

W A C R A[®]

N E W S

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Interactive Teaching and Learning



Lisbon, Rua Augusta toward Praça do Comércio with statue of King José 1

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From the Executive Board

ACT21, the WACRA Winter Conference on Creative Teaching will take place in Lisbon, Portugal from January 3-7, 2019. Calls for Papers, the Preliminary Conference Program (in English and Spanish) and other details are presented on the following pages, registration

information on page 15. WACRA Alumni and Friends are invited to stay at the Lisbon Conference Hotel prior to and during the conference and to join the educational post conference tour to Northern Portugal including Porto, Braga and the Douro Valley. **Register before October 25, 2018** to lock in favorable Hotel rates. Details on pages 4, 6, 16.

Submit papers, panels and workshop proposals for ACT21 NOW for an expedited review and register before Nov. 8, 2018. To facilitate logistical plans, please let us know if you plan to attend this event by sending an email to denise.smith@wacra.org.

The WACRA Board is currently preparing plans for **the 36th International WACRA Conference on Case Method Research & Application in June/July 2019. Sites considered are St. Petersburg, Russia and Helsinki, Finland. Details and up-dates will be posted on www.wacra.org.**

The 35th WACRA conference in Rotterdam, Netherlands was an exciting event with excellent presentations, case discussions, workshops and inspiring plenary sessions. Many discussions and presentations addressed the conference theme "The Case for the Short Case" first introduced by Professor Rebecca Morris at the 2016 WACRA Conference in Lima, Peru. Dr. Morris is *Editor in Chief of the Case Journal* and ardent advocate for the use of compact cases. Delegates from Canada, Colombia, France, Germany, Peru, Russia, Spain and U.S.A. participated in the annual casewriters' colloquium. Case authors received valuable feedback and novices were introduced to case editing and improvement process. The activity was interactive and lively; everyone's contribution was welcome. a

Delegates enjoyed the warm proverbial Dutch hospitality at the Inntel Hotel in Rotterdam and seized on the opportunity to explore Delft, Haarlem and Amsterdam during the educational post conference tour or on their own before and after the conference.

The International Journal of Case Method Research & Application - **IJCRA, 'your journal'**, publishes '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 worldwide, 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 (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. **Please take the time NOW and renew your membership.**

Hans Klein

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Lisbon - January 3 - 7, 2019

Boasting springtime temperatures during the winter and cool summers freshened by a breeze blowing in from the Atlantic, Costa de Lisboa, on the southwestern coast, offers a rich and impressively integrated diversity. The capital of Portugal since its conquest from the Moors in 1147, Lisbon is a legendary city with over 20 centuries of History. The Alfama is one of the oldest quarters in Lisboa. Since it largely survived the earthquake of 1755, the area still retains much of its original layout. Adjacent to the Alfama are the likewise old quarters of Castelo and Mouraria, on the western and northern slopes of the hill that is crowned by St. George's Castle. Every year in June, the streets of all three quarters come alive with the feasts in honour of the popular saints. The Graça quarter and the churches of São Vicente de Fora and Santa Engrácia are within walking distance of this area. Radiant skies brighten the monumental city, with its typical tile covered building facades and narrow Medieval streets, where one can hear the fado being played and sung at night. But Lisbon is also the stage for popular festivities, the place for exquisite shopping, exciting nightlife, and interesting museums, a place from where motorways branch off in different directions. **Lisbon is Portugal's capital** and the hub of a multifaceted area that appeals to different tastes and senses. In a city that has been influenced by many different far-off cultures over time, there is still a village feel in each historic neighbourhood. Stroll through the Pombaline grid of streets in the Baixa district that opens on to the Tagus in Praça do Comércio, then follow the river to discover some of the city's most beautiful parts: the monumental area of Belém with its World Heritage monuments, the mediaeval quarters and the latest contemporary leisure spaces, such as the Parque das Nações. **The new part of the city** cannot be forgotten either ... museums such as the Calouste Gulbenkian, in the north, or continuing along the river, the National Tile Museum. Carry on to the **Parque das Nações** (Park of Nations), the port area which was completely rebuilt for Expo '98, the 1998 World's Fair. It is now an important recreational space with a new urban landscape. [Lisbon Tourist Guide and Information <https://www.visitportugal.com/en/destinos/lisboa-regiao>]

Lisbon is the second oldest capital city in Europe. After Athens, Lisbon is the capital city that has been around for the longest. It was first ruled by the Romans, Germans, and Arabs before 1147 when Portuguese crusaders finally conquered it. However, it's been an economic, political and cultural center for so long that it never really got officially confirmed as Portugal's capital city. It's by default and convention that it's become so! **Portuguese is the official language.** Portugal may be next to Spain but it does have its own language, and although you might find that Spanish is a common second language that doesn't mean people want to speak it all the time. In fact, you'll find that a lot of people, and especially young people, speak English more than Spanish. So when you're in Lisbon don't just assume Spanish is the default second language! **Fado is the traditional style of music.** "Fado" means destiny, or fate in Portuguese. It's a traditional form of music that is known for its soulful and often melancholy tone, and it often has a connection to the sea. Instruments like guitars and mandolins form the basis of the art, with one singer performing the poetic lyrics. Fado has been in Lisbon since around the early 19th century in the port districts. [Migrating Miss-Travel to Live <https://www.migratingmiss.com/21-things-know-visit-lisbon-portugal>]



Educational Post Conference Tour

Porto - Braga - Douro Valley

Porto — the capital of Portugal's north and the country's second city—is less polished than its rival, Lisbon. But block for block, it may be even more full of gritty, Old World charm. Houses with red-tiled roofs tumble down the hills to the riverbank, prickly church towers dot the skyline, mosaic-patterned stones line streets, and flat-bottomed boats ply the lazy river. Porto offers two high-impact sightseeing thrills: the postcard-perfect ambience of the riverfront district and the opportunity to learn more about (and taste) the port wine that ages just

The two biggest draws here are the photogenic riverfront Ribeira quarter and the tourable port-wine lodges just across the river in Vila Nova de Gaia. (Aficionados of port — or of dramatic scenery — can use Porto as a springboard for visiting the nearby Douro Valley, where grapes grow on steep stone terraces.) But the city also comes with a thriving food scene — including one of my favorite market halls anywhere, bustling shopping streets, architecturally lavish churches, narrow cobbled lanes, and a handful of museums worth a look. The Ribeira (literally

taken as a *digestif* after dinner.

In the district of Vila Nova de Gaia you can choose between 18 lodges that are open for touring and tasting. At any lodge, the procedure is about the same; travelers can simply show up and ask for a tour. [Sandeman](#), the most high-profile company, is sort of the Budweiser of port — a good first stop for novices. If you don't have much time, consider visiting one of the more conveniently located tasting spots in downtown Porto (though these lack the atmospheric wine-cellar



Ponte Ferroviária Maria built (1877) by Eiffel



Campanha Trainstation Oporto

across the river. The city also features sumptuous Baroque churches and civic buildings, a bustling real-world market hall, atmospheric lanes of glorious azulejo-tiled houses, a variety of good restaurants and appealing boutiques, and quirky but worthwhile museums. Porto — the hub of Portugal's north. Just three hours from Lisbon by train, it's fiercely proud of what distinguishes it from the national capital as it ages happily along the Douro River — along with most of the world's port wine.

Porto seems entirely made of granite — and even its Romanesque cathedral is stout and stony. But the city's inviting shopping streets are ornamented with playful architectural touches and lovely blue-tiled facades. Spared by the 1755 earthquake that toppled Lisbon, Porto is charmingly well preserved, and the city has kept its Old World atmosphere.

“riverbank”) district is the city's most colorful quarter. Strolling the Ribeira embankment, while popping in and out of shops that line the way, is Porto's best lazy-afternoon activity.

Downtown Porto is compact but steep, making distances seem longer. Foot-weary travelers can take one of the “Six Bridges” cruises (operated by several different companies) that leave continually from the Ribeira riverfront. These relaxing one-hour excursions float up and down the Douro River, offering a fine orientation and glimpses of all of Porto's bridges — most notably the majestic steel Ponte Dona Maria Pia, artfully designed by Gustav Eiffel, architect of Paris' famous landmark.

For wine connoisseurs, touring a port-wine “lodge” — where the wine ages for years — and sampling the product is a must. Port is a medium-sweet wine, usually

experience).

Porto natives are known as “tripeiros” (tripe eaters) — much as Lisboaans are often called “cabbage-eaters” — and you may indeed encounter tripe stew on your food tour. Along with this local specialty, you'll see plenty of seafood and meat on Porto menus.

This place is unpretentious. Locals claim they're working too hard to worry about being pretty. As an oft-repeated saying about Portuguese cities goes, “Coimbra studies, Braga prays, Lisbon parties...and Porto works.”

Portugal's second city is ever-changing. Porto gives you a fine taste of authentic Portuguese culture.

[Adapted from Rick Steves www.ricksteves.com/europe/portugal/porto].

continued to page 6

ACT21 Lisbon Conference Hotel

Location: In the heart of the city, near *Praça de Espanha*, the **SANA Malhoa Hotel** offers excellent access to the public transportation network and is ideally located to explore the best that Lisbon has to offer. It is less than a 5 minute walk from the *Praça de Espanha Metro Station*. The airport shuttle bus stops in front of the hotel (fare Euro 5.00). The rooms have all the amenities you need for a comfortable stay (free Wi-Fi, restaurant, wellness, fitness, swimming pool).

WACRA Conference Room rates (include buffet breakfast, tax and service charges. In case of a change in the current VAT, the accommodation rate will be adjusted accordingly).

A city tax of Euro 1.00 applies to guests 13 years and older, up to a maximum of Euro 7.00 per guest, per stay. This tax is not included in the room rate.

Single Room Euro 90.00

Double Room Euro 100.00

Book your room as soon as possible to assure availability of the special WACRA Conference rates.

Use the following web link:

<https://reservations.travelclick.com/95356?groupID=2280284>

Once the first screen appears, click on **SELECT & GO TO THE NEXT STEP**

You can cancel the reservation until December 15, 2018 without fee. For cancellations between December 16 and December 27 one night will be charged, After December 27, the entire reservation will be charged.

SANA Malhoa Hotel, Av José Malhoa 1099-098 **LISBOA, PORTUGAL**
Tel. 351-210-061-815 vera.neves@sanahotels.com



Lisbon Street Car

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 organizations'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, Rotterdam, NL.*

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.

Educational Post Conference Tour

Porto - Braga - Douro Valley

The home of port wine, the Douro Valley is spectacular with the hills covered with terraces of vines falling steeply down to the river banks. The Douro River originates in Spain and flows west in the north of Portugal until it reaches the ocean in Porto. The Douro has played an important part in the region's economic development since the 18C. The river carried the *barcos rabelos*, typical flat-bottomed craft with a tall square rig capable of shooting the rapids and use to transport fruit and, more importantly, port wine. However the trade virtually ended (except occasionally in periods of flooding) when roads and railway were constructed along the valley from the Spanish border to Cinfães.

The lower valley of the river, near Oporto, is not the domain of the great wine of the name but of the well-known *vinho verde*, called "green" because the local climate is such that the local grapes can fully ripen here. The real port is made much further east, from Régua to the Spanish border. What used to be a fast flowing river with rapids and ravines is today a tranquil river tamed by the construction of 8 dams in the last 25 years. Regular trains are available everyday with a main line and three minor routes; the most spectacular is the Tamega Line linking Livracao with Amarante. The other two are Linha da Corgo running between Régua and Vila Real and Linha Tua from Tua to Mirandela. Evidence of port production can be seen on the large placards of big port companies displayed on the hills, world famous names such as Taylors, Cockburns and Sandeman appear frequently. As well as port wine, regular red and white wines are produced on the valley. They are a good accompaniment to the local cuisine that is based on meat dishes rather fish, though fresh fish is readily available like everywhere in Portugal. The wine is collected in the city of Régua from where is transported down river to Vila de Gaia, the city on the other side of Porto. The scenery of the valley is spectacular with the variations of colour in accordance with the seasons; it is particularly beautiful in autumn when the vines take a reddish and golden colour, but also in February-March when the almond blossom gives an added white pinkish tone to the region. [Adapted from Portugal Travel Guide <http://www.iportugaltravel.com/douro-valley.html> and Michelin Guide: Portugal p. 106].



Landscape of Douro Valley



Linha Tua line - Douro Valley

The tour begins in Lisbon on 1-8-2019 and ends in Porto (Portuguese Oporto) on Saturday, 1-12-2019. **Day 1**, meet at **Lisbon Oriente** Rail Station (Av Dom João II, Lisbon). Take Intercity train to *Porto (Oporto)* approx. 3 hours. Arrive at Oporto **Campanha** RR station, transfer to Hotel. To eliminate unpacking and packing, group stays in the same hotel for the duration of the tour (4 nights). **Day 2**, Visit Oporto sights. Overnight Oporto hotel. **Day 3**, Visit Douro Valley. Overnight Oporto hotel. **Day 4**, Visit Braga. Overnight Oporto Hotel. **Day 5**, Tour ends after breakfast. Travel home from Oporto. The Oporto (OPO) has frequent flights to Lisbon and other International destination, e.g. Frankfurt, Germany, Boston and JFK, U.S.A. Portugal Airlines offer attractive fares for *stop-over* itineraries.

Price per person in double room USD 500, in single room USD 650. **Rates include** four nights accommodations (including breakfast, VAT, service charges, except local tax of Euro one per person per night to be paid to the Hotel), transportation by train from Lisbon to Oporto, round trip transportation to Douro Valley and Braga. Lunches and dinners are on a pay as you order to provide menu choice and flexibility to participants.

To secure rate favorable hotel rates, **early registration by October 25 is important**. [Registration form on page 15](#).

CALL FOR PAPERS, PRESENTATIONS AND PANELS

ACT21 Creative Teaching Conference
 “Interactive Teaching and Learning”
 Lisbon, Portugal

January 3-7, 2019

The 21st “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 email 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 October 25, 2018. Completed papers received prior to December 31, 2018** will be considered for publication in the International Journal of Case Method Research & Application - IJCR. **Conference registrations are due on or before November 8, 2018.** 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

Calendar of Events

- * **Before October 25, 2018** Submit papers for ACT21 in Lisbon, Portugal. Jan. 3-7, 2019. Register for Post Tour: Porto, Braga, Douro Valley
- * **November 8, 2018** Register for ACT21!
- * **December 2018** Renew WACRA® membership - includes access to IJCR.
- * **January 3-7, 2019** ACT21 in Lisbon, Portugal.
- * **January 8-12, 2019** Post Conference Tour to Porto, Braga and Douro Valley - UNESCO World Heritage site.
- * **January 15, 2019** Submit papers for the 36th WACRA Summer conference June 30 - July 5, 2019. Sites considered: St. Petersburg, Russia and Helsinki, Finland.
- * **March 1, 2019** Register for 2019 Post Conference Tour: Details will be announced on WACRA website.
- * **March 25, 2019** Register for WACRA® 2019, 36th International WACRA Conference.
- * **June/July 2019** WACRA Annual Summer Conference. Location to be announced.

WACRA®

NEWS

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Please post and share this invitation with colleagues!

SOLICITUD DE ARTICULOS - junio/julio 2019

Sitios en consideració San Petersburgo, Rusia y Helsinki, Finlandia. Visite www.wacra.org para obtener actualizada o contactenos.

St. Petersburg, Russia and Helsinki, Finland

“El método de caso - dígalos como es y actúa”

El método de caso 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 2019. Los artículos terminados recibidos antes del 31 de marzo de 2019, 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.

ACT - WACRA®

North Carolina Conference Office (Denise Smith):

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

Por Favor, comparta esta invitación con sus colegas!

CALL FOR PAPERS June/July 2019

Sites under consideration St. Petersburg, Russia and Helsinki, Finland. Visit www.wacra.org for up-dated informaton or contact us denise.smith@wacra.org.

St. Petersburg, Russia and Helsinki, Finland

“The Case Method: Tell it like it is and act”

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 2019 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 send by e-mail. **All proposals and papers are due on or before January 15, 2019. Completed papers received prior to March 31, 2019** 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 co-authored. **Register before March 25, 2019.**

ACT - WACRA®

North Carolina Conference Office (Denise Smith):

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

Please post and share this invitation with colleagues!

Solicitud de articulos

Lisbon, Portugal

“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, 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 octubre 25, 2018.** *Los artículos completos, terminados deben ser recibidos antes de diciembre 31 de 2018, para ser considerada su publicación en IJCRA.* **Las inscripciones al Congreso deben ser realizadas antes de Noviembre 8, 2018.** *Para mayores detalles visite nuestra página web o contáctese directamente con nosotros.*

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Por Favor, comparta esta invitación con sus colegas!

For Case Writers - and Prospective Case Writers

Twenty-Sixth Annual International Casewriters' Workshop & Colloquium

Designed to assist novice and experienced case writers to write, improve and publish their cases, **ACT21 in Lisbon, Portugal Saturday, January 5, 2019**, will feature the Twenty-sixth International WACRA® Casewriters' workshop and Case-writers' Colloquium. Case writers - and prospective case writers are invited to submit cases and/or contribute to the interactive sessions. 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 partici-

pants. 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. Cases are solicited from all business disciplines, education, medical education, law, social work and others who use case discussion.

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

Submission: Submit your case before October 25, 2018. Include 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 **Saturday, January 5, 2019** 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 Envio de Casos (WICS) - Sabado, el 5 de enero de 2019

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 25 de octubre de 2019**. **Requisitos:** Los casos deben estar en proceso de perfeccionamiento, preferentemente 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 **25 de octubre de 2018** en un archivo Word.

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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, 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.

Please post or share this invitation with colleagues!

Programa Preliminar
ACT21 *Internacional CREATIVE TEACHING Conference*

Lisboa, Portugal

“Enseñanza eficaz”

Jueves, 3 de enero de 2019

Llegue el 3 de enero de 2019 (o antes) registre en el Conference Hotel SANA MALHOA, Av Jose Malhoa 8, Lisboa. Las tarifas especiales están disponibles del 1 a 10 de enero 2019. E aeropuerto de Lisboa ofrece excelentes conexiones con la mayoría de las principales aerolíneas. Tome el autobus del aeropuerto que se detiene frente del hotel.

Viernes, 4 de enero de 2019

9.00 - 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

Sabado, 5 de enero de 2019

09.00 - 12.30 Coloquio de Caso
12.30 - 13.30 Almuerzo
14.00 - 21.30 Excursión opcional. Detalles que se anunciarán

Domingo, 6 de enero de 2019

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

Lunes, 7 de enero de 2019

Salida después del desayuno.

Martes, 8 a 12 de enero de 2019

Viaje educativa posterior a la conferencia: viaje en tren desde Lisboa a Oporto. Visite Braga y el valle del Duero, declarado Patrimonio de la Humanidad por la UNESCO. La visita termina en Oporto. Viaje a casa desde Oporto. El aeropuerto de Oporto tiene vuelos cada hora a Lisboa y a otros destinos internacionales: Frankfurt, Alemania, Boston y JFK, EE. TAP (Portugal Airlines) ofrece atractivos programas de *stop-over*. Detalles del recorrido en la página 6. Registro separado, consulte la página 15. Regístrese antes del 25 de octubre de 2018 para fijar las tarifas de hotel favorables.

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North Carolina Conference Office (Denise Smith): 3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**
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Preliminary Program
ACT21 International CREATIVE TEACHING Conference

“Interactive Teaching and Learning”

Lisbon, Portugal

January 3-7, 2019

Thursday, January 3, 2019

Arrive on Thursday, January 3, 2019 and check in at the Conference Hotel SANA MALHOA. Av Jose Malhoa 8, Lisbon. Take the public airport shuttle to the Hotel. The bus stops in front of the hotel - Fare USD 4.27 per person. The special hotel room rates are available from January 1-10, 2019, **Lisbon International Airport (LIS)** offers excellent connections with most major airlines.

Friday, January 4, 2019

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 Awards Dinner

Saturday, January 5, 2019

09.00 - 12.30 Case Colloquium
12.30 - 13.30 Lunch
14.00 - 21.30 Optional excursion (to be announced) (**separate registration**) or alternatively free time.

Sunday, January 6, 2019

09.00 - 12.30 Plenary and concurrent sessions
12.30 - 13.30 Lunch
13.30 - 15.30 Concurrent Sessions
15.30 - 16.00 Closing Session
19.30 - 21.30 Farewell Dinner pay as you order. Location to be announced.

Monday, January 7, 2019

Departure after breakfast or free time for sightseeing in Lisbon and around Lisbon.

Tuesday, January 8 - 12, 2019

Educational Post Conference Tour: Travel by train from Lisbon to Porto. Visit Braga and the Douro Valley, UNESCO World Heritage Site. Tour ends in Porto. Travel home from Porto. The Porto airport has hourly flights to Lisbon and other International destinations, e.g. Frankfurt, Germany, Boston and JFK. Portugal Airlines offers attractive stop-over programs. Tour details on page 6. **Separate Registration see page 15. Register before October 25, 2018 to lock in favorable hotel rates.**

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W A C R A ® - REGISTRATION FORM

21st International Creative Teaching Conference

Lisbon, Portugal: January 3 - 7, 2019

<i>Please print!</i>	
Tel. Office	Fax Office
Tel. Home	Fax Home
email	Skype

☞ Title, First Name, Last Name
 Institutional Affiliation
 Street
 City, State, Zip Code, Country
 Office Telephone/Fax
 Home Telephone/Fax
 email address / Skype address

***Delegate (and Partner/Spouse) Registration Packages** includes Conference Material; Lunch, and Refreshments during Conference (Friday - Sunday). Arrival: Thursday, January 3, 2019; Departure Monday, January 7, 2019. International Airport Lisbon (LIS), Book your room directly at the SANA Malhoa Hotel, Av José Malhoa, Lisbon, Portugal. Refer to details and rates on page 5.

Paid Before Nov. 8, 2018	Paid After Nov. 8, 2018	Times no. of persons	Amount
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Conference registration fees for members

- * 1 Delegate (WACRA member)
- * 1 Retired Faculty (WACRA member)
- * Partner/Spouse

US\$ 750	US\$ 850	<input type="text"/>	<input type="text"/>
US\$ 500	US\$ 600	<input type="text"/>	<input type="text"/>
US\$ 500	US\$ 600	<input type="text"/>	<input type="text"/>

Conference registration fees for non-members

- * 1 Delegate (not-yet member)

US\$ 850	US\$ 950	<input type="text"/>	<input type="text"/>
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Annual member fees

- * WACRA 2019 Membership Dues include access to IJCRA Journal

US\$ 85	US\$ 85	<input type="text"/>	<input type="text"/>
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Educational Post Conference Tour Registration - details on page 6

- * Rate per person in single room
- * Rate per person in double room

on or before 10-25-18	after 10-25-18		
US\$ 650	US\$ 750	<input type="text"/>	<input type="text"/>
US\$ 500	US\$ 600	<input type="text"/>	<input type="text"/>



Total

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

Visa/MC # (16 digits)	Expiration Date 3 digit code
<input type="text"/>	<input type="text"/>

Upon receipt of payment, presentations, workshops etc. will be scheduled and logistical details and educational tour information (if appropriate) will be emailed. Refund policy: Conference Registration Fees (less \$200) will be refunded upon written request received prior to Dec. 8, 2018 or alternatively, a replacement may be named (replacement fee \$200). Optional Tours/Events/Activities: 50% upon written request received prior to Dec. 8, 2018..

Return this form with payment to:

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

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**Email: wacra@rcn.com <http://www.wacra.org>
 Conference Office (Denise Smith)**

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W A C R A[®]

N E W S

Vol. XXIX No. 1

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:			
<input type="checkbox"/> Regular (US \$85)	<input type="checkbox"/> Organization (US \$785)	<input type="checkbox"/> Retired Faculty (US \$ 45)	
<input type="checkbox"/> Library Rate (US \$1,050)	<input type="checkbox"/> 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**)

Visa/MC number (16 digits): Four digit Exp. date: . / . 3 dig. code . . .

WACRA PUBLICATIONS

Conference Proceedings CDs Rotterdam, Netherlands 2018, 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.

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);

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

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