

W A C R A[®]

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Learning by Doing The Case for the Short Case

June 30 - July 5, 2018

Submit papers, cases, proposal before Jan. 15, 2018



The Art of Painting by Johannes Vermeer

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From the Executive Board

The 35th International WACRA Conference on Case Method Research & Application, will meet in Rotterdam, The Netherlands - June 30 - July 5, 2018 followed by a [Post Conference & Alumni Tour through parts of Holland: Rotterdam - Utrecht- Amsterdam - July 6-10, 2018](#). Alumni are invited to stay at the Rotterdam Conference Hotel prior to joining the tour. One of the Conference and Educational-Cultural Post Conference Tour goals is to facilitate bridge-building between **Continents, Cultures, Traditions and Ideas**. Details of the post conference tour will be posted on the WACRA website as they become available.

The theme for the 35th International WACRA Conference in Rotterdam is 'Learning by Doing - The Case for the Short Case -- Aprender haciendo - El caso para el caso corto'. The theme builds on the summer conference in Lima, Peru (2016) and Prof. Rebecca Morris' presentation

"Compact Cases: Rethinking Cases for Today's Students" and the international panel discussion on 'The Case Environment'.

The 34th WACRA conference in Graz, Austria featured excellent presentations, case discussions, workshops and inspiring plenary sessions. Sibylle Gauby spoke to the 300 year anniversary of Maria Theresia, Empress of Austria (1717-1780). Among the many reforms undertaken by Maria Theresia, the 1774 introduction of compulsory education for children in the entire Habsburg Empire for the

The 2017 Educational-Cultural Post Austro-Hungarian Empire began in five countries with stops: **Maribor, Varazdin**, the former Capital of the current Capital of Hungary, capital and one of the oldest cities in Slovakia and **Vienna**, the capital of stop made for an engaging live-class

The International Journal of Case **IJCRA**, 'your journal', publishes Research and Application (four issues from time to time). **IJCRA** provides case teachers from around the world

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 12).

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. [Please take the time NOW and renew your membership](#). Hans Klein



Turn of the 20th C Budapest Café

first time in world history, stands out.

Conference Tour through the former Graz and ended in Vienna and visited the 2nd largest city in Slovenia, **Croatia, Lake Balaton, Budapest, Szentendre, Esztergom**, the former Hungary, **Bratislava**, the capital of Austria. The Guided Tours at each on European and World History.

Method Research & Application - 'state of the art' papers on Case Method per year with a Spanish language issue WACRA members, case writers and the opportunity to share their work with

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Rotterdam - June 30 - July 5 2018

Rotterdam is a city in the Netherlands, in South Holland within the Rhine–Meuse–Scheldt river delta at the North Sea. Its history goes back to 1270 when a dam was constructed in the Rotte River by people settled around it for safety. In 1340, Rotterdam was granted city rights by the Count of Holland. A major logistic and economic centre, Rotterdam is Europe's largest port and has a population of 633,471 (2017), the second-largest in the Netherlands, just behind Amsterdam. Rotterdam is known for the Erasmus University, its riverside setting, lively cultural life and maritime heritage. The near-complete destruction of the city centre in the World War II Rotterdam Blitz has resulted in a varied architectural landscape, including skyscrapers, an uncommon sight in other Dutch cities, designed by renowned architects like Rem Koolhaas, Piet Blom and Ben van Berkel. Rotterdam's logistic success is based on its strategic location on the North Sea, at the mouth of the Nieuwe Maas channel leading into the Rhine–Meuse–Scheldt delta. The rivers Rhine, Meuse, and Scheldt give waterway access into the heart of Western Europe, including the highly industrialized Ruhr. The extensive distribution system including rail, roads, and waterways have earned Rotterdam the nicknames "Gateway to Europe - Gateway to the World".

Economy - Rotterdam has always been industry in the Netherlands. From the first multinational, established in 1602, to Nedlloyd established in 1970, with its landmark building the 'Willemswerf' in 1988. shipping industry leader P&O forming the the world. The Anglo-Dutch P&O Nedlloyd 'AP Moller Maersk' in 2005 and its Dutch 'Willemswerf'. Nowadays, well-known are consumers goods company Unilever, company Eneco, dredging company Van terminal operator Vopak, commodity trading for Metropolitan Architecture. It is also home company LyondellBasell, commodities company Pfizer, logistics companies Stolt-Group and consumer goods company has the Dutch headquarters of Allianz, Group and Aon. The City of Rotterdam government companies Roteb (to take care of sanitation, waste management and assorted services) and the Port of Rotterdam Authority (to maintain the Port of Rotterdam). Both these companies were once municipal bodies, now



Gebouw Delftse Poort
one of the tallest buildings

one of the main centres of the shipping Rotterdam Chamber of the VOC, the world's the merchant shipping leader Royal corporate headquarters located in the In 1997, Nedlloyd merged with the British third largest merchant shipping company in was bought by the Danish giant corporation operations are still headquartered in the companies with headquarters in Rotterdam asset management firm Robeco, energy Oord, oil company Shell Downstream, company Vitol and architecture firm Office to the regional headquarters of chemical trading company Glencore, pharmaceutical Nielsen, electrical equipment company ABB Procter & Gamble. Furthermore, Rotterdam Maersk, Petrobras, Samskip, Louis Dreyfus makes use of the services of semi-government companies and the Port of Rotterdam Authority (to maintain the Port of Rotterdam). Both these companies were once municipal bodies, now

Ports - Rotterdam is the largest port in Europe, with the rivers Meuse and Rhine providing excellent access to the hinterland upstream reaching to Basel, Switzerland and into France. In 2004 Shanghai took over as the world's busiest port. In 2006, Rotterdam was the world's seventh largest container port in terms of twenty-foot equivalent units (TEU) handled. The port's main activities are petrochemical industries and general cargo handling and transshipment. The harbour functions as an important transit point for bulk materials and between the European continent and overseas. From Rotterdam goods are transported by ship, river barge, train or road. In 2007, the Betuweroute, a new fast freight railway from Rotterdam to Germany, was completed.

Shopping - Well-known streets in Rotterdam are the Lijnbaan (the first set of pedestrian streets of the country, opened in 1953), the Hoogstraat, the Coolingsingel with city hall, and the Weena, which runs from the Central Station to the Hofplein (square). A modern shopping venue is the Beurstraverse ("Stock Exchange Traverse"), better known by its informal name 'Koopgoot' ('Buying/Shopping Gutter', after its subterranean position), which crosses the Coolingsingel below street level). The Kruiskade is a more upscale shopping street, with retailers like Michael Kors, 7 For All Mankind, Calvin Klein, Hugo Boss, Tommy Hilfiger and the Dutch well known men's clothier Oger. Another upscale shopping venue is a flagship store of department store De Bijenkorf. Located a little more to the east is the Markthal, with lots of small retailers inside. This hall is also one of Rotterdam's famous architectural landmarks. The main shopping venue in the south of Rotterdam is Zuidplein,

To page 4 ...

... from page 3

Rotterdam

which lies close to Rotterdam Ahoy, an accommodation center for shows, exhibitions, sporting events, concerts and congresses. Another prominent shopping center, called Alexandrium includes a large kitchen and furniture center.

Education - Rotterdam has one major university, the Erasmus University Rotterdam (EUR), named after one of the city's famous former inhabitants, Desiderius Erasmus. The Woudestein campus houses (among others) Rotterdam School of Management, Erasmus University. In 29th globally and 7th in Europe. In the 2009 school reached first place with the CEMS with its RSM Master in Management. The student association, STAR Study Management, Erasmus University and the AIESEC, has its international office in the Rotterdam's main art school, which is part regarded as one of the most prestigious number 1 in Advertising and Copywriting. the Piet Zwart Institute for postgraduate Design and Retail Design. The Piet Zwart emerging international artists. The Hoboken (general) hospital, the Sophia Hospital (for the University). These are known collectively ranked third in Europe by CSIC as a universities of the world in the field of (2017). There are also three *Hogescholen* Rotterdam. These schools award their and postgraduate or Master's degree. The three *Hogescholen* are Hogeschool Rotterdam, Hogeschool Inholland and Hogeschool voor Muziek en Dans (uni for music and dance) which is also known as CodArts. As there are many international and American schools scattered across Europe such as ASH (American International School of the Hague) Rotterdam also has its own international/American school by the name AISR (American International School of Rotterdam). At AISR children receive a multicultural education in a culturally diverse community and it offers the International Baccalaureate (IB) Diploma Program. Unique to the city is the Shipping & Transport College which offers masters, bachelors and vocational diplomas on all levels. [Source: Wikipedia]



Statue of Erasmus created by Hendrick de Keyser in 1622

Financial Times' 2005 rankings it placed rankings of Masters of Management, the Master in Management and a tenth place university is also home to Europe's largest Association Rotterdam School of world's largest student association, city. The Willem de Kooning Academy of the Hogeschool Rotterdam. It is art schools in the Netherlands and the Part of the Willem de Kooning Academy is studies and research in Fine Art, Media Institute boasts a selective roster of campus of EUR houses the Dijkzigt children) and the Medical Department of as the Erasmus Medical Center. This is hospital, and is also ranked within top 50 medicine (clinical, preclinical & health, (Universities of applied sciences) in students a professional Bachelor's degree

Remembering Eduardo Rosker



With sadness and sorrow we report the death of WACRA Executive Board Member and WACRA Director for Latin America, Professor Eduardo Rosker.

When Eduardo died on April 19, 2017, WACRA members, students, case writers and teachers lost an ardent, well known and respected Case Method Educator. Eduardo organized the memorable WACRA conference at UCES in Buenos Aires and the post tour to Cordoba, Argentina in 2004. As a WACRA Ambassador he was always ready to offer his advice and his assistance. Throughout his association with WACRA, he built close and trusting relationships with case writers, teachers and case aficionados around the world.

We relied on him as a colleague, as a teacher, as member of the WACRA Executive Board and as a friend. He is leaving a lasting legacy in case method based education.

Join WACRA in Rotterdam



From top, left to right:
Cube houses, Fishing Boat, Erasmus Bridge, River Maas
Photos: WACRA Staff.

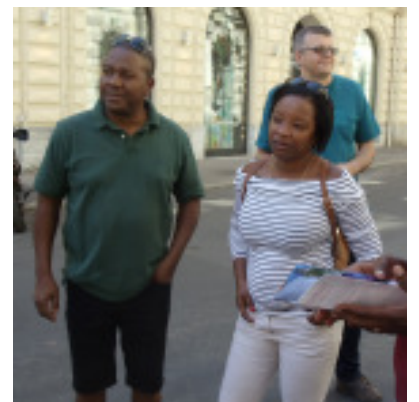
About WACRA®...

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 sixty-five 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, Holland; Boston, U.S.A.; Limerick & Dublin, Ireland; Bratislava, Slovakia; 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; Odense, Denmark; Istanbul, Turkey; Lima, Peru; Graz, Austria.

Membership is open to all individuals and organizations wishing to advance the objectives of the association. You have the opportunity for networking, consulting and to associate with professionals working with *cases and interactive methods on an international scale.*

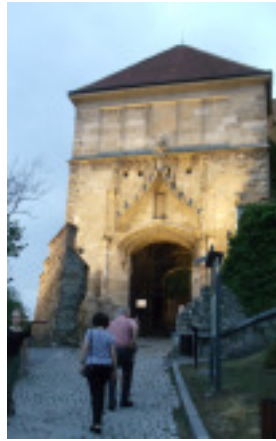
2017 WACRA Conference in Graz, Austria



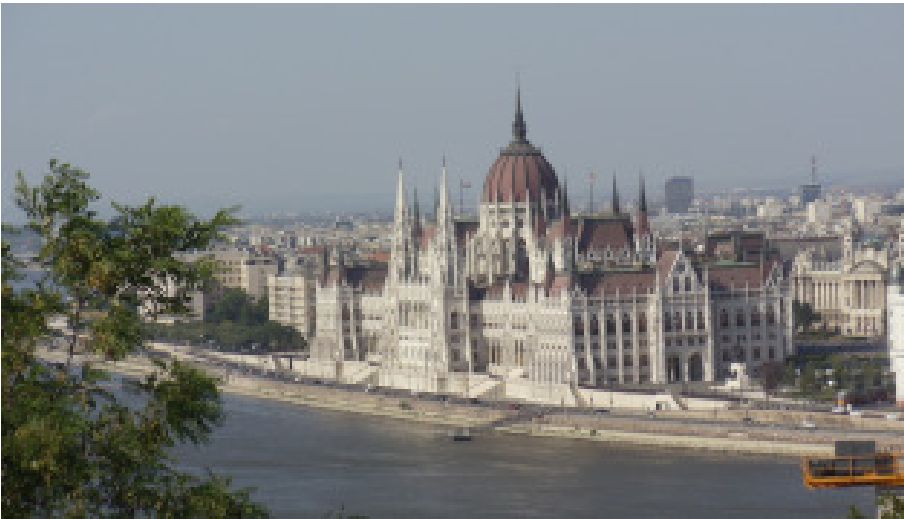
2017 WACRA Conference



Austria, Slovenia, Croatia, Hungary view



Bratislava, Slovakia



Budapest Parliament - Danube



Vienna, Austria - Centre

Calendar of Events

* **During October and November 2017** Write papers & cases for WACRA 2018 "The Case for the Short Case" Rotterdam, June 30 to July 5, 2018

* **November/December 2017** Renew WACRA® membership - includes access to IJGCR.

* **January 3-14, 2018**

Review and revise your paper/case for Rotterdam.

* **January 15, 2018**

Submit papers for the 35th WACRA Summer conference June 30 - July 5, 2018 in Rotterdam, The Netherlands.

* **March 1, 2018**

Register for Post Conference Tour: Details will be announced on WACRA website.

* **March 25, 2018**

Register for WACRA® 2018, 35th International WACRA Conference in Rotterdam, The Netherlands.

* **June 30 - July 5 2018**

35th International Conference on Case Method Research & Application, Rotterdam.

WACRA®

NEWS

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My visit to Graz, Austria

Merveille Hitimana*

I came to Austria to support my dad who was selected to present his research paper about people with disabilities. When I came off the plane, the first thing I noticed: Graz was a cultural country. Its Austrian architecture is overwhelming. It also has art works and drawing. My family and I visited St. Giles cathedral, the cathedral was dedicated to saint Giles. Inside the cathedral, the decor is beautiful there is some real marble, precious wood and good architecture.

A woman who works for the city guided us and I learned that back in the times Graz was heavily protected because the Ottoman Empire wanted to attack Vienna and the city of Graz did not want to be attacked by the Ottoman Empire. I was able to climb the Schloss berg stairs. the 260 stairway was built by the Austrian and Russian prisoners. I looked at the city of Graz on top of the hill and it was beautiful.

One thing that I did not appreciate was that many people smoked in public and I do not like to smell the smoke. I also saw 4 countries in Europe: Croatia, Slovenia, Hungary and Austria. We went to this structure with lots of stairs and on top the view of Croatia, Slovenia, Hungary and Austria was amazing. We did not enter Hungary and Croatia but we went to Slovenia. We also went in the mountains of Slovenia and we saw a fence that leads to the border between Slovenia and Austria and that would help refugees to not get lost in the mountains. We went to the border between Slovenia and Austria and it was somewhat funny because it was like a table and the left side was Slovenia and the right side was Austria. We finally went to the South Styria Wine Route. Everybody took wine but I am a kid so I cannot have wine. I had grape juice. It turns out that they have the #1 Grape juice in the world and it was good. In my opinion, my visit in Graz, Austria was pleasant.

Mon aventure en Autriche

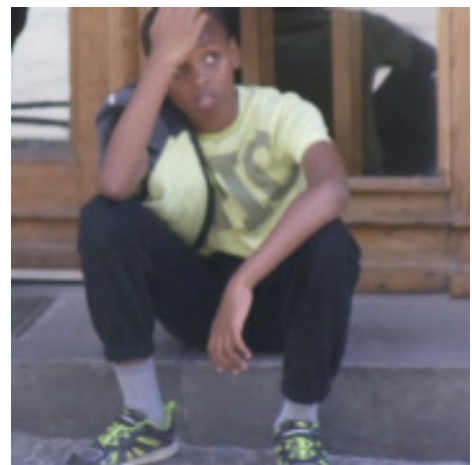
Chance Hitimana*

Mes vacances à Graz, Autriche, ont tout d'abord commencé quand moi et ma famille ont pris un avion de Toronto à Montréal. Malheureusement l'avion était en retard de 6 heures à cause des raisons techniques. C'était ennuyant ! Finalement à 11:30pm l'avion a décollé vers Bruxelles en transite à Bruxelles ma famille et moi ont profité de rendre visite chez notre tante en Bruxelles. C'est alors qu'on a décidé de visiter un des plus grand site touristique de Bruxelles l'Atomium, ma famille et moi était impressionné par une structure si bizarre mais encore géniale des heures plus tard je suis allé à Matonge. De mes expériences Matonge est pas du tout propre ni organiser, des jours après j'ai visité un des sites le plus historique en Graz les 260 escaliers [to the Schlossberg], les escaliers étaient construit par les prisonniers russe et autrichiens pendant la première guerre mondiale. Après quelque heures sur les escaliers, ont a pris le métro pour se rendre au centre- ville. Nous étions émerveillés par les nombreux bâtiments autour de nous les bâtiments étaient construits par les italiens pendant le temps de la renaissance. Récemment j'ai visité la frontière de 4 pays (Slovénie, Croatie, Autriche et la Hongrie).J'étais étonné par l'absence des agents de sécurité ou des barrières fortifiées. C'était aussi une occasion de prendre des belles photos. J'ai remarqué que d'un seul regard tu vois quatre différent pays. En conclusion, l'Autriche est un petit pays mais parfois petit est mieux.

*Merveille and Chance are the 10 and 11 year old children of conference delegate Agami Hitimana



'Border Table' (left Austria, right Slovenia)



How many steps to the top?

CALL FOR PAPERS

Rotterdam, The Netherlands: June 30 - July 5, 2018

“Learning by Doing - The Case for the Short Case”

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 and practitioners in (business, communication, education, engineering, history, law, medicine, psychology, public policy, social work 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 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 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.

Although Case Research is often strongly associated with business programs, the reality is that across many disciplines, particularly in professional programs, the use of short, ‘situational’ cases is widespread. If we think about the kind of ‘signature’ pedagogy that characterizes education and training in law, medicine, clinical practice of all kinds, counseling and justice studies, for example, we see a vibrant case culture grounded in the ‘short case’. In keeping with the theme for the Rotterdam conference, June 30th to July 5th, ‘short case’ submissions are especially welcome.

If you have developed, or are developing, short case studies, grounded in a real world setting, with focused learning objectives, the Rotterdam conference is an opportunity to have the scholarship of the ‘short case’ recognized as a distinct contribution to teaching and learning. The established manuscript and review processes for case submissions apply as well as proposals for panels and workshops.

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 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 should not appear on the first 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 e-mail. **All proposals and papers are due on or before January 15, 2018. Completed papers received prior to March 31, 2018** will be considered for publication in *IJCRA-The refereed International Journal of Case Method Research & Application*. Conference language is English with tracks in other languages. Visit www.wacra.org for further details or contact WACRA directly. Delegates can present up-to two papers they coauthored. **Register before March 25, 2018.**

ACT - WACRA®

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SOLICITUD DE ARTICULOS

Rotterdam, Países Bajos: June 30 - July 5, 2018

"Aprender haciendo - El caso para el caso corto"

El método de casos puede jugar un importante papel para resolver casos y en la enseñanza de resolución de problemas, tanto en la academia como en la industria, así como para iniciar y manejar el cambio. El congreso provee, a los participantes, de oportunidades de aprender más acerca de la enseñanza con el método de casos y con enfoques relacionados a la enseñanza en una gran variedad de contextos educativos. Participantes tendrán una gran oportunidad de reunirse con colegas de todo el mundo con quienes podrán forjar relaciones para investigación. Los congresos de WACRA son foros multinacionales e interdisciplinarios para académicos y profesionales en: negocios, comunicación, educación, ingeniería, historia, leyes, medicina, psicología, políticas públicas, trabajo social y gobierno.

Los artículos solicitados analizarán teoría y práctica utilizando casos, simulaciones, videos y métodos relacionados a la resolución de problemas, manejo del cambio e innovación. Se dará prioridad a los artículos que sean interdisciplinarios, internacionales y/o comparativos. Se estimula el envío de artículos relacionados con la aplicación de casos en la universidad y programas de formación profesional en diversos contextos. También se solicitan artículos sobre investigación de los desafíos enfrentados por los negocios.

Siendo que el foco principal de los congresos de WACRA es sobre el uso de los casos para resolución de problemas y enseñanza, también se da bienvenida a casos de investigación. WACRA está particularmente interesada en artículos académicos que promuevan la comprensión y colaboración entre disciplinas y de socios internacionales. Son especialmente bienvenidos artículos y casos que estén relacionados con los desafíos del congreso: Puente entre teoría y práctica. Se reconocerá el mejor artículo / caso y presentación.

Aunque los Estudios de Caso suelen estar fuertemente asociados con los programas de negocios, la realidad es que estos cruzan muchas disciplinas; particularmente en los programas profesionales, el uso de casos cortos 'situacionales' es generalizado. Si pensamos en el tipo de pedagogía de "firma" que caracteriza la educación y la formación en derecho, medicina, práctica clínica de todo tipo, asesoramiento y estudios de justicia, por ejemplo, vemos una cultura de casos vibrante basada en el "caso corto". De acuerdo con el tema de la conferencia de Rotterdam, del 30 de junio al 5 de julio, las presentaciones de "casos cortos" son especialmente bienvenidas.

Si ha desarrollado o está desarrollando estudios de casos cortos, basados en un entorno real, con objetivos de aprendizaje enfocados, la conferencia de Rotterdam es una oportunidad para que su trabajo académico sea reconocido como una contribución distintiva a la enseñanza y el aprendizaje. Se aplican los procedimientos establecidos para el manuscrito y la revisión de las presentaciones de casos, así como propuestas de paneles y talleres.

El envío de su artículo debe incluir: (1) una portada que incluya el título, nombre, filiación, dirección, teléfono, fax y email del autor(es); (2) un resumen de la propuesta (que no exceda las 4 páginas) o el artículo completo (que no exceda las 12 páginas). Baje la guía para los autores del sitio web de WACRA. El resumen debe incluir claramente los objetivos, el marco teórico y la naturaleza de la propuesta y que responda al criterio de la revisión. El nombre del autor no debe aparecer en el resumen para facilitar la revisión a ciegas. Se comunicará la recepción de las propuestas / artículos y los resultados de la revisión a ciegas será enviada por mail. **Todas las propuestas o artículos deben ser enviados antes del día 15 de enero del 2018. Los artículos terminados recibidos antes del 31 de marzo de 2018, serán considerados para su publicación en la revista IJCRA International Journal for Case Method Research and Application.** El idioma del congreso es el inglés con tracks en español. **Se invita a cada delegado inscrito para presentar hasta dos trabajos donde él es (co-autor).** El 2º docum. está sujeta a disponibilidad de espacio.

WACRA®

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For Case Writers - and Prospective Case Writers

Twenty-Fifth Annual International Casewriters' Workshop & Casewriters' Colloquium

Designed to assist novice and experienced case writers to write, improve and publish their cases, **WACRA 2018 in Rotterdam, The Netherlands on Sunday, July 1, 2018**, will feature the Twenty-Fifth International WACRA® Casewriters' workshop and Casewriters' Colloquium. Case writers - and prospective case writers are invited to participate and to submit cases and/or contribute to the interactive sessions in Rotterdam. Separate registration is required.

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

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

Submission: Submit your case **before January 15, 2018**. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case (two cases per author). To facilitate the double blind review the authors' names should appear on a cover page only. Send your cases by email in (MS Word format). Authors should note that colloquium and workshop and round table on **Sunday, July 1, 2018** are pre-conference activities and require separate registration.

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

Convocatoria Para El Envío de Casos^(WICS) - Domingo, el 1 de julio de 2018

La sección de casos en Español busca generar en los participantes mayor aprendizaje de la enseñanza basada en el Método del Caso en este idioma. Para lograrlo, se realizará el taller de revisión de casos asistido por un panel de expertos en las que se expondrán, revisarán y discutirán los casos previamente enviados por los participantes. Durante esta sección los escritores participantes colaborarán en el proceso de revisión de casos y a su vez recibirán comentarios de parte del resto de participantes y de expertos en la escritura de casos. Por lo anterior, WACRA invita a escritores con experiencia en el Método del Caso, a enviar sus casos a más tardar **el 15 de enero de 2018**. **Requisitos:** Los casos deben estar en proceso de perfeccionamiento, preferente-mente versiones inéditas. Los casos pueden referirse a cualquier área temática siempre y cuando presenten aspectos como desafíos y soluciones que enfrenten personas y/o empresarios y situaciones cuyo análisis y resolución refuerce el desarrollo de conocimientos, habilidades, actitudes y valores. Los casos deben describir situaciones reales. Se recibirán casos disfrazados, sólo cuando su disfraz se justifique por petición de parte del (o los) protagonista(s). **Presentación Portada** con la siguiente información sobre los autores: Título, Nombre, Institución, Dirección, Número(s) de teléfono, Número(s) de fax, Dirección de correo electrónico (e-mail). Para asegurar una revisión objetiva, los nombres de los autores deberán aparecer únicamente en la página de portada. Resumen del caso (que no exceda 4 páginas), o el caso terminado (no excediendo las 12 páginas o 15 páginas incluyendo anexos y referencias). **El resumen debe indicar:** Los objetivos; la estructura; la naturaleza del caso; para proteger el sistema de evaluación anónima de los proyectos, el nombre del autor no debe figurar en el resumen. **Notas de enseñanza** (por lo menos el bosquejo) que deben incluir: Una breve descripción del caso, a qué temas corresponde su aplicación, los objetivos de enseñanza; preguntas y respuestas del profesor; el epílogo del caso (opcional); el análisis del autor deberá incluirse en las notas de enseñanza y no como parte del desarrollo del caso. **Criterios de elección de casos:** Los casos serán evaluados por el Comité Organizador tomando en cuenta: Originalidad; lo apropiado del tema; la profundidad y respaldo de la investigación; la contribución a la comprensión de los temas de enseñanza-aprendizaje; la aceptación definitiva estará sujeta a la decisión final del comité organizador. **El envío de casos** deberá realizarse a más tarde el **15 de enero del 2018** en un archivo Word.

ACT - WACRA®

North Carolina Conference Office (Denise Smith):

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

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.

Coauthors. 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. Coauthors 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: Coauthors 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.

¿No sabe que publicar su trabajos académicos?

The International Journal of Case Research and Application (Revista Internacional de Investigación y Aplicación de Casos) es la publicación oficial de WACRA y como tal aspira a publicar artículos de alta calidad, de todo el mundo, que capture la innovación y creatividad en el aprendizaje y en los métodos interactivos de enseñanza. El Proyecto WACRA de Publicación Asociada responde al interés de los miembros de desarrollar asociaciones basadas en WACRA enfocadas en producir artículos de alta calidad publicables en IJCRA. Para facilitar W3P, WACRA está estableciendo una base de datos para que autores principales (individuos que están buscando socios) y coautores (autores secundarios) (individuos que buscan trabajar y apoyar a los autores principales). Para construir esta base de datos, solicitamos a autores y coautores envíen lo siguiente:

Autores principales: elijan de su trabajo un artículo que tenga potencial para IJCRA. Esto podría ser un caso en desarrollo, un artículo sobre educación, etc. Envíe un resumen de 1 / 2 páginas a WACRA. El resumen debe incluir el propósito de su investigación, la metodología, los resultados (si es posible) y las conclusiones (si se han determinado). Por favor, incluya su nombre, su institución y afiliación de su departamento, su email, idioma nativo, y si prefiere un coautor dentro de su disciplina. Se alienta a los autores principales que envíen un ejemplo representativo de su nivel de inglés, que puede ser por escrito o en un video de 3 minutos donde hable acerca de su investigación.

Coautores: envíen un resumen de los tipos de socios con los cuales les gustaría colaborar. Esto puede incluir colegas en una específica disciplina, colegas que comparten un mismo enfoque de investigación, o colegas de alguna específica región del mundo. Los coautores deben estar disponibles de poner en correcto inglés las ideas o redacciones, ayudar a organizar los artículos de acuerdo a standards académicos aceptables, y ayudar a formatear el artículo según las guías de WACRA. Por favor, también incluyan 1 / 2 páginas de algún artículo publicado, un resumen de su propia investigación e interés en publicar, así como su nombre, institución, afiliación de su departamento y email.

Asociaciones: los coautores se contactarán con los autores principales con los cuales quieran trabajar y entre ambos decidirán si desean formar esta asociación. Cuando hayan formado una asociación los autores principales le informarán a WACRA, así se podrá quitar sus nombres de la base de datos. Los artículos W3P enviados a IJCRA serán tratados con la misma rigurosidad (doble revisión a ciegas) que los demás artículos.

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

Programa Preliminar WACRA® 2017

Rotterdam, Países Bajos

30 de junio a 5 de julio 2018

Aprender haciendo - El caso para el caso corto" Investigación y Aplicación – Redacción de Casos, y Educación a Distancia

Viernes, Junio 29, 2018

Llegada el Viernes, Junio 29 de 2018 y beneficio en tarifa especial del hotel antes y después de la conferencia. Llegada al **aeropuerto internacional de Amsterdam Schiphol** (AMS). Excelentes conexiones con la mayoría de las principales aerolíneas. Tome el tren a Rotterdam (45 minutos).

Sábado, Junio 30, 2018

Reunión de la Junta Ejecutiva y Asesora (incluyendo almuerzo) en el hotel.

Domingo, Julio 1, 2018

09.00 - 16.00 WICS - WACRA Interactive Case Sessions Taller, incluye almuerzo (Inscripcion separada)
18.00 - 19.00 Inscripción al Hotel.
19.00 - 21.00 Cena en el hotel. Menú a la carta (de pago), disfrutar de una amplia variedad de platos.

Lunes, Julio 2 2018

09.00 - 12.30 Apertura Sesión Plenaria y Sesiones Simultáneas
12.30 - 13.30 Almuerzo
14.00 - 16.30 Sesiones Simultáneas
16.30 - 19.00 Free time
19.30 - 21.30 Cena de Gala y Premios en el hotel

Martes, Julio 3, 2018

09.00 - 12.30 Sesión Plenaria y Sesiones Simultáneas
12.30 - 13.30 Almuerzo
14.00 - 21.30 Excursión opcional. Detalles que se anunciarán

Miercoles, Julio 4 2018

09.00 - 12.30 Sesión Plenaria y Sesiones Simultáneas
12.30 - 13.30 Almuerzo
13.30 - 16.00 Sesiones Simultáneas y session Plenario de Cierre.
16.00 - 19.00 Free Time
19.30 - 21.00 Cena optional (de pago), detalles que se anunciarán

Jueves, Julio 5 - 9, 2018

Salida después del desayuno o Conferencia Post Tour: Rotterdam - Utrecht - Amsterdam. Detalles que se anunciarán.

09.00 Salida para el 'Tour' (**registro separada: 1 de marzo, 2018.**)

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

Preliminary Program
35th International WACRA® Summer Conference

"Learning by Doing - The Case for the Short Case"
Rotterdam, The Netherlands
June 30 - July 5, 2018

Research and Application – Case Writing & Teaching and Distance Education

Friday, June 29, 2018

Arrive on Friday, June 29, 2018 and visit Rotterdam.

The special conference hotel rates are available before and after the conference dates.

Arrive at **Amsterdam Schiphol International Airport (AMS)**. Excellent connections with most major airlines. Take the train to Rotterdam (45 minutes)..

Saturday, June 30, 2018

010.00 - 13.00 Executive and Advisory Board Meeting (including lunch) at Conference Hotel

Sunday, July 1, 2018

09.00 - 16.00 WICS - WACRA Interactive Case Sessions (including lunch). Separate registration. details pp. 10 & 15.

18.00 - 19.00 Registration at the Conference Hotel.

19.00 - 20.30 Dinner at Conference Hotel at your leisure (pay as you order).

Monday, July 2, 2018

09.00 - 12.30 Opening Plenary and concurrent Sessions

12.30 - 13.30 Lunch

13.30 - 15.30 Concurrent Sessions

15.30 - 19.00 Free time

19.30 - 21.30 Gala and Awards Dinner

Tuesday, July 3, 2018

09.00 - 12.30 Plenary Session

12.30 - 13.30 Lunch

14.00 - 21.30 Optional excursion (to be announced) (**separate registration**) or alternatively free time.

Wednesday, July 4, 2018

09.00 - 12.30 Plenary and concurrent sessions

12.30 - 13.30 Lunch

Thursday, July 5 - 9, 2018

Conference Post Tour: Rotterdam - Utrecht - Amsterdam. Details to be announced.

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W A C R A® - REGISTRATION FORM

35th International WACRA@Summer Conference
Rotterdam, The Netherlands: June 30 - July 5, 2018

Tel. Office	Fax Office
Tel. Home	Fax Home
email & skype	

Title, First Name, Last Name **Please Print**

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address & skype

***Delegate (and Partner/Spouse) Registration Packages** includes Conference Material; Lunch, and Refreshments during Conference (Monday - Wednesday). Arrival: Saturday, June 30, 2018; Departure Thursday, July 5, 2018. International Airport Amsterdam (AMS), Conference hotel : TBA

Paid Before March 25, 18	Paid After March 25, 18		Amount
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Conference registration fees for members

* 1 Delegate (WACRA member)	\$ 950	\$ 1050	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>
*1 Retired Faculty (WACRA member)	\$ 500	\$ 600	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>
* Partner/Spouse	\$ 500	\$ 600	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>

Conference registration fees for non-members

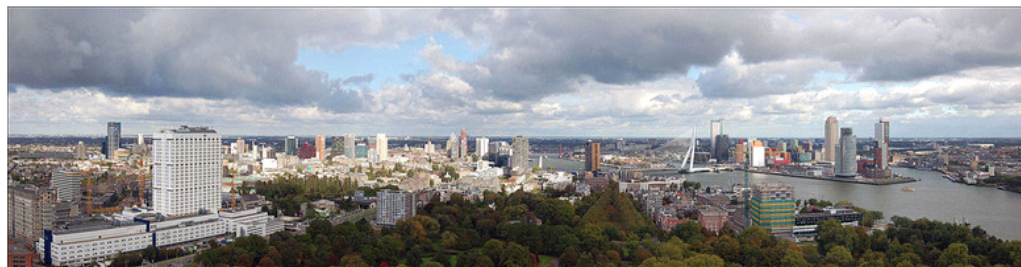
* 1 Delegate (not-yet member)	\$ 1050	\$ 1150	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>
*WACRA 2017 Membership Dues <u>include access to IJCRA Journal</u>	\$85	\$85	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>

Total

Travel insurance option!

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

Visa/MC #					
				Expiration Date 3 digit code	

Upon receipt of payment, presentations, workshops etc. will be scheduled and logistical details and other conference and educational tour information (if appropriate) will be e-mailed. Refund policy: Conference Registration Fees (less \$200) will be refunded upon written request received prior to May 12, 2018 or alternatively, a replacement may be named (Replacement Fee \$200). Optional Tours/Events/Activities: 85% prior to May 1, 25% prior to June 1, 2018.

Return this form with payment to:

**W A C R A® - 23 Mackintosh Ave
 NEEDHAM (BOSTON) MA 02492-1218 U.S.A.
 Tel. +781-444-8982 Fax: +781-444-1548
 Email: wacra@rcn.com <http://www.wacra.org>
Conference Office (Denise Smith)
 3817 Tonsley Place **High Point, NC 27265 U.S.A.**
 Tel. +336-404-6256 Email: denise.smith@wacra.org**

W A C R A[®]

Vol. XXVIII No.2

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 \$785) _____ 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 Conference CDs and PUBLICATIONS

Conference Proceedings CDs Graz, Austria 2017; Barcelona, Spain 2017; Lima, Peru 2016; Rome, Italy 2016; Odense, Denmark 2015; Vienna, Austria 2015; Istanbul, Turkey 2014; Paris, France 2014; Berlin, Germany 2013; Casablanca, Morocco; 2013, Stockholm, Sweden 2012; Seville, Spain 2012; Dublin, Ireland 2011; Barranquilla, Colombia 2010; Cologne; Germany 2010; Vancouver, Canada 2009; Sedona, U.S.A. 2009; Edinburgh, Scotland 2008; Munich, Germany 2008; Guadalajara, Mexico 2007; Lucca, Italy 2007; Brisbane, Australia 2006. (ISSN 1931-7549) Each CD: Member price \$45, non-member \$55.

Books in print:

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);

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

International Case Collection 200 pages (ISBN 1- 877868-12-4) member price \$40 (non-member \$45)

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

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

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

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

Teaching and Interactive Methods, 570 pages - (ISBN 1- 877868-07-8) member price \$45 (non-member \$50);

IJCRA - THE INTERNATIONAL JOURNAL OF CASE METHOD RESEARCH & APPLICATION

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

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