

W A C R A[®]

Vol. XXII No. 1 N E W S

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ACT14 in Seville, Spain



Alcázar, Seville, Spain

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From the Executive Board

The Board is delighted to announce that the **14th Creative Teaching Conference will take place in Seville**, Spain from January 4-7, 2012. Seville is a superb site, steeped in world history and culture. The conference title is "Effective Teaching: Are We There Yet?" For the Calls for Papers, the Preliminary Conference Program and other details go to pages 3, 4, 11, 12, 13, 14 and the registration information on page 15. **Submit papers, panels and workshop proposals for ACT14 on or before Nov. 1 and register before Nov. 15, 2012.** An optional tour is offered to **Córdoba** on January 5, 2012. The city owes its fame to the brilliance of the civilizations which it has twice fostered and which each time raised it to the position of capital. Visit includes a guided tour of the Mezquita, a walk through the Juderia, lunch and travel high high-speed train. Upon return to Seville, late afternoon, the annual celebrations and street processions of la fiesta de Los Tres Reyes (Epifania) will be under way to watch. A visit to Huelva (one hour away by bus) 'to **follow the footsteps of Columbus**' or a trip to **Granada** are suggestions for an extended stay in Andalusia.

For the 29th International Conference on Case Method Research & Application WACRA will return to Sweden. The Royal Technical Institute (KTH) in **Stockholm** will be the host from June 26-29, 2012. The WACRA staff is preparing an exciting academic program and a cultural, educational and immersion experience for all participants. For the Calls for Papers, the Preliminary Conference Program refer to the details in this NEWSletter on pages 5, 6, 9, 10.

Note the early registration date of March 1 for the 2012 Educational-cultural Baltic Cruise on Royal Caribbean 'Vision of the Seas'. Departure on June 30, 2012 from Stockholm at 17.00. On July 1 at 10.00, arrival in Helsinki, Finland (sight-seeing), departure at 18.00. On July 2 at 7.00, arrival in St. Petersburg, Russia (sight-seeing), departure 23.59. On July 3 at Sea. On July 4 at 7.00, arrival in Riga, Latvia (sight-seeing), departure at 16.30. July 5 at 11.00, arrival in Gdynia, Poland (sight-seeing), departure at 19.00. On July 5, arrival at Visby, Sweden, (A popular trading spot since the Viking Age, the island has soul and enough medieval architecture to take you back a few centuries, departure at 18.00. On July 7, 2012 at 7.00, arrival in Stockholm. For up-dates go to www.wacra.org or contact julie@travelsbyjulie.com.

WACRA 2012 will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The conference theme for WACRA 2012 is "The Case Method: Learning and Decision-Making!" Tied to this theme are WACRA initiatives: 1. Poverty and Education (details on page 6 2. Special interest tracks for deans and university administrators 4. The highly regarded case writers colloquium for novices and accomplished writers. WACRA® 2012 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 initiatives to complement the highly successful pre-conference WACRA® Interactive **Case Sessions (WICS)**. The conference languages for WACRA 2012 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: Learning and Decision-Making!". Manuscript preparation guidelines and writing tips can be found on the WACRA web site www.wacra.org.

Submission deadline for WACRA 2012 is January 15, 2012. Join colleagues from around the world in Stockholm 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 coauthors (individuals willing to work with and support lead authors) can find

WACRA® Advisory Board

each other. H Klein, University of Botswana, GARBORONE, BOTSWANA; **Dr. Taïeb Hafsi**, **Dr. Laurent Lapierre**, H.E.C., MONTREAL, CANADA; **Dr. Krishna Kumar**, Indian Institute of Management, KOZIDODE, INDIA; **Dr. Peter Lewa**, USIU, NAIROBI, KENYA; **Dr. C.P. Rao**, Morgan State University, BALTIMORE, U.S.A.; **Dr. Janko Kralj**, University of Maribor, MARIBOR, SLOVENIA; **Dr. Alfonso Vargas**, Universidad de Huelva, HUELVA, SPAIN; **Dr. Bengt Kjellen**, University of Stockholm/University of Trollhättan, SWEDEN; **Dr. Patricia Brock**, PACE University, NEW YORK, NY, U.S.A.; **Dr. Emiliano Gonzalez**, University of St. Thomas, HOUSTON, TX, U.S.A.; **Dr. Stephen Hundley**, Indiana-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. Ronald Patten**, DePaul University, CHICAGO, IL, U.S.A.; **Dr. Ramón Ariel Quesada**, Miami Dade College, MIAMI, FL U.S.A.; **Dr. Al Rosenbloom**, Dominican University, RIVER FOREST, IL, U.S.A.; **Dr. Peter Olson**, EXEGY PARTNERS, LLC, LOCUST VALLEY, NY, U.S.A.; **Dr. Anthony Sallustio**, IONA University, NEW ROCHELLE, NY, U.S.A.

ACT 14 Conference in Seville, Spain

Seville, the fourth largest city of Spain (750,000), more than 2,000 years old, is the artistic, historic, cultural, and financial capital of Southern Spain.

The passage of the various civilizations, instrumental in its growth, has left the city a distinct personality and a large and well-preserved historical center. Although Seville has a strong medieval, renaissance and baroque heritage, the city received heavy influences from Arabic culture.

Following Roman rule, were successive conquests by the Vandals and the Visigoths during the 5th and 6th century. After the conquest by the Moors in 712, Seville was taken by the Muslims. It was capital for the Kings from the 8th to 13th centuries. The Moorish urban influences continued and are very present in contemporary Seville, a legacy appreciated by scholars and travelers. Following the 1492 Christopher Columbus expedition to the New World,

the results from his claiming territory and trade for the Crown of Castile began to profit the city, as all goods imported from the New World had to pass through the Casa de Contratación before being distributed throughout the rest of Spain. A 'golden age of development' commenced, Seville being the only port awarded the royal monopoly for trade with and riches from the growing Spanish colonies in the Americas. [Source Wikipedia]

Landmarks: The city's Cathedral was built from 1401–1519 after the Reconquista on the former site of the city's mosque. It is amongst the largest of all medieval and Gothic cathedrals, in terms of both area and volume. The interior is the longest nave in Spain, and is lavishly decorated, with a large quantity of gold evident. The Cathedral reused some columns and elements from the mosque, and, most famously, the Giralda, originally a minaret, was converted into a bell tower. It is topped with a statue, known locally as El Giraldo, representing Faith. The tower's interior was built with ramps rather than stairs, to allow the Muezzin and others to ride on horseback to the top. The Alcázar facing the cathedral, developed from a previous Moorish Palace. It was started at 1181 and continued for over 500 years, mainly in Mudéjar style, but also in Renaissance. Its gardens are a blend of Moorish, Renaissance, and English traditions

The Torre del Oro was built by the Almohad dynasty as watchtower and defensive barrier on the river. A chain was strung through the water from the base of the tower to prevent boats from traveling into the river

port. The Palace of San Telmo, formerly the University of Sailors, and later the Seminary, now seat for the Andalusian Autonomous Government. It is one of the most emblematic buildings of baroque architecture, mainly to its world-renown churrigueresque principal facade and the impressive chapel. The University of Seville is housed in the original site of the first tobacco factory in Europe, La Antigua Fábrica de Tabacos, a vast 18th century building in Baroque style and the purported inspiration for the opera Carmen. The Plaza de España, in Maria Luisa Park (Parque de Maria Luisa), was built by the architect Aníbal González for the 1929 Exposición Ibero-Americana. It is an outstanding example of Regionalist Revival Architecture, a bizarre and lofty mixture of diverse historic styles, such as Art Deco and Neo-Mudéjar and lavishly ornamented with typical glazed tiles. The Metropol Parasol, in La Encarnación square, a monumental umbrella-like building designed by the German architect Jürgen Mayer, finished in 2011.

[Source Wikipedia]



“In the footsteps of Columbus”... in Huelva and Moguer

The time was the morning of the third August 1492 and the place the confluence of the Tinto and Odiel Rivers, where, from the beginning of time, their waters have flowed together before emptying into the vast Atlantic Ocean; the event, three vessels setting sail toward an uncertain destination, and equally uncertain destiny. The expert seamanship of a handful of men, the blessings of the monks at La Rábida Monastery and a commission from the Catholic Monarchs guided Admiral Christopher Columbus in his grand feat – the crossing of the ocean to a new continent. This exceptional spot in southern Spain, meeting point for Tartessians, Phoenicians, Romans and Arabs, has stood by its Colombian ambition and tradition ever since.

LA RÁBIDA Franciscan monastery was a silent witness to Columbus' heroic achievement. Its monks provided the Admiral with lodging and support and were so enthralled by his venturesome quest that they interceded for him in Queen Isabella's court. The modest appearance of this Christian monastery belies its historic importance, for its interiors hold the living memory of the region's Americanist tradition.

The hill on which it perches had been the site of a Phoenician sacrificial altar, a Roman temple to the goddess Proserpina and even a Muslim mosque-fortress or “rápita”, from which its present name derives.

Across from the botanical garden, replicas of Columbus' three vessels are docked on the banks of the Tinto River: the two caravels Pinta and Niña and the larger Santa María. The vessels are

moored on a dock known as Muelle de las Carabelas (Caravel Wharf), in a setting typical of Colombian times.

MOGUER, a prosperous maritime village in the late fifteenth century, participated actively in the Discovery of America. The Niña was launched in its shipyards and many of the sailors

who embarked with Columbus were from this town. Today it is an enterprising city with stately Baroque mansions characterized by whitewashed walls, cool ancestral courtyards and large windows with wrought iron trellises.

It conserves many handsome vestiges of the past. One, St Claire Convent, was founded in the early fourteenth century and has been a national monument since 1931. The church and other buildings in the compound contain countless treasures: Mudéjar style coffered ceilings, unique fourteenth century Nasrid choir stalls, the huge Las Madres (the nuns) cloister, the high altar reredos, the Circumcision altarpiece by Martínez Montañés and the suite of carved alabaster with the graves of the Portocarrero family, lords of the city.

A stroll around Moguer invokes the soul and verses of its most illustrious ambassador, Nobel prize poet **Juan Ramón Jiménez**. Fragments of his '**Platero y yo**' can be seen on tiles all across the town, reflecting the poet's affectionate and personal vision of his village. The museum-home where he was born and the Fuentepiña estate where Platero is said to be buried are all recommended visits.

Before leaving Moguer, take the time to sit in one of its squares or balconies and treat yourself to a sampling of the town's famous home-made pastries. Sweet and sour Moguerian orange wine is closely akin to the region's wine-producing tradition, whose quality is officially certified under the Condado de Huelva appellation of origin label.

[Source: www.turismohuelva.org]



29th International WACRA Conference**Research, Application, Case Writing, Interactive Methods
Case Teaching & Writing, Distance & Continuing Education, Multimedia, Simulations**ROYAL INSTITUTE
OF TECHNOLOGY**Royal Institute of Technology (KTH)**INDEK - Dept. of Industrial Economics and Management - henrik.blomgren@indek.kth.se**Stockholm, Sweden****June 26 - 29, 2012**

Stockholm is the capital and the largest city of Sweden and constitutes the most populated urban area in Scandinavia. It is the site of the national Swedish government, the Riksdag (parliament), and the official residence of the Swedish monarch as well as the prime minister. Founded possibly as early as 1187, Stockholm has long been one of Sweden's cultural, media, political, and economic centres. Its strategic location on 14 islands on the south-central east coast of Sweden at the mouth of Lake Mälaren, by the Stockholm archipelago, has been

historically important. It is sometimes referred to as Venice of the North.

Stockholm's core of the present Old Town (Gamla Stan) was built on the central island next to Helgeandsholmen from the mid-13th century onward. The city originally rose to prominence as a result of the Baltic trade of the Hanseatic League. Stockholm developed strong economic and cultural linkages with Lübeck, Hamburg, Gdańsk, Visby, Reval, and Riga during this time.

The 17th century saw Sweden grow into a major European power. In 1710 a plague killed about 20,000 (36 percent)

of the population. After the end of the Great Northern War the city stagnated. By the second half of the 19th century, Stockholm had regained its leading economic role. New industries emerged and Stockholm was transformed into an important trade and service centre as well as a key gateway point within Sweden. The 19th century saw the establishment of a number of scientific institutes, including the Karolinska Institute. Stockholm became a modern, technologically advanced, and ethnically diverse city in the latter half of the 20th century. [Source: Wikipedia]

*Stockholm, Sweden*

Call For Presentations & Proposals "POVERTY ALLEVIATION" TRACK

Seville, Spain: January 4-7, 2012 and Stockholm, Sweden: June 26 - 29, 2012

The conferences in Seville and Stockholm, will provide to individuals interested in poverty alleviation a unique opportunity to 1. Present their research on poverty, 2. Receive feedback on work-in-progress related to poverty, 3. Find research and writing partners who also share an interest in poverty, 4. Publish their poverty-related work in IJCRA - The International Journal of Case Method Research & Application. *Submit ideas and proposals to Denise Smith: denise.smith@wacra.org*

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

Email: denise.smith@wacra.org



Córdoba

Call for Memorable and Multi-Cultural Teaching Experiences

During an interactive session on 'Teaching Across Cultures' at the WACRA conference in Dublin, Ireland last June, the participants decided to share memorable teaching experiences with all WACRA members by creating vignettes of the events (one page plus a background photo). These vignettes will be posted on www.wacra.org, a different example every other week.

We invite you to participate. Please send your vignette about your memorable teaching experience to Denise Smith at denise.smith@wacra.org. Include a persuasive background photo of the event, identify yourself and the surrounding circumstance, including country and culture.

To further enhance its impact on teaching around the world, WACRA would like to assemble a book with

examples of how teaching and learning vary by country and culture. Sharing these experiences can help others teach a multi-cultural class in their own country and can help prepare to teach in another country.

Please prepare a fuller, 1 - 2 page description about how your teaching reflects your culture and send it to Denise Smith by December 1, 2011. You will be acknowledged as one of the contributors.



Please address questions to Audrey Cohen at audrey.cohen@att.net.



2011 Ireland Conference Educational-Cultural Post Tour [Photo Marcella Norwood]

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 and Dublin, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal and Vancouver 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 and Barranquilla, Colombia.

WACRA 2012 is scheduled for Stockholm, Sweden (June 26-29, 2012). 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 PAPERS

CASE METHOD

Research, Application, Case Writing, Interactive Methods - 29th International Conference
Case Teaching & Writing, Distance & Continuing Education, Multimedia, Simulations

Stockholm, Sweden

hosted by Royal Institute of Technology (KTH) - INDEK, Dept. of Industrial Economics & Management

June 26 - 29, 2012

“The Case Method: Learning and Decision-Making”

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. The most innovative presentation and the outstanding paper are recognized.

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 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 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, 2012. Completed papers received prior to March 31, 2012** will be considered for publication in the **refereed International Journal of Case Method Research & Application -IJCRA**. Conference language is English with tracks in Spanish and French. For further details visit the WACRA web site or contact WACRA directly

Round Table: "Does Academia Meet the Challenges of a Rapidly Changing World?"

Dramatic, rapid changes are transforming the world. Is there a paradigm shift? What has truly changed?

‘When I moved from industry to academia 30 years ago, I quickly compiled a list of things I wanted to change’ says University lecturer Bengt Kjellen, “now when my colleagues and I are passing on the torch to the next generation, we are asking ourselves ‘What has changed, what needs to change, how can we facilitate the process and establish effective ways of communication among ourselves and with industry?’”

Junior and senior faculty, administrators, doctoral students, industry representatives, join the round table discussion on Tuesday, June 26, 2012 from 9.00 - 13.00 followed by lunch at KTH. henrik.blomgren@indek.kth.se

WACRA®

www.wacra.org

North Carolina Conference Office (Denise Smith):

3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**

Tel. +336-404-6256 Email: denise.Smith@wacra.org Fax +336-307-3185

Please post or share this invitation with colleagues!

Preliminary Program W A C R A® 2012

“The Case Method: Learning and Decision-Making!”

Royal Institute of Technology (KTH)

INDEK - Dept. of Industrial Economics and Management - henrik.blomgren@indek.kth.se

Stockholm. Sweden, June 26 - 29, 2012

International airport: Stockholm (ARN)

Monday, June 25, 2012

Pre-Conference Activities

10.00 - 13.30 Executive and Advisory Boards meet at KTH. Followed by lunch.

Tuesday, June 26, 2012

09.30 - 15.00 WICS - WACRA Interactive Case Sessions - including lunch
 1. Round Table: "Does Academia Meet the Challenges of a Changing World?"
 2. Teaching, Culture and Diversity - Interactive, International Teaching Colloquium.

Conference Activities

18.00 - 19.00 Registration at KTH (pick up conference material, name tags and admission tickets)
 18.30 - 21.00 Welcome reception and dinner at KTH.

Wednesday, June 27, 2012

09.00 - Late registration
 09.30 - 11.00 Opening Plenary Session
 11.30 - 12.30 Concurrent Sessions, Panels and Workshops
 13.30 - 17.00 Concurrent Sessions, Panels and Workshops
 19.00 - Gala Dinner and Awards at KTH.

Thursday, June 28, 2012

09.30 - 10.30 Plenary Session
 11.00 - 12.30 Concurrent Sessions, Panels and Workshops
 14.30 - 22.00 Afternoon free or join organized activities: Meet the Host Country (includes dinner).

Friday, June 29, 2012

09.30 - 10.30 Plenary Session
 11.00 - 12.30 Concurrent Sessions, Panels and Workshops
 13.30 - 16.00 Concurrent Sessions, Panels, Workshops and Concluding Session
 Conference adjourns

Post Conference Activities

18.00 - 21.30 Optional dinner. Boat ride to Fjäderholmarna in the archipelago. Separate Registration required!

Saturday, June 30 - Saturday, July 7, 2012

Educational-cultural Baltic Cruise on Royal Caribbean 'Vision of the Seas'. June 30, 2012 Departure from Stockholm at 17.00, July 1, arrival in Helsinki, Finland at 10.00 (sight-seeing), departure at 18.00. July 2, arrival in St. Petersburg, Russia at 7.00 (sight-seeing), departure 23.59. July 3 at Sea. July 4, arrival in Riga, Latvia at 7.00 (sight-seeing), departure at 16.30. July 5, arrival in Gdynia, Poland at 11.00 (sight-seeing), departure at 19.00. July 5, arrival at Visby, Sweden, (A popular trading spot since the Viking Age, the island has soul and enough medieval architecture to take you back a few centuries, departure at 18.00. July 7, 2012, arrival in Stockholm at 7.00.

Early registration on or before March 1, 2012 is required. For up-dates go to www.wacra.org or contact julie@travelsbyjulie.com.

W A C R A® North Carolina Conference Office (Denise Smith):
 Tel. +336-404-6256 Email: denise.smith@wacra.org Fax +336-307-3185

Please post or share this invitation with colleagues!

SOLICITUD DE ARTÍCULOS

Congreso Internacional ACT XIV

*Investigación y Aplicación – Redacción de Casos, y Educación a Distancia***Sevilla, Andalucía, España***con la cooperación de la Universidad de Huelva
del 4 al 7 de Enero de 2012***ACT 14 – “Enseñanza eficaz - ¿hemos llegado, ya?”**

Este congreso provee, a los participantes, de oportunidades de aprender y compartir con expertos y colegas, métodos y enfoques de Enseñanza Creativa. El énfasis está puesto en “Enseñanza y Aprendizaje” a través de Workshops interactivos y en el compartir investigaciones o aplicaciones de formación. Los métodos presentados y discutidos incluyen el método de casos y enfoques de metodologías relacionadas en variados contextos académicos. Los participantes tendrán una interesante oportunidad de reunirse con colegas de todo el mundo con quienes pueden forjar asociaciones para investigación o educación.

Los Congresos de ACT y WACRA son foros multidisciplinarios e internacionales para académicos en áreas tales como negocios, educación, ingeniería, leyes, medicina, políticas públicas, trabajo social y practicantes en la industria, educación y gobierno.

Se solicitan artículos que demuestren prácticas y propuestas de Enseñanza Creativa.

Se dará prioridad a los artículos que sean innovativos, interdisciplinarios y/o internacionales. Se alienta el envío de artículos que informen sobre la aplicación de la enseñanza y aprendizaje creativo en programas universitarios o de formación empresarial y artículos que reporten la evaluación de esos métodos.

Las propuestas y los artículos serán evaluados con un proceso de doble revisión a ciegas, siendo sus bases: a) originalidad; b) lo apropiado del tema para una audiencia interdisciplinaria; c) lo adecuado de la investigación; y, d) la contribución a la comprensión de los temas de enseñanza y aprendizaje.

Los envíos deben incluir: 1) una página de presentación con título del trabajo, nombre, afiliación, dirección, teléfono, mail, fax de los autores; 2) un resumen de la propuesta que no exceda las 4 páginas o el artículo completo que no exceda las 15 páginas. Los lineamientos para la redacción del artículo están en la página web de WACRA. El resumen debe establecer, claramente, los objetivos del trabajo, su marco conceptual y la naturaleza de la propuesta, además, debe responder a los criterios que se utilizan para su evaluación. El nombre del autor/es no debe aparecer en la página con el resumen para facilitar la revisión a ciegas.

Se notificará, la recepción de su artículo y los resultados de la revisión, por email. **Todas las propuestas y artículos deben ser enviadas antes de Noviembre 1, 2011.** *los artículos completos, terminados deben ser recibidos antes de diciembre 31 de 2011, para ser considerada su publicación en IJCRA. Las inscripciones al Congreso deben ser realizadas antes de Noviembre 15, 2011. Para mayores detalles visite nuestra página web o contáctese directamente con nosotros.*

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Programa Preliminar A C T 14 - W A C R A® 2012

"Enseñanza eficaz - ¿Hemos llegado, ya?"

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

Sevilla, Andalucía, España

con la cooperación de la Universidad de Huelva

Martes, Enero 3, 2012

Actividades Pre-Congreso

10.00 - 13.30 Llegue en Madrid (MAD). Tome el vuelo de conexión a Sevilla (SVQ) o viaje a Sevilla en el tren interurbano de alta velocidad (2.5 horas). El precio de taxi al hotel es aproximadamente \$25.

Actividades del Congreso

Miercoles, Enero 4, 2012

08.45 - 09.00 Registración
 09.00 - 11.00 Session Sesión Plenaria de Apertura
 11.30 - 12.30 Sesiones, Paneles y Workshops Concurrentes
 13.30 - 17.00 Sesiones, Paneles y Workshops Concurrentes
 17.00 - 19.00 Tiempo libre
 19.00 - 21.00 Actividad opcional: Cena de los Tapas

Jueves, Enero 5, 2012

08.45 - 17.00 El Tour Post Congreso "Córdoba...". Contact denise.smith@wacra.org por los detalles, vea paginas web www.wacra.org. Córdoba fue la capital de la Hispania Ulterior en tiempos de la República romana, o de la provincia Bética durante el Imperio romano y del Califato de Córdoba durante la época musulmana, cuyos dirigentes gobernaron gran parte de la Península Ibérica. Según los testimonios arqueológicos, la ciudad llegó a contar con alrededor de un millón de habitantes hacia el siglo X, sendo la ciudad más grande, culta y opulenta de todo el mundo. Las mezquitas, las bibliotecas, los baños y los zocos, abundaron en la ciudad, gestándose las bases del Renacimiento europeo. Durante la larga Edad Media europea, en "Corduba" florecieron las letras y las ciencias. La ciudad contó con multitud de fuentes, iluminación pública y alcantarillado, durante la época de mayor esplendor califal. Su casco histórico fue declarado Patrimonio de la Humanidad por la UNESCO en 1994, aunque diez años a antes, en 1984, lo había sido la Mezquita-catedral de Córdoba. Inscripción seperado. Vea página 15.

Viernes, Enero 6, 2012

09.90 - 10.30 Sesión Plenaria
 11.00 - 12.30 Sesiones, Paneles y Workshops Concurrentes
 13.30 - 15.00 Sesiones, Paneles y Workshops Concurrentes
 15.00 - 18.30 Tiempo libre
 18.30 - 21.00 Flamenco: Tablao El Arenal.Cena y espectáculo. Se requieren las reservaciones: info@tablaoelarenal.com

Actividades Post-Congreso

Sabado, Enero 7, 2010

Sugerencia: Visita Huelva y siga los pasos de Colón. Lleve el autobús (una hora) de Sevilla Huelva. Vea página 4.

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CALL FOR PAPERS, PRESENTATIONS AND PANELS

ACT14 Conference

"Effective Teaching - Are We There Yet?"

Seville, Andalusia, Spain

in cooperation with La Universidad de Huelva

January 4 - 7, 2012

The 14th "Creative Teaching" 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 including distance learning. 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 web site 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 email. **All proposals and papers are due on or before November 1, 2011. Completed papers received prior to December 31, 2011** will be considered for publication in the International Journal of Case Method Research & Application - IJCRA. **Conference registrations are due on or before November 15, 2011.** For further details visit the WACRA web site or contact ACT-WACRA directly.

ACT - WACRA®

ACADEMY FOR CREATIVE TEACHING and

THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

www.wacra.org

Conference Office (Denise Smith): Tel. +336-404-6256 Fax +336-307-3185

Email: denise.smith@wacra.org***Please post or share this invitation with colleagues!*****Calendar of Events***** December 2011**

Renew WACRA® membership - includes access to IJCRA

*** November 1, 2011**Submit papers & cases for ACT 14 conference: "Effective Teaching - Are We There Yet?"

Seville, Spain January 4-7-2012

*** November 15, 2011**

Register for ACT 14 conference in Seville, Andalusia, Spain and for the optional visit to Córdoba.

*** January 4-8, 2012**

ACT 14 conference and optional tour to Córdoba

*** January 15, 2012**

Submit papers for the 29th WACRA Summer conference June 26-29, 2012 in Stockholm, Sweden

*** March 1, 2011**

Register for the post conference Baltic Cruise.

*** March 25, 2011**Register for WACRA® 2012, 29th International WACRA Conference in Stockholm, Sweden.*** June 26 - 29, 2011** 28th International WACRA Conference in Dublin, Ireland.**NEWS**

Editor **Hans E. Klein**
Associate Editor **Jôëlle Piffault**
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Preliminary Program

ACT14 - Fourteenth CREATIVE TEACHING CONFERENCE
"Effective Teaching - Are We There Yet?"

"La pedagogie creatrice - La pedagogia creativa"

Seville (Andalusia), Spain - January 4 - 7, 2012

Tuesday, January 3, 2012

Arrive at in Madrid (MAD). Take connecting flight to Seville (SVQ) or travel to Seville on High-speed InterCity train (2.5 hours) through beautiful landscape. In Seville take taxi to conference hotel.

Wednesday, January 4, 2012

- 09.00 - 10.30 Opening Plenary Session
- 10.30 - 11.00 Refreshment Break
- 10.00 - 12.30 Plenary Session continued
- 12.30 - 13.30 Lunch
- 13.30 - 15.00 Concurrent Sessions
- 15.00 - 19.00 Free time.
- 19.00 - 21.00 Free time or optional inner at tapa -restaurant (pay as you go).

Thursday, January 5, 2012

- 08.45 - 17.30 Educational-Cultural visit to Córdoba. The city owes its fame to the brilliance of the civilizations which it has twice fostered and which each time raised it to the position of capital. Visit of the Mezquita and the Juderia. Includes guided tour, lunch, travel by high-speed train.
 Different cultures have left their mark on the city of Córdoba. It was the Roman and Moorish capital city, the center of Western Europe. Situated on the banks of the River Guadalquivir, it welcomed great philosophers lie the Roman Séneca, Averroes, Malmónides, the Jew, writers like Luis Góngora or painters like Romero de Torres. Córdoba has great monuments: the Mosque, the ruins of Medina Azahara and a beautiful Jewish quarter.

Friday, January 6, 2012

- 09.00 - 10.30 Plenary Session
- 10.30 - 11.00 Refreshment Break
- 10.00 - 12.30 Plenary Session continued
- 12.30 - 13.30 Lunch
- 13.30 - 15.00 Concurrent Sessions
- 15.00 - 18.30 Free time.
- 18.30 - 21.00 Optional Flamenco dinner/show at Tablao El Arenal. Advance reservation required info@tablaolarenal.com

Saturday, January 7, 2012

- 09.00 - 17.30 Suggested excursion: Travel to Huelva (one hour away by bus) and *'follow the footsteps of Columbus'*. See page 4.

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ACT - WACRA® - REGISTRATION FORM

ACT14 - Fourteenth CREATIVE TEACHING CONFERENCE "Effective Teaching - Are We There Yet?"

Seville, Spain, January 4 - 7, 2012

Tel. Office	Fax Office
Tel. Home	Fax Home
email	

 Title, First Name, Last Name Please Print

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address

***Delegate (and Partner/Spouse) Registration Packages** includes Conference Material; Lunch and Refreshments during Conference (Wednesday - Friday), four nights at the Conference Hotel (incl breakfast). Arrival: Tuesday, January 3, 2012; departure: Saturday, January 7, 2012. Convenient International Airports are Madrid (MAD) and Seville (SVQ).

Conference hotel is the **Hotel Bécquer**, Reyes Católicos 4, 41001 Seville, Spain. Tel. +34-95-422 89 00

www.hotelbecquer.com

***2 Delegates (Sharing Double Room)**

Fee for each delegate (in Double Room)

***1 Delegate and participating partner/spouse**
Combined Fee (in Double Room)

***1 Delegate in Single Room Fee for delegate**

***1 Delegate and 1 non-participating Partner/Spouse** (Partner/Spouse shares room only - Combined Fee (in Double Room)

***1 Retired Faculty and 1 Registered, participating partner/spouse**
Combined Delegate & Partner Fee (Double Room)

***1 Retired Faculty in Single Room Fee for delegate**

***WACRA 2012 Membership Dues include access to IJCRA Journal**

Optional Activities/Events

***Thursday (January 5)** Cultural-educational visit to Córdoba by highspeed train, guided tour Mezquita, lunch, Jewish barrio.

*Fee per person

	Paid Before Nov. 15, 11	Paid After Nov. 15, 11	Times no. of persons no. of nights	Amount
\$ 890	\$ 990	<input type="text"/>	<input type="text"/>	
\$1,530	\$1,630	<input type="text"/>	<input type="text"/>	
\$1,080	\$1,180	<input type="text"/>	<input type="text"/>	
\$1,120	\$1,220	<input type="text"/>	<input type="text"/>	
\$1,280	\$1,380	<input type="text"/>	<input type="text"/>	
\$ 830	\$ 930	<input type="text"/>	<input type="text"/>	
\$75	\$75	<input type="text"/>	<input type="text"/>	
\$ 120	\$ 140	<input type="text"/>	<input type="text"/>	

***Additional Room Nights (including breakfast)**

please circle dates: Dec. 30, 31 Jan. 1, 2, 7, 8, 9, 10

Single room \$110 Double room \$120

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Send Check (drawn on US bank made payable to WACRA®) or **Charge to Visa/MC - only!** - below

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Vol. XXII No.1

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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.

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