

W A C R A[®]

Vol. XXIII No. 1

N E W S

WACRA[®] Executive Board

Executive Director

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

Director Technology

Dr. Janice Nath, U OF HOUSTON
HOUSTON, TX U.S.A.

Director Education

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

Director Development & Membership

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

Director Information Systems

Dr. Robert DeMichiell
DM ASSOCIATES
WATERFORD, CT U.S.A.

Director Public Relations

Dr. Lars Bengtsson BLEKINGE
INST OF TECHNOLOGY
RONNEBY, SWEDEN

Director Communications

Dr. Al Rosenbloom DOMINICAN U
RIVER FOREST, IL U.S.A.

Director Agricultural Business

Dr. Pavel Zufan
MENDEL UNIVERSITY
BRNO, CZECH REPUBLIC

Director Marketing

Dr. Pierre Mora BORDEAUX
ECOLE DE MANAGEMENT
BORDEAUX, FRANCE

Director Latin America

Prof. Eduardo Rosker, KNOWMENT,
BUENOS AIRES, ARGENTINA and
CESA, BOGOTA, COLOMBIA

Director Publications

Dr. Charles Patti, DENVER
UNIVERSITY, DENVER, CO U.S.A.

Director Information Technology

Prof. David Stevenson
NAPIER UNIVERSITY
EDINBURGH, SCOTLAND



ACT15 in Casablanca, Morocco

January 3 - 12, 2013
Register before November 3, 2012



Mosque Hassan II in Casablanca

This Issue:

Calendar of Events	13
Call f. Papers	6, 9, 11, 13
Poverty & Education.....	6

Program Conf. Casablanca	12, 14
Program Conf. Berlin	10
Remembering Jim Camerius	2
Jim Camerius Memorial Fund	5
Registration Form	15

Remembering Jim Camerius

The following feature is adapted from remarks made at the June 2012 WACRA meeting in Stockholm, Sweden by longtime WACRA member Bud Spalding, an old friend of the late Jim Camerius.

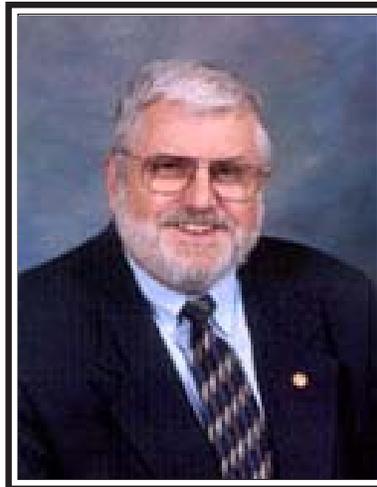
I am appreciative of the opportunity to relate a personal story about the central figure in a friendship that ended this past spring with the death of veteran WACRA supporter James W. Camerius. This friendship began in 1962 when a 22-year-old Master's degree student appeared at the University of North Dakota (before a 27-year-old professor named Spalding). That handsome, slender young fellow was very bright, a hard worker, a good writer, and pretty shy – hard to draw out sometimes, but always a good analyst. I have often reflected over the decades since our first encounters, not bad ingredients for the case writer to come. In addition, Jim was easily the best graduate student I had.

After finishing his Master's degree and working in retail management at Dayton's Department Store in Minneapolis, he returned to his alma mater, Northern Michigan University to teach. There he remained for 47 years until his retirement, then the longest-serving faculty member in the university's history.

Many of us in WACRA knew Jim for his other, broader success, as one of the most prolific case writers we have known, with his work incorporated into probably dozens of case anthologies. We have also known him as the tough taskmaster and leader at our annual case writer's workshops for many years. His friendly and helpful advice guided the development of any number of fledgling case writers over the years. Many of us came to anticipate seeing Jim's smiling face and cheerful greet-

ings at conventions and WACRA post-conference tours.

For us to fully appreciate the memory of that smiling appearance, the friendly greetings and helpfulness, and the professional successes, I think the adversities Jim had come through should be known. In one of our many



phone calls in recent months, he had suddenly said to me, "Life is tough!" I have given that a lot of thought in the months since his passing. His life was full of painful reverses. As a child of eight years, he saw his parents break up, and his desperate mother take him from familiar Chicago to Michigan's Upper Peninsula, her home country where expenses were lower, but where the youngster knew no one. Later Jim's own marriage ended badly, leaving him despondent enough to walk off a pier into Lake Superior – though he did not recall how it happened.

He undertook doctoral programs at

two different leading universities, making excellent progress in each case, until running afoul of internal politics that complicated his programs. After being delayed at the first school, he grew discouraged and returned to full-time teaching and casework. When attracted later to the second program, he was determined not to be bitter about his earlier disappointment. However, incredibly, the same kind of political imbroglio ensnared him again. He vowed to outlast it this time, but the hard-working, keen analyst eventually pulled the plug on that effort, too. His university was eager to have him return and lead a new accreditation effort, and his case writing success was growing.

That is when WACRA entered his life and gave it added meaning. How many times did I hear Jim speak gratefully of WACRA and our friendly members, and especially Hans and Emmi, for adding so much professionally and personally to his life? He commented often to his old professor about how travels to WACRA conferences in different parts of the world had added an important dimension to his growth as a teacher and a person.

Therefore, for those of us who knew Jim Camerius for a long time and maybe even for those who knew him for only a few years, I think we will miss him for quite awhile. Even more for all the stuff, we have come to know that he had to face down, in order to develop the spirit to overcome all those adversities - and in gratitude, that he became our valuable colleague and very good friend.

WACRA® Advisory Board

Dr. Mbaki A. Chamme, University of Botswana, GARBORONE, BOTSWANA; **Dr. Patricia Brock**, INST. FOR PROF. SELF-EFFICACY (IPS), SOMMERVILLE, NJ, U.S.A.; **Dr. Vitaly Cherenkov**, SAINT PETERSBURG STATE UNIVERSITY, SAINT PETERSBURG, RUSSIA; **Dr. Emiliano Gonzalez**, University of St. Thomas, HOUSTON, TX, U.S.A.; **Dr. Taieb Hafs**, **Dr. Laurent Lapierre**, H.E.C., MONTREAL, CANADA; **Dr. Stephen Hundley**, Indiana-Purdue University, INDIANAPOLIS, IN, U.S.A.; **Dr. Paula Jordan**, NL-University, TAMPA, FL, U.S.A.; **Dr. Bengt Kjellen**, University West, Trollhättan, SWEDEN; **Dr. Krishna Kumar**, Indian Institute of Management, KOZIDODE, INDIA; **Dr. Peter Lewa**, USIU, NAIROBI, KENYA; **Dr. Joseph A. McHugh**, KM Associates, DEDHAM, MA, U.S.A.; **Dr. Peter Olson**, EXEGY PARTNERS, LLC, LOCUST VALLEY, NY, U.S.A.; **Dr. Ronald Patten**, DePaul University, CHICAGO, IL, U.S.A.; **Henri Pesonen**, University of Finland, HELSINKI, FINLAND; **Dr. Ramón Ariel Quesada**, Miami Dade College, MIAMI, FL U.S.A.; **Dr. Anthony Sallustio**, IONA University, NEW ROCHELLE, NY, U.S.A.; **Dr. Alfonso Vargas**, Universidad de Huelva, HUELVA, SPAIN.

Morocco

WACRA® Educational-Cultural Experience January 6-12, 2013

Glamour and romance are two of the most essential elements for inspiring unforgettable voyages and cultural experiences. Morocco has both in abundance. It is the land of Marrakech-Casablanca - Meknes - Fez - Tangier, to name a few. Just the words alone are enough to make all those with emotion in their souls both dreamy and wistful.

They conjure up images of shimmering sands, chisel-faced and cleft-jawed warriors on horseback, the forts the legion abandoned, palm-fringed oases and, perhaps, most importantly, that potent sense of myth and mystery; the unexplained and the unexplored.

There is one word that captures it all: Excitement. And that is what travellers and conference delegates will experience from start to finish. From the moment they arrive, everything will be exotic: from language to landscape, from menus to mountains, and from tours to cultural events. Quite simply, Morocco is magic and everyone who goes there falls under its spell!

At just a few hours from the main European cities, Morocco has everything to overwhelm you with the amazing color, smells and sounds of Islamic Africa. Imagine bustling souqs and spice markets, stunning mosques, whitewashed sea side towns and medieval city centers. With panoramic views varying from snow-covered peaks in the High Atlas to the endless sand dunes of the Sahara, no-one ever is left untouched in this beautiful country.

Morocco is a North African country that has a coastline on both the North Atlantic Ocean and the Mediterranean Sea. It has borders with Western Sahara to the south, Algeria to the east and the Spanish North African territories of Ceuta and Melilla on the Mediterranean coast in the north. It is just across the Strait from Gibraltar.

Morocco's geographic situation at a cultural crossroads has for centuries left it vulnerable to external cultural imposition. The legacy of such varied influence from within and without is the

extremely rich and surprisingly harmonious tapestry of modern Morocco. While the soul of Morocco is revealed in art, its body is reflected in the souks. All the colors, sounds and smells of the country are mingled here. The souk of Fez has been declared one of the world's cultural treasures by UNESCO. Morocco is a very safe country with an ancient tradition of hospitality so travelers feel secure and very welcome. The physical beauty and cultural brilliance together with an extensive tourist infrastructure of exquisite modern hotels, and resorts; world class golf courses and excellent guides makes Morocco one of the most



exciting and fulfilling travel destinations in the world.

The face of Morocco is a shifting tableau. The landscape itself varies dramatically throughout the country. Broad peaceful beaches give way to lively gem like cities perched around and among rolling green hills and ragged.

Movie-famous **Casablanca** might be the most famous of Moroccan cities and is home to the huge **Hassan II mosque**, the second largest mosque in the world with only the Grand Mosque of Mecca surpassing it. Admiring the impressive colonial architecture, Hispano-Moorish and art-deco outlook of the city center is a journey into world history. **Marrakech** is known as the 'Red City' or the 'Pearl of the South' and probably the most prominent former imperial capital. A visit

will leave you with memories to cherish for life. This fabled city, once the capital of Morocco, pulsates with energy. Every road leads to the famous Jema El Fna Square, where there is always a kaleidoscope both of color and activity. There, musicians, dancers and fire-eaters rub shoulders with public scribes, storytellers and acrobats, and vendors of fresh orange juice vie with grilled nut salesmen for business from passersby. In the evening, the lamps are lit and the hot food stalls are set up. Before long, the balm of nightfall is accompanied by the delicious smells of roasting meat, couscous, harira and freshly baked doughnuts.

Suddenly, as you turn the corner of a narrow street, through a half open door, you catch a glimpse of a palace with a fountain cascading in the fore court. The Bahia Palace, with its gardens filled with the fragrance of jasmine and orange flower, or the Dar Si-Said, which now houses the Museum of Moroccan Arts. Everything in Marrakech is worth seeing: the impersonal beauty of the Saadian Tombs, the Ben Youssef Medersa and the majestic ruins of the Badii Palace, built by Ahmed El Mansour using the most precious materials; gold, onyx and Italian marble, all traded for their weight in sugar.

Then there are the souks. To wander through a souk is to be drawn into **Aladdin's cave** of fine rugs, silverware, jewelry, basketry, pottery, wood carving and exceptional leatherware, for which Morocco is renowned. In Marrakech, the leatherwork, pottery, rugs and copper plates are of particularly high quality.

Fez, once Morocco's capital, is another gorgeous imperial city. Get lost in its lovely labyrinth of narrow Medieval streets, enjoy its huge medina, see the beautiful city gates, the ancient University of Al-Karaouine and the Bou Inania Madras. Also, make sure to visit a traditional leather tanning factory. There is a strong tradition of high quality craft-work in all the Imperial cities. **Rabat** is

...continued to page 6

From the Executive Board



The Board is delighted to announce that the **15th Creative Teaching Conference will take place in Casablanca, Morocco** from January 3-5, 2013.

Glamour and romance are two of the most essential elements for inspiring unforgettable voyages and cultural experiences. Morocco has both in abundance. It is the land of Marrakech-Casablanca - Meknes - Fez - Tangier, to name a few. Just the words alone are enough to make all those with emotion in their souls, both dreamy and wistful. The conference title is "Effective Interactive Teaching". For the Calls for Papers, the Preliminary Conference Program and other details go to pages 3, 6, 7, 11-14 and the registration information on page 15. **Submit papers, panels and workshop proposals for ACT15 NOW for an expedited review and register before Nov. 3, 2012.** An exciting optional tour is offered to visit the Royal cities of Casablanca, Rabat, Fez, Meknes and Marrakech - January 6-12, 2013. You find details on pages 3, 6, 7, 14

and 15. The tour includes six nights in 4*/5* hotels (or equivalent.), six breakfasts & dinners (exclusive beverages), a farewell dinner in Casablanca, modern, A/C bus, English speaking guide throughout the entire tour, sightseeing program (including entrance fees, porter fees, documentation and guide), bankruptcy insurance. Contact Denise Smith today at denise.smith@wacra.org to let WACRA know if you will join in this event.

There is one word that captures the 2013 WACRA Winter Conference in Morocco: **Excitement**. And that is what conference delegates will experience from start to finish. From the moment you arrive, everything will be exotic: from language to landscape, from menus to mountains, and from tours to cultural events. Quite simply, **Morocco is magic** and everyone who goes there falls under its spell!

For the 2013, 30th International Conference on Case Method Research & Application, WACRA will return to Berlin, Germany. The Conference will take place at the Maritim Hotel Berlin located in the center of town, within easy walking distance from Postdamer Platz, the Jewish Memorial, the Brandenburg Gate (*Brandenburger Tor*), Tiergarten, the Government Center, German Parliament (*Bundestag*), and the Museum Island with world famous museums like the Pergamon Museum. The 30-year anniversary conference is scheduled from July 7-10, 2013. WACRA staff is preparing an exciting academic program and a cultural, educational and immersion experience for all participants. Details of the post conference tour will be posted on the WACRA website when they become available. For the Calls for Papers and the Preliminary Conference Program, refer to the details in this NEWSletter on pages 6, 9 and 10.

Earlier this year, WACRA lost a valued colleague and friend when Dr. James Camerius passed away. Jim, as everybody fondly called him, was a true case method aficionado and passionate in the support he gave to his colleagues around the world. To commemorate his work, WACRA is proposing a Scholarship Fund in his name to assist students and faculty in their case writing activities. All who knew Jim, heard of him, attended his case writing workshops and colloquia are invited to join WACRA in celebrating his legacy and to contribute to this fund. You can use the amended 2013 WACRA Membership Dues Renewal Form to make your contribution. The WACRA Boards invite you to participate in the exciting activities planned for the coming year and beyond.

The International Journal of Case Method Research & Application - **IJCRA, 'your journal'**, is in its 8th year of publishing 'state of the art' papers on Case Method Research and Application (four issues per year with a Spanish language issue from time to time). **IJCRA** provides WACRA members, case writers and case teachers from around the world the opportunity to share their work with colleagues, to learn from colleagues and to create an international network for case writing, case teaching and interactive teaching applications. 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. **To make available the published work of IJCRA authors** to case writers, teachers, researchers and scholars world wide, WACRA® moves four quarterly issues of IJCRA to the public domain at the end of each year. Current issues of the Journal are reserved to WACRA members in good standing.

The new **WACRA Publication Partnership Project - W3P** responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCRA publication (details on page 8).

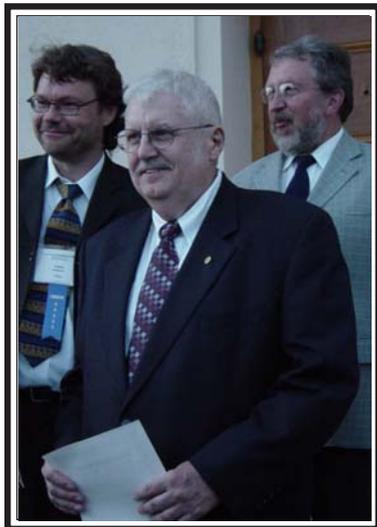
For your **promotion and tenure applications (P&T)**, you should know that Cabell lists IJCRA in its Directory of Publishing Opportunities in Management. Cabell is the largest citation index and directory of academic journals in the U.S.A. University administrators (deans, department chairs) in the U.S.A. and in other countries will consider for P&T decisions a faculty publication in a journal listed by Cabell.

All WACRA activities, including the extensive review/rewriting/editing efforts for IJCRA publications, are financed through membership dues and program revenues. Rising costs necessitate the first WACRA membership dues increase since 2004. You can lock-in 2012 rates, if you prepay your dues for two years (2013 and 2014) before December 1, 2012. **Please take the time NOW and renew your membership.**

H.Klein

JIM CAMERIUS SCHOLARSHIP FUND

To Assist Case-writing Students and Faculty



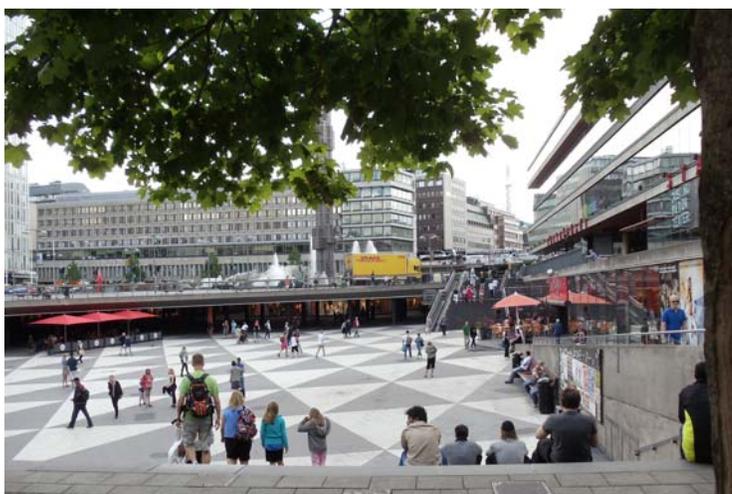
WACRA® is initiating a memorial fund in Jim Camerius' name to advance the cause of case method teaching, learning and research. Camerius, who died earlier this year after retirement from Northern Michigan State University, for many years headed the case writing workshops and colloquia at WACRA's annual summer conferences. He mentored numerous younger faculty members interested in both teaching with cases and writing cases for classroom use. His enthusiasm and energy contributed to the acceptance and use of cases in teaching and learning around the world. He also consulted with governments and nonprofit organizations that employed the case method in training exercises.

Educational institutions and private organizations, as well as individuals, are encouraged to consider contributing to the Camerius Scholarship Fund, to assist faculty and students engaged in case writing and other activities promoting the growth of the case method. Seed funding is already under way, with contributions from several universities in North America and Europe. WACRA® is hopeful that a system of matching grants can soon be implemented as well.

Send your check drawn on an American Bank, made payable to WACRA® (or pay by Visa or MasterCard credit card) to **WACRA®, 23 Mackintosh Ave, NEEDHAM (BOSTON), MA 02492-1218 U.S.A.** You can also add your contribution to your membership renewal. Suggested contributions: \$100, \$200, \$500, other.



Stockholm Conference



Call For Presentations & Proposals "POVERTY ALLEVIATION" TRACK

Casablanca, Morocco: January 3-12, 2013 and Berlin, Germany: July 7-10, 2013

The conferences in Casablanca and Berlin, 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 **NOW!!** 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

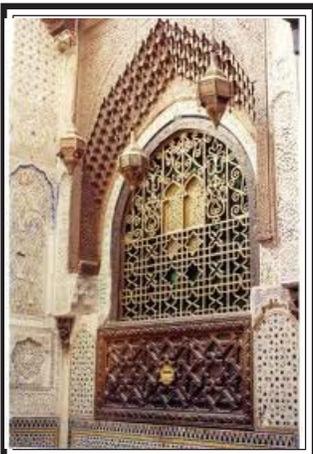
Student-faculty-staff collaboration

Analyze and identify needs

Create strategies to address needs

... from page 3

Morocco: Educational-Cultural Experience

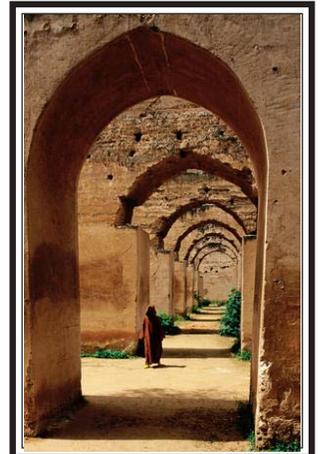


famous for its embroidery, carpets and Salé pottery. **Meknes**, for its wood carving, its metal and animals encrusted with silver thread and its mosaics. **Fez** is the capital of handicrafts, specializing in the famous 'Fez blue' pottery, carpet trays and leatherwork.

The city of **Meknes** is often called the 'Versailles of Morocco' for its beauty. Its lovely Spanish-Moorish style center is surrounded by tall city walls, with impressive gates and you'll be able to see the 17th C blend of European and Islamic cultures even today (Sources: Wikipedia and Moroccan National Tourist Board).

Meknes (Photo Trip Advisor)

Archways of old granery in Meknes



Practical Information for Morocco

Climate - Most of the year, Morocco enjoys a temperate climate. Near the coast, the influence of the sea moderates summer heatwaves, and in winter the average temperatures rarely drop below 10°C (50°F). The interior of the country, with a continental climate, is hotter than the coast in summer and colder in winter.

Health - No special inoculations are required for visiting Morocco. Consult your physician. Travel health insurance is a wise investment before you leave home. Avoid too much sun, wear a hat and use a sun screen. It is prudent to drink mineral water and to avoid dubious food stalls.

Formalities - For most tourists no visa is required to enter Morocco; all you need is a valid passport.

Social Graces - Moroccans are friendly and open with visitors. Much hand-shaking goes on, but that's about as much formality as you're liable to meet. If you can learn few elementary phrases in Arabic you'll be rewarded with surprised smiles and kindness.

Crime - Carrying whopping bankrolls or flashy jewelry only tempts fate. Keep valuables in your hotel safe. Leave nothing of value in a car, visible or hidden, locked or unlocked. In crowded markets and terminals beware of pick-pockets.

Currency and Credit Cards - The unit of currency is the *Moroccan dirham* (DH), divided into 100 centimes. In practice, tourists rarely see anything smaller than a half-dirham coin. Coins go up to 5 DH. Banknotes are issued in denominations of 10, 50, 100 and 200 DH. Major credit cards such as visa, mastercard and American Express are accepted in hotels, restaurants and most shops. It's best to change traveller's cheques at the bank. Always have your passport with you as identification when changing money.

Time - Greenwich Mean time (GMT) all year.

Tipping - People often let you know, subtly or otherwise, when a tip is appropriate. Don't forget waiters in cafés and restaurants, porters in hotels and terminals, toilet attendants, taxi drivers and helpful museum curators.

Voltage - in most of the country is 220 volts. There are some places that still have a 110 volt. Sockets are of the continental variety, with two round pins.

Chez Ali - Arabian Fantasia

Optional Dinner (Marrakech) Separate registration see page 15.

Fantasia dinner, where myth and reality come live in this magnificent complex while a succulent dinner composed of Moroccan soup, roast lamb, couscous (the Moroccan national dish) and fruit are served to participants.

During dinner, various folklore troops come to the tents and entertain the guests. After dinner, a spectacular performance including an equestrian fantasia and a laser show are highlights of the evening.



New Membership Rates Effective 1.1.2013

Rising costs necessitate the first WACRA membership dues increase since 2004. Effective January 1, 2013, for calendar year 2013, the membership dues are as follows:

Regular USD 85,
Retired Faculty \$45,
Associate members (Advanced Students) USD 75,
Organization Rate USD 600,
IJCRA Library Subscription Rate USD 1,050.

Save, by prepaying, before December 1, 2012 at 2012 rates, the membership dues for two years (calendar years 2013 and 2014). Renew now by using the form on page 16 or the Dues Form on the WACRA website.

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 world-wide, interdisciplinary organization of professionals and academics from fifty countries. The organizations' 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, Holland; Boston, U.S.A.; Limerick & Dublin, Ireland; Bratislava, Slovakia & Vienna, Austria; Montreal & Vancouver, Canada; Warsaw, Poland; Edinburgh, Scotland; Marseille, France; Cáceres, Spain; Budapest, Hungary; Lund & Stockholm, Sweden; Berlin & Mannheim, Germany; Bordeaux, France; Buenos Aires, Argentina; Brno, Czech Republic; Brisbane, Australia; Guadalajara, Mexico, Barranquilla, Colombia.

WACRA 2013 is scheduled for Berlin, Germany (July 2013). 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 - 30th International Conference
Case Teaching & Writing, Distance & Continuing Education, Multimedia, Simulations

Berlin, Germany**July 7-10, 2013***“New Paradigms - Meeting the Challenge”*

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

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 sent by way of e-mail. **All proposals and papers are due on or before January 15, 2013. Completed papers received prior to March 31, 2013** will be considered for publication in the **refereed International Journal of Case Method Research & Application -IJCRA**. Conference language is English with tracks in German, French and Spanish. Visit www.wacra.org for further details or contact WACRA directly.



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

WACRA®

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 www.wacra.org

Please post or share this invitation with colleagues!

Preliminary Program W A C R A® 2013

“New Paradigms - Meeting the Challenge!”**Berlin, Germany, July 7-10, 2013**

International airports: Berlin-Tegel, Frankfurt, Munich, Duesseldorf

Conference Hotel is The Maritim Berlin Hotel, Stauffenbergstrasse 26, Berlin. The Maritim Hotel boasts a timeless, elegant convention center in the style of Berlin in the roaring 1920s. It is located in the vicinity of Potsdamer Platz, Tiergarten, the Jewish Memorial, the Brandenburg Gate and the German Parliament.

Accommodation in luxuriously furnished bedrooms in the style of the 1920s include all the amenities, free use of an indoor swimming pool, gym, dry and steam sauna and MARITIM breakfast

Saturday, July 6, 2013**Pre-Conference Activities**

10.00-13.30 Executive and Advisory Boards meet at the Conference Hotel - The Maritim Berlin Hotel, Stauffenbergstrasse 26, Berlin (includes lunch).

Sunday, July 7, 2013

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 Conference Hotel (pick up conference material, name tags and admission tickets)
 19.00-21.00 Welcome reception and dinner at Conference Hotel

Monday, July 8, 2013

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 Conference Hotel.

Tuesday, July 9, 2013

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:

Wednesday, July 10, 2013

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 - venue to be announced. Separate Registration required!

Thursday-Monday, July 15, 2013

Educational-Cultural Post Conference Tour: Following the Footsteps of Martin Luther and Johann Wolfgang von Goethe. Details to be announced.

Early registration on or before March 1, 2013 is required. For up-dates contact denise.smith@wacra.org.

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

www.wacra.org

Please post or share this invitation with colleagues!

SOLICITUD DE ARTÍCULOS

Congreso Internacional ACT XV

*Investigación y Aplicación – Redacción de Casos, y Educación a Distancia***Casablanca, Marruecos***del 3 al 12 de Enero de 2013***ACT 15 – “Enseñanza eficaz”**

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 8, 2012.** *los artículos completos, terminados deben ser recibidos antes de diciembre 31 de 2012, para ser considerada su publicación en IJCRA.* [Las inscripciones al Congreso deben ser realizadas antes de Noviembre 3, 2012.](#)

Para mayores detalles visite nuestra página web o contáctese directamente con nosotros.

WACRA® North Carolina Conference Office (Denise Smith):

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

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



Programa Preliminar A C T 15 - W A C R A® 2013

*"Enseñanza eficaz"**Investigación y Aplicación – Redacción de Casos, y Educación a Distancia***Casablanca, Marruecos****Domingo, 3 de enero de 2013 a sábado, 12 de enero de 2013****Jueves, El Enero 3, 2013****Actividades Pre-Congreso**

10.00-13.30 Llegue en Casablanca (CMN).

Actividades del Congreso**Viernes, Enero 4, 2013**

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	Cena al Hotel

Sábado, Enero 5, 2013

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	Cena al Hotel

Experiencia Educativa-Cultural**Domingo, 06 de enero a sábado, 12 de enero de 2013****Inscripción seperado. Vea página 15.**

El Domingo: Salida para la experiencia educativa-Cultural. Viajar en autobús moderno de aire acondicionado, con guía (se habla Inglés) y tour manager a Rabat (Palacio del Rey, Torre Hassan, mausoleo de Mohammed V, jardín Oudaya), cena y alojamiento en Rabat. **El lunes:** Viajar desde Rabat a través de Meknes, Volubilis a Fez (mausoleo de Bab al Mansour y Moulay Ismail, ruinas romanas de Volubilis, paseo de la ciudad y unidad de Fez). Cena y alojamiento en Fez. **El martes:** Explorar las secciones antiguas de Medina y sus artesanos famosos, lugares de interés, en la tarde viajar a Mellah: judía cuartos y nueva ciudad; regreso al hotel, cena y alojamiento en Fes. **El miércoles:** Viajes a Marrakech vía Ifrane en las montañas Atlas y Azrou atravesando bosques de cedro y pino denso y fragante. Cena y alojamiento en Marrakech. **El jueves:** Pasar todo el día en el 'pueblo mágico' que se conoce como la 'perla del Sur'. Visite las secciones históricas, incluyendo el Palacio de la bahía y las tumbas de la Plaza Saadier y los zocos, Jemaa El Fna. Opción: Diffa Fantasia cena espectáculo en Chez Ali. Cena y alojamiento en Marrakech. **El viernes:** Viajar a Casablanca, después del desayuno. Visita Mohammed V cuadrados, Plaza de las Naciones Unidas, mercado, cuarto de Habbous, Palacio del Rey, los barrios residenciales de Anfa y la carretera costera de Ain Diab, la mezquita de Hassan II (desde fuera). Opción: Ver el interior de la mezquita. Cena y alojamiento en Casablanca. **El sábado:** Salida. Opción: Quedarse un día más en Casablanca. [Las inscripciones al Congreso deben ser realizadas antes de Noviembre 3, 2012.](#)

ACT - WACRA®

North Carolina Conference Office (Denise Smith):

Tel. +336-404-6256 Email: denise.smith@wacra.org Fax +336-307-3185***Le agradecemos que anuncie o comparta esta invitación con sus colegas!***

CALL FOR PAPERS, PRESENTATIONS AND PANELS

ACT15 Conference

"Effective Interactive Teaching"**Casablanca, Morocco**

January 3 - 12, 2013, including Educational-Cultural Event

The 15th "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 8, 2012. Completed papers received prior to December 31, 2012** will be considered for publication in the International Journal of Case Method Research & Application - IJCRA. **Conference registrations are due on or before November 3, 2012.** 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**

* **Now** - Submit papers & cases for ACT 15 conference: "Effective Teaching - An Exciting Journey" Casablanca, Morocco Jan. 3-12-2013

* **November 3, 2012**

Register for ACT 15 conference in Casablanca, Morocco and for the Educational-Cultural Moroccan Experience.

* **November /December 2012**

Renew WACRA® membership - includes access to IJCRA

* **January 3-12, 2013**

ACT 15 conference and Educational-Cultural Moroccan Experience

* **January 15, 2013**

Submit papers for the 30th WACRA Summer conference July 2013 in Berlin, Germany

* **March 1, 2013**

Register for the post conference in Germany (details will be posted).

* **March 25, 2013**

Register for WACRA® 2013, 30th International WACRA Conference in Berlin, Germany.

**WACRA®
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:

WACRA®

23 Mackintosh Ave

NEEDHAM (BOSTON) MA 02492 U.S.A.

Tel. +781-444-8982

Fax: +781-444-1548

Email: wacra@rcn.com

Preliminary Program

ACT15 - Fifteenth CREATIVE TEACHING CONFERENCE
"Effective Interactive Teaching"

"La pedagogie creatrice - La pedagogia creativa"

Casablanca, Morocco - January 3-5, 2013

Thursday, January 3, 2013

Arrive in Casablanca (CMN). In Casablanca take taxi to conference hotel **DOU ANFA** 85 Blvd. d'Anfa, Casablanca, Morocco 2000, Tel +212-(0)522 2001 36 to ..44 www.hoteldidouanfa.com

Friday, January 4, 2013

09.00 - 10.30 Opening Plenary Session
 10.30 - 11.00 Refreshment Break
 11.00 - 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 Dinner at Conference Hotel.

Saturday, January 5, 2013

09.00 - 10.30 Plenary Session
 10.30 - 11.00 Refreshment Break
 11.00 - 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 Dinner at Conference Hotel. Conference adjourns.

Educational-Cultural Experience - January 6-12, 2013

Sunday, January 6, 2013 to Saturday, January 12, 2013

Sunday: Departure for Educational-Cultural Experience. Travel in modern A/C bus, with English speaking guide and tour manager to Rabat (King's Palace, Hassan Tower, mausoleum of Mohammed V, Oudaya Garden with view), dinner and overnight in Rabat. **Monday:** Travel from Rabat via Meknes, Volubilis to Fez (Bab al Mansour and Moulay Ismail mausoleum, Roman ruins in Volubilis, city walk and drive in Fez). Dinner and overnight in Fez. **Tuesday:** Explore the old sections of Medina and its famous artisans, sights, in the afternoon travel to Mellah: Jewish quarters and new town; return to hotel, dinner and overnight in Fes. **Wednesday:** Travel to Marrakech via Ifrane in the snow covered Atlas Mountains and Azrou through dense and fragrant pine and cedar forests. Dinner and overnight in Marrakech. **Thursday:** Spend the entire day in the 'magic town' that is known as the 'Pearl of the South'. Visit the historical sections including the Bahia Palace and the graves of the Saadiers, the souks and Jemaa El Fna square. **Option:** Diffa Fantasia Dinner show at Chez Ali. Overnight in Marrakech. **Friday:** Travel to Casablanca after breakfast. Visit Mohammed V square, square of the United Nations, market hall, Habbous quarter, King's palace, the residential quarters of Anfa, and the coastal road of Ain Diab, the Hassan II mosque (from outside). **Option:** See the interior of the mosque. Dinner and overnight in Casablanca. **Saturday:** Departure. **Option:** Stay an additional day in Casablanca
Register before November 3, 2012..

ACT - WACRA®

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

W A C R A[®]

Vol. XXIII No.1

N E W S

WACRA[®] - Member Application/Renewal

Last Name _____ First Name _____ Title _____ Institution/Company _____

Street _____ City, State, Zip Code, Country _____

Tel. () _____ Fax: () _____ email _____

Home Address:
Street _____ City, State, Zip Code, Country _____ Tel. () _____

Check type of Membership:
 Regular (US \$85) Organization (US \$600) Retired Faculty (US\$45)
 Library Rate (US \$1,050) Associate (Advanced Students) (US \$75)

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

WACRA 2011 Ireland - Conf. Proceedings CD Ed..nal Partnerships to Change the World (ISSN 1931-7549) member \$45 (non-member \$55)

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

WACRA 2009 Canada - Conf. Proceedings CD Teaching & Learning in a Global Environment (ISSN 1931-7549) member \$45 (non-member \$55)

WACRA 2008 Scotland - Conf. Proceedings CD Worldclass Teaching & Learning (ISSN 1931-7549) member \$45 (non-member \$55)

ACT11 2008 Munich, Germany - Conf. Proceedings CD Creative Teaching (ISSN 1931-7549) member \$45 (non-member \$55)

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)

Interactive Innovative Teaching & Training 570 pg - (ISBN 1- 877868-22-1) member \$45 (non-member \$55);

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

Interactive Teaching & Learning Across Disciplines and Cultures 500 pg - (ISBN 1- 877868-18-3) member \$45 (non-member \$55);

Complex Demands Require Innovation 505 pages - (ISBN 1- 877868-16-7) member price \$45 (non-member \$55);

International Case Collection 200 pages (ISBN 1- 877868-12-4) member price \$45 (non-member \$55)

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

ACT1, ACT2, ACT3, ACT4, ACT5, ACT6, ACT7, ACT8- Creative Teaching (ISBN 1- 877868-10-8 ..13-2, ..15-9, ..17-5, ..19-1,..21-3, ..23X,..24-8), each: member price \$40 (non-member \$50);

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)

IJCRA - THE INTERNATIONAL JOURNAL OF CASE METHOD RESEARCH & APPLICATION

THE JOURNAL OF THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

Listed in the 12th Edition of Cabell's Directory of Publishing Opportunities in Management.