

# W A C R A<sup>®</sup>

## N E W S

Vol. XXINo.2

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### WACRA 2011 in Dublin, Ireland

**From the Executive Board**

The Board is delighted to announce that the 28th International Conference on Case Method Research & Application will held in Dublin, Ireland from June 26-29, 2011. The WACRA staff is preparing an exciting academic program and a cultural, educational and immersion experience for all participants. For the preliminary conference program refer to the details in this NEWSletter. A cultural-educational four day post-conference tour will take participants from Dublin to the Athlone, the

heartland of Ireland. The tour includes Galway and the spectacular Cliffs of Moher and Limerick. Details will be posted on www.wacra.org as they become available. Early registration on March 1, 2011 is required. Seating is limited.

**WACRA 2011** will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The conference

*..continued to page 2*



*Welcome to Ireland - Fáilte Ireland [pronounced "fall-sha"]*

### This Issue:

|                          |           |
|--------------------------|-----------|
| Calendar of Events ..... | 13        |
| Call f. Papers .....     | 8-10 & 13 |
| Poverty & Education..... | 9         |

|                                |    |
|--------------------------------|----|
| Case Writers' Colloquium ..... | 11 |
| Ireland Program .....          | 12 |
| Programma Preliminar .....     | 14 |
| .....                          | 15 |
| Welcome to Ireland .....       | 3  |

...continued from page 1

theme for WACRA 2011 is "**The Case Method: Tell It Like It Is!**" Tied to this theme are WACRA initiatives: 1. Poverty and Education (details on pages 10 and 11) and 2. "Teaching, Culture and Diversity" (page 6). 3. Special interest tracks for deans and university administrators 4. The highly regarded case writers colloquium for novices and accomplished writers. WACRA® 2011 will advance the use of the case method and other interactive learning and teaching methods, create 'user friendly' forums for the exchange of ideas, 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

### From the Executive Board

initiatives to complement the highly successful pre-conference WACRA® **I**nteractive **C**ase **S**essions (WICS). The conference languages for WACRA 2011 is English. Tracks in Spanish and in French will be added if needed. We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, Spanish, French) to address the conference theme: "**The Case Method: Tell It Like It Is!**". Manuscript preparation guidelines and writing tips can be found on the WACRA web site [www.wacra.org](http://www.wacra.org).

Submission deadline for WACRA 2011 is January 15, 2011. Join colleagues from around the world in Dublin for another *expérience stimulante et enrichissante*. Papers accepted for WACRA and ACT conferences will be considered for

publication in the **double blind refereed International Journal of Case Method Research & Application**. Renew your membership or become a member and receive access to the Journal. *IJCRA* is listed in the **11th Edition of Cabell's Directory of Publishing Opportunities in Management**. - The **WACRA Publication Partnership Project (W3P)** - refer to page 8 - responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for *IJCRA* publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary co-authors (individuals willing to work with and support lead authors) can find each other. For details refer to page 4. Hans E. Klein

## Remembering Keith Martin



With sadness and sorrow, we report the death of WACRA Executive Board Member, Dr. Keith R. Martin. When Keith died on August 31, 2011 after a long battle with cancer, WACRA members, case writers and teachers lost an ardent and well known Case Method educator. Keith was a strong supporter of WACRA and was always ready to offer his advice and his assistance. Throughout his association with WACRA, he built close and trusting working relationships with colleagues around the world. We relied on him as Professional Accountant, as Professor, as Dean, as Member of the WACRA Executive Board Member and as friend. He is leaving behind a lasting legacy in case method based management education.

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## WACRA 2011 Meets In Ireland

**The island of Ireland** - Perched on the northwest tip of Europe, this is the one place in the world where even time getting lost will be worthwhile... With ancient myths and legends to uncover, amazing landscapes to explore and locals who will be more than happy to reveal hidden gems, just go where the island of Ireland takes you. Guaranteed, you'll return home with memories that will last a lifetime.

Did you know? Legend has it the Giant's Causeway is the work of giant Finn MacCool who made it as a pathway to Scotland, where a rival giant lived

**Ireland's landscapes** - With bizarre lunar landscapes, the mighty Atlantic Ocean, labyrinthine caves and crystal clear waterways, Ireland's diverse landscapes will take your breath away. The coastal beauty is the stuff of legends, with shorelines trimmed by golden sands and rocky outcrops. Inland, the lakelands and rural idylls are equally as varied as they are tranquil. You see, it's not just green on the island, it's much, much more than that...

Ireland may be known as the land that boasts 40 shades of green, but not all natural attractions shimmer a shade of emerald. **The Burren** was formed around 340 million years ago at the bottom of a sea, and is an extraordinary region stretching from north Clare to south Galway. Arrestingly dramatic in appearance, the Burren's unique landscape includes miles of limestone layers cut through by meandering streams, labyrinthine caves and unexpected lakes, a phenomenally rich cultural heritage, including over 70% of Ireland's native flora. It is also home to more than 500 ring forts and over 80 Neolithic tombs.

The bizarre lunar landscape of the Giant's Causeway may have been caused by volcanic eruptions and cooling lava, but legend tells a different story. The Causeway (A UNESCO World Heritage Site) is a mesmerizing collection of tightly packed basalt columns that run from the cliffs of the Antrim Plateau right down to the sea. Similar

stones on the island of Staffa in the Scottish Hebrides led the ancients to believe that it was the work of giant Finn MacCool who built County Antrim's Causeway as a pathway to Scotland, where a rival giant lived.

Ireland enjoys over 1,448km of spectacular

slopes of the Cuilcagh Mountains in County Cavan to Loop Head in County Clare, where it meets the Atlantic. Rich in glorious scenery, filled with prolific wildlife, and dotted with pretty villages, the Shannon Erne Waterway is the longest navigable waterway in Europe, and is a paradise for nature lovers, boating enthusiasts and those who prefer the quiet life.

Isolated and remote, Ireland's islands resound with mythical beauty and are excellent hideaways for those after a holiday away from it all. Many of Ireland's islands didn't have electricity until the 1970s and a more traditional ethos endures amongst the islanders. For a real break away from it all, try Coney Island, Tory Island, Clare Island, Rathlin and the fabled Aran Islands.

Did you know? The Irish diaspora is thought to contain over 80 million people scattered all over the globe.

**History and heritage** - The island of Ireland's history dates back as far as 6000BC! The past has truly paved the way for the island's buoyant present and future. And a lot has happened in between! From invasions by Neolithic tribes and **St Patrick** spreading Christianity to the great diaspora ensuring Ireland's heritage has spread across the globe, the past has truly paved the way for an optimistic and buoyant future...

Did you know? Ireland is thought to have been inhabited from around 6000BC by people of a mid-Stone Age culture. And about 4,000 years later, tribes from Southern Europe arrived and established a high Neolithic culture. The best-known Neolithic sites in Ireland are the megalithic passage tombs of Newgrange and Knowth in County Meath. Both were built around 3200BC, making them older than Stonehenge in England, and the Pyramids of Giza in Egypt.

Ireland's famous patron saint didn't actually come from Ireland. Saint Patrick was taken prisoner from his family home in Britain by Irish raiders and was brought to Ireland to work as a shepherd. After Patrick escaped back to Britain, he had a vision

...continued to page 4



coastline, surrounded by the mighty Atlantic on the west and the Irish Sea on the east. As well as towering cliffs, clear fresh waters, pristine sandy beaches, and an abundance of opportunities for the watersports enthusiast, the coastline enjoys lively fishing villages with some of the best seafood in the world. Check out Kinsale in County Cork, Dingle in County Kerry, Dunmore East in County Waterford, Roundstone in County Galway, Cushendun in County Antrim and Kilcar in County Donegal.

At 344km in length, the **River Shannon** is the longest river in Ireland and one of the finest in Europe. Winding through an area of outstanding natural beauty, this unspoilt waterway flows from the Shannon Pot on the

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from God telling him to return to Ireland as a missionary. Now credited with introducing Christianity to Ireland, relics of St Patrick's time here can be seen all over Ireland. One



Dromoland Castle (Courtesy Irish Tourist Board)

of the best known is Croagh Patrick in County Mayo, where Patrick fasted for 40 days in 441AD. Today, pilgrims climb the mountain every year on the last Sunday in July. Saint Patrick's remains are believed to be buried in the grounds of Downpatrick Cathedral, County Down.

The Vikings first launched their attack on Ireland in 795AD. And in 837AD, 60 Viking Dragon warships appeared at the mouth of the River Liffey. Five years later, Dublin was taken under force, but the Vikings were attacked by the local Irish and fled. They returned 17 years later under Olaf the White and made a permanent settlement at Dyflinn (later to be Dublin). The Kings Palace stood on the present Dublin Castle site and part of the towns defenses can still be seen at the Undercroft in Dublin Castle.

The latter half of the 19th century was a period of tragedy in Irish history.

Ireland was struck by the Great Famine caused by a potato blight that struck crops over a four-year period from 1845-49. Over a million of the population died from starvation, with many more falling prey to diseases such as typhus. Over two million people emigrated to countries including the United States, the United Kingdom, Canada and Australia, and from 1848-1950 over six million Irish fled the land. Now the Irish diaspora is thought to contain over 80

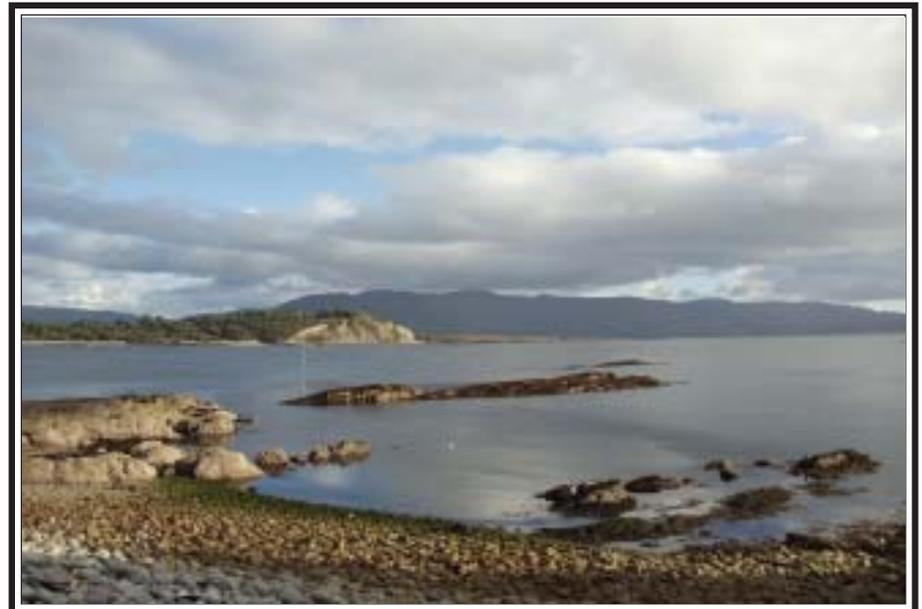
million people scattered all over the globe.

Modern Ireland now enjoys more immigration than emigration. Thanks in large part to the boom of the Celtic Tiger economy in the 1990s, the Ireland of the 21st century is a vibrant, culturally rich and

cherish every moment of your cultural discovery. A literary lot with a real passion for music, dance and, of course, conversation, if there's more than two people in a room, then there's more than enough to have a good time.

Did you know? The Irish love traditions. So much so, in fact, that the country is full of them – from eating colcannon (a mixture of cabbage and mashed potatoes) on Halloween to wearing something green on St. Patrick's Day. Two of the most enduring and internationally famed, however, are traditional music and Irish dancing. Northern Ireland also has its own unique Ulster-Scots culture, which is prevalent throughout the counties and is often expressed through music and dance. The Lambeg Drum, fiddle, fife and flute are just some of the melodic accompaniments to sessions of Highland Dancing, Scottish Country Dancing, Ulster-Scots Square and Country Dancing. And with Ulster-Square and Country Dancing. And with Ulster-Scots cultural events springing up all over the place, you can watch from the sidelines or give it a whirl yourself.

The pub lies at the heart of cultural, social and musical life in Ireland. Not just places to have a drink, in an Irish pub you can philosophize on the meaning of life, ruminate on global politics, listen to a poetry reading, tap your feet to a traditional session, feast on delicious food or just enjoy the quiet settling of a pint of Guinness in front of a crackling



Coastline [WACRA Staff Photo]

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fire. Sit at the bar if you fancy chatting to the locals, or hole yourself up in one of the old snugs – private little spaces, which were historically designed just for the ladies.

**The Irish love a good excuse for a party.** The country is legendary for its “craic”, and “fleadhs”, festivals and fairs are a massive part of cultural life whether it’s the gastronomic delights of the Kinsale Gourmet Festival or the high-brow Dublin Theater Festival. If you’re looking for something unique then head to the Lisdoonvarna Matchmaking Festival. It’s Europe’s biggest singles event. Puck Fair



Pub O'Neill's in Dublin

in Kerry, where a goat is crowned king, is well worth a trip, while the Ould Lammas Fair in North Antrim draws crowds from across the globe. The Irish like to think that Celtic blood flows through the veins of all the great and the good. Among those we are proud to call our own are John F. Kennedy, Davy Crockett, Gene Kelly, Grace Kelly and Ned Kelly, too. On St. Patrick’s Day, though, everyone’s Irish. So don your green and enjoy one of the many St. Patrick’s Day festivals around the world.

The Irish accent is famed the world over for its romantic and lyrical lilt, but it’s not until you actually get to Ireland that you realize how different the language around the country can be. To start with, in the Republic of Ireland (except for counties Monaghan and Donegal) Hiberno-English is spoken, while in Ulster the form of English is called mid-Ulster English. But the real key is the speed in which the words come out – so listen carefully!

“As a race, we’re proud of the Irish language”. So proud that the Community, Rural and Gaeltacht Minister passed regulations that decree only the Gaelic versions of place names and street signs are to be used in the Gaeltacht – any region

where the Irish language is officially the major language. Just be sure to bring a map with you when traveling. And to make things a little more interesting, in the North of Ireland, Ullans is spoken. This beautiful language is a unique form of Scots/Irish and is peculiar to the Ulster region.

#### Cities of Ireland

As well as being hip, vibrant and cosmopolitan, Ireland’s 11 urban hubs are perfectly formed – not too big to be overwhelming, and not so small that you can see it all in a day! From Belfast, Londonderry, Newry, Lisburn and Armagh, to Dublin, Galway, Cork, Kilkenny, Waterford and Limerick, every city in Ireland packs a punch with its own unique cultural flavors of Ireland.

**Did you know?** Ireland has two capital cities. The capital of the Republic of Ireland, **Dublin** is one of Europe’s coolest capital cities. The city pulsates with energy thanks to its excellent restaurants, chic boutiques, legendary pubs, beautiful art galleries, verdant urban parks, elegant architecture, fascinating and turbulent history, plus its unique scenic location perched at the edge of the Irish Sea. **Belfast**, the capital of Northern Ireland, meanwhile, is legendary for its excellent nightlife – this is one city that knows how to have a good time. But beyond the pubs, bars and nightclubs, Belfast is also one of Europe’s most exciting city break destinations with critically acclaimed restaurants, smart boutique hotels and top shopping.

History, heritage and gourmet food mark the three fascinating cities of the South and Southeast. Affectionately known as the “**People’s Republic of Cork**”, Ireland’s southern gem enjoys a vastly different flavor to Dublin. Cork is a free-spirited spot with a rich cultural heritage, reflected in its position as the 2005 European Capital of Culture. And with a top gourmet reputation, excellent shops, fabulous food markets and chic bars, the city is a winner for a city break. The heritage cities of **Kilkenny** and **Waterford** are also steeped in history: With a rich medieval flavor, a world-renowned comedy festival and seriously good pubs, Killenny City is definitely worth a trip; while the ancient Viking city of Waterford continues to wow the world with its incredible crystal, Light Opera Festival and delightful places to eat, drink and be merry.

The wild West’s two fabulous cities are brimming with atmosphere. **Galway** city is not only one of the prettiest in Ireland, it’s also one of the most social. With a laid-back boho vibe, and an utterly unique atmosphere, this urban beauty in the west of Ireland wins out with its combination of wonderful pubs, fabulous scenery, excellent festivals and fabulous seafood restaurants. The Vikings also had a hand in the heritage of Ireland’s third largest city, **Limerick**. As well as the city’s atmospheric medieval quarter, the wonderful King John’s Castle and the Limerick Museum, Limerick is also famous for the excellent Hunt Museum, home to Ireland’s largest private collection of art and antiquities.

Northern Ireland boasts four incredible cities outside of its capital, Belfast. You just have to take a trip to wonderful **Londonderry** and enjoy the unique atmosphere of the only completely walled city in the UK to understand its enduring appeal. From the award-winning Tower Museum to the excellent restaurants, lively pubs, great shops and scenic views across the River Foyle, Londonderry is simply breathtaking. **Armagh** is the ancient capital of Ulster and is also widely regarded as the City of St. Patrick, with heritage sites reflecting over 6,500 years of the island’s history. **Newry** has a distinguished history, with a fine selection of both civic and religious buildings. But the real joy of this city is how easy it is to work your way from urban delights to exhilarating outdoor activities nestled on the doorstep of the city limits. And **Lisburn**, the newest of them all, was awarded city status in celebration of the Queen’s Golden Jubilee in 2002. A picturesque city, it has a natural beauty thanks in no small way to the meandering Lagan Valley and its elegant heritage sights. [Courtesy: MeetinIreland].









WACRA Board Meeting

## Need Help Publishing Your Scholarly Work?

### WACRA Publication Partnership Project (W3P)

The International Journal of Case Research and Application (IJCRA) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally. The WACRA Publication Partnership Project responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCRA publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary co-authors (individuals willing to work with and support lead authors) can find each other.

To build the database, WACRA is asking lead authors and co-authors to submit the following:

**Lead authors:** Choose from your work an article that has IJCRA potential. This could be a case study under development, an article about innovation in teaching, etc. Submit a 1 - 2 page summary of the research to the WACRA database. The summary should include a section on each of the following: the purpose of the research, the methodology, the findings (if available), and the conclusions (if determined). Please also include your name, school and department affiliation, current email address, native language, and whether you prefer a co-author within your discipline. Lead authors are encouraged to post a representative example of their English-language usage. A lead author may also wish to upload a three minute video clip of himself in which he talks about: the topic of his research/case, the methodology, the findings, and the conclusions.

**Co-authors.** Submit a brief summary of the kinds of partners with whom you would like to collaborate. This may include colleagues in a specific discipline, colleagues who share a specific research focus, or colleagues from a specific region in the world. Co-authors should be willing to work with lead authors to put ideas into proper English, to help organize the paper according to accepted academic standards, and to help format the paper according to IJCRA guidelines. Please also include 1 – 2 pages from one of your published articles, a discussion of your own research and publication interests, and your name, school and department affiliation and current email address.

**Partnership.** Co-authors will contact lead authors with whom they are willing to work. Lead authors and co-authors will mutually decide if they want to form a partnership.

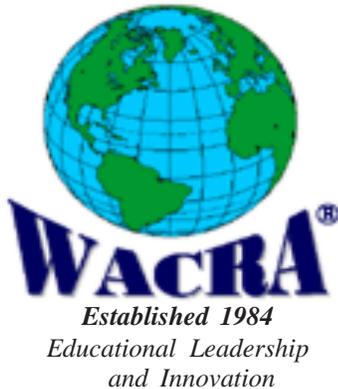
When you have formed a partnership, the lead author should inform WACRA so that the entry can be deleted from the database. W3P papers submitted to IJCRA will undergo the same rigorous, blind peer review as all other papers.

### 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; Brisbane, Australia; Guadalajara, Mexico; Edinburgh, Scotland, Vancouver, Canada and Barranquilla, Colombia.

WACRA 2011 is scheduled for Dublin, Ireland (June 26 - 29, 2011). 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 and meetings, and access to the *International Journal of Case Method Research & Application*. You have the opportunity for networking, consulting and to associate with professionals working with cases and interactive methods on an international scale.



## Call For Presentations & Proposals "POVERTY ALLEVIATION" TRACK

Concurrent Sessions, June 26 - 29, 2011

The 28<sup>th</sup> Annual Meeting of WACRA® in Dublin, Ireland, will provide to individuals interested in poverty alleviation a unique opportunity to

- Present their research on poverty
- Receive feedback on work-in-progress related to poverty
- Find research and writing partners who also share an interest in poverty
- Publish their poverty-related work in IJCRA - The International Journal of Case Method Research & Application.

Submit your ideas and proposals to Denise Smith: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com)

### Suggested Project Topics

Develop a teaching case that focuses on

- Culturally/regionally-specific causes of poverty*
- Issues of birth control, education and community development programs/practices*
- Nutritional and prenatal care of children*
- Success of a local organization (company, business, university, school, hospital) that adapted antipoverty measures*
- Rural micro-business project*
- Management of wealth for local governments*
- "Social entrepreneurs" working on improving living conditions for poor people*
- Antipoverty initiative in a developing country*
- Start-up of NGO's*
- "Socially responsible" businesses*

Develop a cross-disciplinary case

- Integrate perspectives from the field of business, teacher education, economics, health, medicine, agriculture, social work, international politics, or other interest groups*

Develop an educational model of "best practice" in teaching about poverty

- Service learning project*
- Training model for teachers with the objective of generating human capital that can successfully participate in the market and generate development conditions*
- Integrate principles, ethics, accountability related to poverty into business cases*
- Add a poverty component to development and evaluation of cases (e.g., "How does the solution affect poverty?")*

Develop a community-university partnership program

Develop a research project on educational initiatives to eradicate poverty

Develop a cross-disciplinary project

- Student-faculty-staff collaboration*
- Analyze and identify needs*
- Create strategies to address needs*

### ACT - WACRA®

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**Please post or share this invitation with colleagues!**

**CALL FOR PAPERS:*****“The Case Method - Tell It Like It Is!”******Dublin, Ireland, June 26 - 29, 2011*****28th 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 local and international challenges (and suggesting solutions) 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](http://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 sent by way of e-mail. **All proposals and papers are due on or before January 15, 2011. Completed papers received prior to March 31, 2011 will be considered for publication in the International Journal of Case Method Research and Application. For further details visit the WACRA web site.***

**Teaching, Culture and Diversity****Participate in The Seventeenth Cross National Teaching Forum**

We invite you to attend the seventeenth CROSS-NATIONAL TEACHING FORUM in Dublin, Ireland on **Sunday, June 26, 2011**. The traditional WACRA forum provides opportunities for conference delegates to discuss issues pertaining to teaching across cultures. Participants explore cultural differences, learn effective teaching strategies, broaden their global vision, and develop cultural “capital” through interactive exercises and dialog.

If you plan to teach in another part of the world, you may want to meet others who have done so. Distinguished delegates from different countries and regions of the world will share their perspectives and experiences. We promise a lively presentation and discussion. Join us and keep the momentum going!

Papers are not required, but accepted. Topics for discussion include: Adapting the Case Method to Teaching in Different Cultures; Evaluating Student Performance; Cross Cultural Differences in Developing Collaborative Teaching Strategies.



***“What matters in life is not what happens to you, but what you remember and how you remember it.”***

*~ Gabriel Garcia Marquez\**

*\*Colombian novelist and short-story writer, 1982 Nobel Prize for literature.*

## ***For Case Writers - and Prospective Case Writers*** ***Twentieth Annual International Casewriters' Workshop & Casewriters' Colloquium***

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2011 (June 26 - 29) in *Dublin, Ireland* will feature the Twentieth 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 in Dublin. **Casewriters' Colloquium:** Cases, including teaching notes (TN) are submitted to the Colloquium Directors 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 your case before January 15, 2011. 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. Send your cases by email in Word document format. Authors should note that colloquium and workshops (e.g., Teaching, Culture and Diversity Forum) 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:

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 North Carolina Conference Office (Denise Smith):  
 3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**  
 Tel. +336-404-6256 Email: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) Fax +336-307-3185

***Please post or share this invitation with colleagues!***

## ***Una Invitación a Participar! “Pobreza y Educación”***

WACRA – World Association for Case Method Research and Application, está buscando socios y participantes para una nueva iniciativa que explora el tema de la pobreza y su relación con los procesos interactivos de enseñanza y aprendizaje. WACRA es la única asociación profesional que promueve, a nivel mundial, la aplicación de la enseñanza de casos, redacción de casos y casos innovadores.

En nuestro XXIV Congreso Internacional, realizado en Guadalajara, WACRA comenzó a explorar el tema de la pobreza y su relación con la acción cívica y la enseñanza a nivel global. Estamos buscando individuos para unirse a nosotros en este esfuerzo.

- Si usted ya ha escrito un caso sobre pobreza, únase a nosotros!
- Si usted está pensando en escribir un caso sobre pobreza, únase a nosotros!
- Si usted ya está comprometido en actividades que alivien la pobreza, únase a nosotros!
- Si usted ha desarrollado enfoques innovadores e interactivos para enseñar sobre la pobreza, únase a nosotros!
- Si usted tiene experiencia afrontando el tema de la pobreza de una manera innovadora y creativa, únase a nosotros!
- Si usted quiere publicar, en nuestro IJCRA – *The International Journal of Case Method Research and Application* (publicación online, global y de doble revisión a ciegas- su beca relacionada con becas relacionadas a pobreza, únase a nosotros!
- Si usted tiene acceso a empresas trabajando en el alivio de la pobreza, únase a nosotros!
- Si usted desea participar de cualquiera de los temas anteriores, y quisiera participar de un panel especialmente dedicado al tema pobreza, únase a nosotros en nuestro próximo Congreso Internacional que se llevará a cabo en Dublin, Irlanda - junio 26 -29, 2011.
- Si usted tiene alguna pregunta acerca de WACRA y / o nuestra iniciativa sobre pobreza, por favor contáctenos:

**Amelia Klein**, Directora de Educación: [ameliaklein@rcn.com](mailto:ameliaklein@rcn.com) **Eduardo Rosker**, Director para América Latina: [erosker@gmail.com](mailto:erosker@gmail.com) **Al Rosenbloom**, Miembro del Board: [rosenbloom@xsu.edu](mailto:rosenbloom@xsu.edu) **Hans Klein**, Director Ejecutivo: [wacra@rcn.com](mailto:wacra@rcn.com)

## Preliminary Program W A C R A® 2011

**"The Case Method - Tell It Like It Is!"**

Case Teaching &amp; Writing, Continuing Education &amp; Distance Learning

**Dublin, Ireland**

International airports : Dublin (DUB) and Shannon (SNN), Ireland.

**Saturday, June 25, 2011****Pre-Conference Activities**

10.00-13.30 Executive and Advisory Boards meet. Followed by lunch (at Conference Hotel).  
 14.00-20.30 Optional afternoon activity.

**Sunday, June 26, 2011**

09.00- 13.30 WICS - WACRA Interactive Case Sessions - including lunch  
 Case Colloquium, International Teaching Forum (Separate Registration)

**Conference Activities**

18.00-19.00 Registration at Conference Hotel  
 19.00-21.00 Welcome reception and dinner at Conference Hotel

**Monday, June 27, 2011**

09.00-09.45 Late registration (all conference session take place at Conference Hotel)  
 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 Conference Hotel

**Tuesday, June 28, 2011**

09.00-10.30 Plenary Session  
 11.00-12.00 Concurrent Sessions, Panels and Workshops  
 13.15-23.00 Afternoon and evening free. Refer to suggested activities. Join interest group.

**Wednesday, June 29, 2011**

09.00-10.30 Plenary Session  
 11.00-12.00 Concurrent Sessions, Panels and Workshops  
 14.00-16.00 Concurrent Sessions, Panels, Workshops and Concluding Session  
 Conference adjourns

**Post Conference Activities**

19.30-21.30 Optional Dinner (details to be announced in Spring 2010 NEWSletter)

**Thursday, June 30-Sunday, July 3, 2011**

(dates are approximate, may change because of availability of facilities)

Post conference tour from Dublin to Athlone to Galway - Limerick. Details will be announced in Spring 2010 NEWSletter and on [www.wacra.org](http://www.wacra.org) Early registration - [March 1, 2011](http://www.wacra.org) - is required. Seating is limited.

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***Please post or share this invitation with colleagues!***

## SOLICITUD DE ARTÍCULOS

## ¡Método de casos: digalo como es!

*Investigación y Aplicación – Redacción de Casos, y Educación a Distancia*

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 2011.** Los trabajos completos recibidos **hasta el 31 de Marzo de 2011** 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.

[www.wacra.org](http://www.wacra.org)

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

## Calendar of Events

### \* December 2010

Renew WACRA® membership - includes access to IJCRA

### \* January 15, 2011

Submit papers & cases for WACRA® 2011, June 26-29, 2011 in Dublin, Ireland

### \* March 1, 2011

**Early Registration 2011 Post conference tour** - Dublin - Athlone - Galway, Cliffs of Moher - Limerick, return to home for Shannon (SNN) International Airport (15 minutes from Limerick. Logon to [www.wacra.org](http://www.wacra.org) for additional details as they become available.

### \* March 15, 2011

Register for WACRA® 2011 June 26-29, 2011, 28th International WACRA Conference in Dublin, Ireland.

\* **June 26 - 29, 2011** 28th International WACRA Conference in Dublin, Ireland.

## NEWS

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:

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## Programa Preliminar WACRA® 2011

**¡Método de casos: digalo como es!**

Enseñanza y Redacción de Casos, Educación Continua y Educación a Distancia

**Dublín, Irlanda, Junio 25 - 29, 2011**

Aeropuertos internacionales: Dublín (DUB) y Shannon (SNN) Irlanda

**Actividades Pre-Congreso****Sabado, Junio 25, 2011**

10.00-13.30 Reunión de Executive y Advisory Boards. A continuación almuerzo.  
14.00- Tiempo libre.

**Domingo, Junio 26, 2011**

09.00- 13.30 WICS - WACRA Interactive Case Sessions - incluye almuerzo (Inscripción Separada). Taller: La sección de casos \_Case Colloquium Ingles y Español); Taller: Foro de enseñanza internacional

**Actividades del Congreso**

18.00-19.00 Registración  
19.00-21.00 Recepción de Bienvenida y cena

**Lunes, Junio 27, 2011**

09.00-09.30 Inscripción tardía  
09.30-11.00 Sesión Sesión Plenaria de Apertura  
11.30-12.30 Sesiones, Paneles y Workshops Concurrentes  
13.30-17.00 Sesiones, Paneles y Workshops Concurrentes  
19.00 Cena de Gala y Premios

**Martes, Junio 28, 2011**

09.30-10.30 Sesión Plenaria  
11.00-12.30 Sesiones, Paneles y Workshops Concurrentes  
14.30- tiempo libre, vea las actividades sugeridas en Dublín

**Miercoles, Junio 29, 2011**

09.30-10.30 Sesión Plenaria  
11.00-12.30 Sesiones, Paneles y Workshops Concurrentes  
13.30-16.00 Sesiones, Paneles y Workshops Concurrentes Sesión Plenaria de Cierre

**Actividades Post-Congreso**

18.00-22.30 'Cena a opcional (inscripción seperado, vea la pagina web por los detalles)

**Jueves, Junio 30- Domingo Julio 3, 2011**

El Tour Post Congreso "Dublín - Athlone - Galway - Limerick - Shannon aeropuerto..". Asientos limitados, **inscripción temprana - Marzo 1, 2011 - se requiere**. Contact [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) por los detalles, vea [www.wacra.org](http://www.wacra.org)

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***Por Favor, comparta esta invitación con sus colegas!***

## WACRA 2011 Post Conference Tour Cities & Attractions

If you are visiting Ireland for the first time or if you are returning, join colleagues on an **exciting four day educational-cultural post conference tour** from Dublin to Athlone (two overnight) to Galway to Limerick (two overnight) to nearby Shannon International Airport. Details will be posted on [www.wacra.org](http://www.wacra.org) as they become available. **Register on or before March 1, 2011. Limited Seating.**

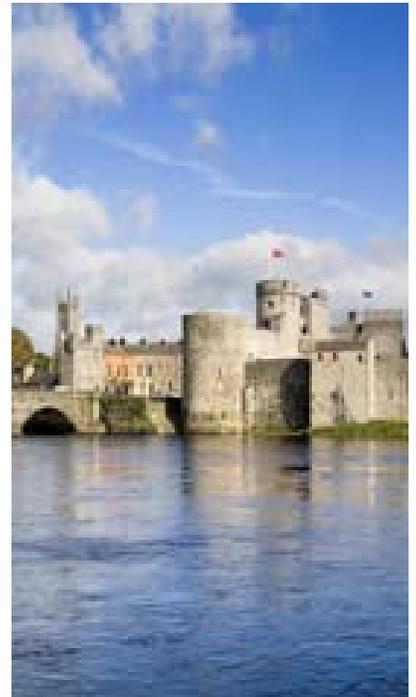
**Dublin** - As capital city of Ireland, Dublin is steeped in history and culture and has plenty of sights to see from museums to Georgian squares, Viking artifacts and cobbled streets. There is also plenty to see and do on Dublin's doorstep and the East of Ireland, which is easy to access from the capital. Dublin is a compact but fast-paced, modern and cosmopolitan city. Mixing excellent standards in professionalism and efficiency, with the ubiquitous Irish hospitality!

**Athlone** - Athlone is a vibrant town located in the centre of Ireland on the banks of the River Shannon. At the heart of Athlone, both geographically and historically, is the castle. The River Shannon runs through Athlone and the town is a popular spot for people passing through on pleasure craft, many of whom stop off at the Marinas. Lough Ree, the largest lake on the Shannon, is a short distance upstream from Athlone to the North of the town, and is popular among anglers, birdwatchers, and swimmers. The lake shore is easily accessed from Coosan Point, and Hodson Bay. The promenade is also a popular spot for anglers. Athlone is the main retail centre in the Midlands, and The Golden Island Shopping Centre attracts shoppers from a wide radius.

**Galway** - On the western edge of Ireland, Galway city is full of traditional culture and interesting festivals. An ancient city, full of history, Galway is well known for its artistic and cultural side and hedonistic vibe. It is a bustling city day or night, with an amazing range of dining and entertainment options available.

**Cliffs of Moher** - The Cliffs of Moher are one of Ireland's top Visitor attractions. The Cliffs are 214m high at the highest point and range for 8 kilometres over the Atlantic Ocean on the western seaboard of County Clare. O'Brien's Tower stands proudly on a headland of the majestic Cliffs. From the Cliffs one can see the Aran Islands, Galway Bay, as well as The Twelve Pins, the Maum Turk Mountains in Connemara and Loop Head to the South. The Cliffs of Moher take their name from a ruined promontory fort "Mohtar" which was demolished during the Napoleonic wars to make room for a signal tower. The Cliffs of Moher are home to one of the major colonies of cliff nesting seabirds in Ireland. The area was designated as a Refuge for Fauna in 1988 and as a Special Protection Area for Birds (SPA) under the EU Birds Directive in 1989. Included within the designated site are the cliffs, the cliff-top maritime grassland and heath, and a 200 meter zone of open water, directly in front of the cliffs to protect part of the birds' feeding area. The designation covers 200 hectares and highlights the area's importance for wildlife.

**Limerick** - This city is in the South West of Ireland, in the middle of the Shannon Region and adjacent to Shannon Airport. Full of heritage and history, Limerick is also home of the Munster rugby team and is a sporting city. It is a busy and pulsing city with a selection of dining and entertainment options as well as home to the state-of-the-art University of Limerick campus, which offers training facilities for Olympic athletes. The campus is also used for team-building exercises and seminars. In the surrounding Shannon region, there are a great deal of interesting and unusual venues for events. The region has plenty of exciting activities for incentives and breathtaking natural beauty for day trips, from the River Shannon to the Cliffs of Moher and the Burren.



W A C R A<sup>®</sup>

Vol. XXINo.2

N E W S

## WACRA<sup>®</sup> - Member Application/Renewal

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Check type of Membership:

\_\_\_\_\_ Regular (US \$75) \_\_\_\_\_ Organization (US \$500) \_\_\_\_\_ Retired Faculty (US\$35)  
\_\_\_\_\_ Sustaining (US \$600) \_\_\_\_\_ Associate (Advanced Students) (US \$65)

Please include in your check the appropriate amount if you wish to receive one or more WACRA publications on Case Method Research & Application. Add \$8 (\$35 international orders) per book for handling & postage. Refer to details below.

**Return this form with payment** (check drawn on US bank or pay with credit card: Visa/MC only)

### WACRA PUBLICATIONS

**WACRA 2010 Colombia - Conf. Proceedings CD** Ed..nal Partnerships to Change the World (ISSN 1931-7549) member \$45 (non-member \$55)

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**WACRA 2007 Mexico - Conf. Proceedings CD** Intern.l Forum for Teachers and Leaders (ISSN 1931-7549) member \$45 (non-member \$55)

**WACRA 2006 Australia - Conf. Proceedings CD** Interactive Learning:The Next Generation (ISSN 1931-7549) member \$45 (non-member \$55)

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**Interactive Teaching & Learning in a Global Context** 590 pg - (ISBN 1- 877868-20-5) member \$45 (non-member \$55);

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**ACT9-11 Italy and Germany - Conference Proceedings CD** Creative Teaching (ISSN 1931-7549) member \$45 (non-member \$55)

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**Creative Interactive Teacing** 536 pages - (ISBN 1- 877868-14-0) member price \$45 (non-member \$55);

**Interactive Teaching and the Multi Media Revolution** (ISBN 1- 877868-11-6) member price \$45 (non-member \$55);

**Interactive Teaching and Learning** (ISBN 1- 877868-09-4) member price \$45 (non-member \$55);

**Interactive Teaching and Emerging Technologies**, 428 pages - (ISBN 1- 877868-08-6) member price \$45 (non-member \$55);

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