864-2972 Email c.patti@qut.edu.au

Preliminary Program W A C R A® 2006

"Interactive Learning: The Next Generation"

Case Teaching & Writing, Continuing Education & Distance Learning
hosted by **Queensland University of Technology, Brisbane, Australia**

(international airports: Brisbane, Sydney and Melbourne)

Saturday, July 1, 2006**Pre-Conference Activities**

10.00 - 13.30 Executive and Advisory Boards meet. Followed by lunch.
14.00 - 20.30 Optional Live Case Study Tour to Old Rum Distillery at Beenleigh (45km from Brisbane), followed by dinner at Kapsali at the river at Southbank in Brisbane

Sunday, July 2, 2006

09.00 - 15.30 WICS - WACRA Interactive Case Sessions - including lunch (Separate Registration)

Conference Activities

16.00 - 17.30 Registration at conference hotel
19.00 - 21.00 Welcome reception and dinner at Old Government House, QUT Gardens Point Campus

Monday, July 3, 2006

09.00 - Late registration
10.00 - 11.30 Opening Plenary Session
11.30 - 12.00 Concurrent Sessions, Panels and Workshops
13.00 - 17.00 Concurrent Sessions, Panels and Workshops
19.00 Gala Dinner and Awards at the *Regatta Hotel* on the River at *Toowong*

Tuesday, July 4, 2006

09.00 Plenary Session
11.00 - 12.00 Concurrent Sessions, Panels and Workshops
13.15 - 23.00 Excursion, including Dinner. See details on previous pages in this NEWSletter

Wednesday, July 5, 2006

09.00 - Plenary Session
12.00 Concurrent Sessions, Panels and Workshops
14.00 - 16.00 Concurrent Sessions, Panels, Workshops and Concluding Session
Conference adjourns

Post Conference Activities

19.30- Optional - Dinner (details to be announced soon on www.wacra.org)

Cultural/Educational Pre/Post Conference Touring

Australia offers a large variety of very attractive destinations for first time and repeat visitors, e.g., Sydney, Melbourne, Adelaide, Great Barrier Reef, Darwin., Outback country, to name just a few. Visiting most of the sites requires travel by airplane. Qantas offers special packages which include travel from the US and many countries around the world to Brisbane, Sydney or Melbourne and the option to choose 1-3 Aussie AirPass cities to visit (or more for \$100 each). For assistance in structuring your individual 'Visit Australia' program before or after the WACRA conference in Brisbane, contact Qantas at www.qantas.com.au or ask your travel agent.

ACT - WACRA®

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**
Tel. +781-444-8982 Email: wacra@rcn.com Fax: +781-444-1548
North Carolina Conference Office (Denise Smith):
4340-2A River Birch Loop **GREENSBORO, N.C. 27409-8014 U.S.A.**
Tel. +336-218-0090 Email: smithdmwacra@triad.rr.com

Please post or share this invitation with colleagues!

CALL FOR PAPERS:

**"CREATIVE TEACHING"
Lucca, Italy
JANUARY 3 - 6, 2007**

This conference provides opportunities for participants to learn from and to share with experts and colleagues innovative creative teaching approaches and methods. The emphases are on "Teaching and Learning" through interactive workshops and by sharing of research and teaching/training applications. The methods discussed and presented include the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research/teaching partnerships. ACT and WACRA® conferences are interdisciplinary, multinational forums for scholars in the disciplines and professional fields such as business, education, engineering, law, medicine, public policy, social work and practitioners in business and industry, education and government.

Papers are solicited that report on Creative Teaching practices and proposals. Priority will be given to papers that are innovative, interdisciplinary, and/or international. Papers reporting the application of creative teaching and learning in university and professional training programs in diverse settings and papers on the evaluation of such methods and its related forms for teaching and learning are encouraged.

Proposals and papers will be evaluated through a blind peer review process on the basis of (a) originality; (b) the appropriateness of the topic for an interdisciplinary audience; (c) the technical adequacy of the inquiry; and (d) the contribution to the understanding of teaching/learning issues.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages) or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from our website below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.

Receipt of your proposal/paper will be acknowledged and the results of the review will be sent by way of e-mail. **All proposals and papers are due on or before November 8, 2006. Completed papers received prior to December 31, 2006** will be considered for publication in IJCRA, The International Journal of Case Method Research & Application. **Conference registrations are due on or before November 15, 2006.** For further details visit our web site or contact us directly.

ACT - WACRA®

**THE ACADEMY FOR CREATIVE TEACHING and
THE WORLD ASSOCIATION FOR
CASE METHOD RESEARCH & APPLICATION**

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**
Tel. +781-444-8982 Email: wacra@rcn.com Fax: +781-444-1548

www.wacra.org

North Carolina Conference Office (Denise Smith):
4340-2A River Birch Loop **GREENSBORO, N.C. 27409-8014 U.S.A.**
Tel. +336-218-0090 Email: smithdmwacra@triad.rr.com

Please post or share this invitation with colleagues!

Calendar of Events*** October 7, 2005**

WACRA-ECCH Case Writing Workshop at Babson www.wacra.org

*** November 8, 2005**

Submit papers/proposals for 'Creative Teaching' Conf. Jan. 3-6, 2006 in Bolzano, Italy (South Tyrol)

*** November 14, 2005**

Register for "Creative Teaching" Conference, Jan. 3-6, 2006

*** December 2005**

Renew WACRA® membership - includes access to IJCRA

*** January 3-6, 2006** "Creative Teaching" Conference In Bolzano, Italy (fly to Munich, Innsbruck, Milan or Venice plus train).

*** January 15, 2006**

Submit papers & cases for WACRA® 2005 in Brisbane, Australia

*** March 3, 2006**

Early Registration 2006 Post conference tour - for details visit the WACRA web site www.wacra.org

*** March 25, 2006**

Register for WACRA® 2006

*** July 2 - 6 2006 WACRA®2006** at Queensland University of Technology, Brisbane, Australia

W A C R A ®

N E W S

Editor Hans E. Klein
Associate Editor Joëlle Piffault
Production Mgr. Denise M. Smith

WACRA@NEWS is published bi-annually and distributed worldwide in the Fall and the Spring by WACRA®, Inc. Wordperfect 10 is used for text, PageMaker 6.5 for layout and desktop publishing. The Newsletter is composed on a DeskJet. If you would like to comment on or contribute to the newsletter, please contact:

WACRA®

23 Mackintosh Ave
NEEDHAM (BOSTON) MA 02492 U.S.A.
Tel. +781-444-8982
Fax: +781-444-1548
Email: wacra@rcn.com

SOLICITUD DE ARTICULOS

*Investigación y Aplicación - Redacción de Casos y Educación a Distancia
XXIII Congreso Internacional*

QUEENSLAND UNIVERSITY OF TECHNOLOGY

Brisbane, Australia

Julio 2 - 6, 2006

Aprendizaje Interactivo: La Próxima Generación

Con casos, Multimedia, Simulaciones y Otros Métodos Interactivos

El Método de Casos puede desempeñar un papel importante cuando se trata de resolver problemas y enseñar a resolverlos; así como cuando se trata de emprender y administrar cambios. Por lo tanto, este Congreso ofrece a los participantes la posibilidad de aprender aún más sobre pedagogía, utilizando este método y otros métodos de enseñanza relacionados, en diferentes situaciones educativas. Los participantes tendrán una gran oportunidad de conocer a colegas de otros rincones del mundo, con quienes podrán desarrollar grupos de investigación y de enseñanza. Los congresos de **WACRA** son foros interdisciplinarios y multinacionales para académicos de todas las disciplinas y de todos los sectores profesionales, incluidos la administración de negocios, la comunicación, la educación, la ingeniería, la historia, el derecho, la medicina, la psicología, la administración pública, el trabajo social y para los profesionales dedicados a los negocios y a la industria, a la educación y al gobierno.

Se solicitan artículos que analicen tanto la teoría como la práctica, mediante el uso de casos, simulaciones, videos y otros métodos de educación relacionados con la solución de problemas, la administración del cambio y la innovación. Se dará prioridad a los artículos interdisciplinarios, internacionales y/o comparativos. Se favorecerán artículos que discutan y sitúen la aplicación de casos en la universidad y en los programas de formación profesional en distintos contextos, y artículos que evalúen el Método de Casos. También se aceptarán artículos que traten sobre los desafíos (y soluciones sugeridas) que enfrentan los hombres de negocios y aquellos artículos sobre redacción de casos y el desarrollo de casos reales en situaciones complejas (por ejemplo, casos interculturales). Aunque el enfoque de los congresos de **WACRA** es el Método de Casos y el uso de este método como una herramienta de enseñanza para la solución de problemas, consideraremos artículos académicos que desarrollen el uso de este método en el campo de la investigación. **WACRA** está particularmente interesada en artículos académicos que amplíen nuestro conocimiento y colaboración entre las distintas disciplinas y los miembros internacionales. Se reconocerá la presentación más innovadora y el artículo más relevante.

Los proyectos presentados deben incluir: (1) la portada con las siguientes informaciones sobre el o los autores: título, nombre, institución, dirección, números de teléfono y fax, e-mail; (2) un resumen del proyecto (que no exceda las 4 páginas) o el artículo terminado (no excediendo las 12 páginas o 15 páginas incluyendo anexos y referencias). Descargue las guías de preparación de trabajos aquí. El resumen debe indicar, claramente, los objetivos, la estructura, la naturaleza del proyecto y debe responder a los criterios mencionados más arriba. El nombre del autor o autores no debe figurar en el resumen para proteger el sistema de evaluación anónima de los diferentes proyectos.

Se notificará por e-mail la recepción de los trabajos así como el resultado de la revisión. **Todas las propuestas y artículos se recibirán hasta el 15 de enero de 2006.** Los trabajos completos recibidos **hasta el 15 de Marzo de 2006** serán considerados para su publicación en 'International Journal for Case Method Research & Application'. Idiomas: Inglés, Francés, Español. Para mayores detalles visite la página web de **WACRA** o contáctese directamente con nosotros.

W A C R A ®

WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**

Tel. +781-444-8982 wacra@msn.com wacra@rcn.com Fax: +781-444-1548

website www.wacra.org

Conference Office: Tel. +336-218-0090 (Denise Smith) Fax +336-292-3635

4340-2A River Birch Loop, **GREENSBORO, NC 27409-8014 U.S.A.**

smithdmwacra@triad.rr.com

¡Le agradecemos que anuncie o comparta esta invitación con sus colegas!

