

W A C R A[®]

N E W S

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30th WACRA Conference

Berlin, Germany

July 7-11, 2013

at MARITIM Berlin Hotel

"New Paradigms - Meeting the Challenge"



Brandenburg Gate, Berlin

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Hans Klein

Season's Greetings and A Healthy, Peaceful, Prosperous New Year!

Hans Klein, Denise Smith, Stan Stanczewski.

From the Executive Board

The Board is delighted to announce that the 30th Anniversary WACRA conference will be held from July 7-11, 2013 in Berlin, Germany. You will find helpful 'Facts on Germany' by visiting the German Tourism website www.germany-tourism.de. For the preliminary conference program refer to the details in this NEWSletter. Delegates will have the opportunity to participate in an exciting, four-day, educational-cultural post conference tour "...In the footsteps of Martin Luther and Johann Wolfgang v. Goethe" by bus from Berlin via the Harz region, including Goslar, Werningerode, Weimar, Erfurt, the Wartburg, Fulda to Frankfurt am Main. Refer to details and up-dates in this NEWSletter and on the WACRA website www.wacra.org. **Note the early registration date of March 15, 2013.**

Conference site for **WACRA 2013** is the centrally located Maritim Hotel Berlin which recaptures the glamorous flair of the roaring '20s and affords conference participants all of the modern comforts one can expect from a four star superior hotel. The conference presents itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The theme for WACRA 2013 is "**New Paradigms - Meeting the Challenge**". Tied to this theme are WACRA initiatives: 1. Poverty and Education. 2. "Teaching, Culture and Diversity". 3. Case Writers and Case Teachers Colloquium. WACRA@ 2013 will advance the use of the case method and other interactive learning and teaching methods, create 'user friendly' forums for the exchange of ideas, research and experiences, encourage research using the case method, coordinate case writing and case application activities, encourage cooperation between the public sector, the business community, and other case-oriented professions, and add new initiatives to complement the highly successful pre-conference WACRA® Interactive Case Sessions (WICS). Conference language is English with tracks in French and Spanish. You are

invited you to submit papers, proposals, workshops, simulations, panels etc. (in English, Spanish, French). Manuscript preparation guidelines and paper writing tips can be found on the WACRA web site www.wacra.org.

Submission deadline for papers, proposals, workshops for WACRA 2013 is January 15, 2013. Join colleagues from around the world in Berlin for another *expérience stimulante et enrichissante*. Papers accepted for WACRA conferences will be considered for publication in the **double blind refereed International Journal of Case Method Research & Application - IJCRA**. Renew your membership or become a member and gain access to the Journal.

The International Journal of Case Method Research & Application - **IJCRA, 'your journal'**, is in its 9th year of publishing 'state of the art' papers on Case Method Research and Application (four issues per year with a Spanish language issue from time to time).

IJCRA provides WACRA members, case writers and case teachers from around the world the opportunity to share their work with colleagues, to learn from colleagues and to create an international network for case writing, case teaching and interactive teaching applications. Membership is open to all individuals and organizations wishing to advance the objectives of the association.

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.

WACRA membership dues for 2013 are \$85. Renew your membership for two years (2013 and 2014) and pay only \$150. Complete the form on page 16 of this NEWSletter or the form on the WACRA website www.wacra.org and email the form to wacra@rcn.com, or fax it with your Visa or MC credit card number and expiration date to: +781-444-1548, or mail your check (drawn on a U.S. Bank, payable to WACRA).

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Berlin - Germany's Old and New Capital

After the fall of the Wall, Berlin took advantage of a unique chance to redesign its city center and make the metropolis a worthy seat of government for the entire republic and once again a focal point for the whole country. In recent years, the old-but-new capital has expanded at a rapid pace, as it did after 1871, during the Gründerzeit (time of foundation of the German Reich). The new developments around Potsdamer Platz, which for more than five years was the biggest construction site in Europe, are now among Berlin's most popular attractions. But the Berliners have never been too fazed by the things going on around them. Great and often notorious historical events have been absorbed with endearing matter-of-fact into the Berliners' everyday life.

Berlin is an exciting place to live, work and visit. Existentialist artists and innovative young entrepreneurs alike feel themselves drawn by the same Berlin atmosphere. But it is also possible to escape the chaotic bustle very quickly, for example by visiting a beer garden high above the River Havel when the evening sun spreads its warm light. No other city in Germany has such a fine recreational zone right on its doorstep.

History - Two Slav settlements on opposite sides of the Spree river developed into the trading towns of Cölln and Berlin, which united in 1307 and joined the Hanseatic League in 1359. From 1415 on the Hohenzollern dictated the course of the city's history. The Great Elector, Friedrich Wilhelm, invited foreign artists to Berlin, welcomed the industrious French Huguenots and established trading companies and small industries. The rivalry between the young kingdom and Austria reached its climax during the reign of Frederick the Great (1740-86),



Kaufhof des Westens (KaDeWe)

under whom Berlin acquired the splendor of a European capital. With the founding of Berlin University by Wilhelm v. Humboldt in 1810, the center of reformist ideas moved from Königsberg to Berlin. In 1848, it was the center of Germany's March Revolution, in which conservative forces again retained the upper hand.

With the coming of the industrial revolution the populations of Germany's big cities grew at an explosive rate, and workers' settlements spring up around the large factories. At the close of World War I the last German Emperor, Wilhelm II, had to abdicate and Karl Liebknecht proclaimed the Free Socialist Republic from the balcony of Berlin's Stadtschloss.

After the short-lived Weimar Republic Adolf Hitler chose Berlin as his political power base from 1933, World War II led to the unconditional surrender of Germany and of Berlin, which was almost completely destroyed. The city had 4-power status *U.S., Great Britain, France, the Soviet Union) until 1990. The

Soviet sector was cut off from the rest of the city in 1961 in the dramatic overnight construction of the Berlin Wall.

The Wall, which was the symbol of the city for 27 years, now belongs to history. Now that it has gone, perhaps the most strange thing about Berlin is that it has two city centers.



Berlin Wall (five years after being built)

On the one side, on Alexanderplatz, the TV tower, built as the unmistakable emblem of the "capital of the GDR", marks the historical center of Berlin, Berlin-Mitte. On the other, the blue Mercedes Star affixed to the Europa-Center marks the location of the Kurfürstendamm (Ku'damm), the bustling center of the western part of the city.

Berlin Wall - The scenes of 13 August 1961, the day the Berlin was cut in two, are vivid in many people's minds. Literally overnight, not only were Capitalism and Communism divided, but families too. The Wall was 161 km (100 miles) long, 4 meters (13ft) high and studded with watchtowers. To Erich Honecker's East German regime, it was an "anti-Fascists protective wall". To the rest of the world, it was a symbol of repression and place where more than 70 people died. The opening of the Hungarian border to Austria for fleeing East Germans on 9 November 1989 led inevitably to the Wall's fall: masses of people flooded out of East Berlin, welcomed by jubilant West Berliners. *Insight Guides: Germany, p 99*



Nikolaiviertel - Berlin Mitte

WACRA 2013 - Conference Hotel - Accommodations

The conference hotel for WACRA 2013 is the **MARITIM Hotel Berlin** in central Berlin, minutes from the city's Tiergarten Park in the tranquil diplomatic section, Potsdamer Platz, Jewish Holocaust Memorial, Stauffenberg Memorial, Brandenburg Gate, German Parliament, Unter den Linden Blvd, Humboldt University, Kurfürstendamm and much more.

The luxury hotel recaptures the glamorous flair of the *Roaring '20s* and affords conference participants and guests all of the modern comforts one can expect from a four star superior hotel. The luxurious equipment combined with the classical ambience ensures that every stay is an experience to remember.

All rooms and suites are equipped with Bathroom, WC, Hair dryer, Air conditioning with individual climate control, Satellite TV with Pay TV channels and SAT on demand, Telephone with voice mail, Digital fax and modem connection ISDN, DSL, Wireless LAN, Laptop-sized room safe.

Rates: Single room Euro 90.00, double room Euro 100.00 per night includes Maritim breakfast, VAT, free use of swimming pool, gym, dry and steam sauna. **Reserve your room directly with the hotel. Conference Rate Code: "WACRA2013"**

Coordinates: Maritim Berlin Hotel, Stauffenbergstrasse 26, D-10785 BERLIN, Germany.

Tel.: +49 (0) 30 2065-0 Fax: +49 (0) 30 2065-1000

Reservation Tel. +49 (0) 30 2033-4410, email: info.ber@maritim.de. Visit www.wacra.org for up-dates.

"...In the footsteps of Martin Luther and Johann Wolfgang v. Goethe"

Educational, Cultural Post Conference Tour, July 11 - 15, 2013

The guided tour (by ICE train) starts at the Maritim Berlin Hotel and ends in Frankfurt a. Main (International Airport FRA) **Day 1:** Berlin to Erfurt, Thuringe. Overnight Erfurt. **Day 2 :** Visit to Weimar, Thuringe. Overnight Erfurt. **Day 3:** Erfurt to Eisenach, Thuringe. Overnight Eisenach. **Day 4:** Visit the Wartburg. Eisenach to Frankfurt. Overnight Frankfurt. **Day 5:** Tour ends. Depart for home or other destinations from Frankfurt. To provide flexibility to participants to enjoy the wide variety of German cuisine, all meals are on a 'pay as you go' basis. **What is included:** ICE train transportation, knowledgeable guide, four nights accommodation in 4* hotel, entrance fee to major sites. - **Early registration on or before March 15, 2013 is required.** Min. participation twenty persons.

A Town of Timeless Appeal: Weimar - The names of great minds are legion in Weimar: **Goethe** and **Schiller**, **Herder** and **Wieland**, **Nietzsche**, **Fürnberg**, **Liszt**, **Bach**, **Cornelius**, **Gropius**, **Feininger**, **Klee**, **Itten**. This is a pearl within the German and European history of ideas, music and architecture – and of history in general. The Classical Weimar ensemble is testimony to a major cultural epoch: Weimar Classicism, the enlightened, courtly – and middle-class – culture of the period around 1800. The adoption of Weimar as a UNESCO World Heritage site was based both on the art-historical significance of the town's buildings and parks from the cultural flowering of the Classical Weimar period and on the role of the city as an intellectual center in the late 18th and early 19th centuries.



Martin Luther

The **Bauhaus** museum's 300-plus exhibits provide an insight into the work of the State Bauhaus. The Bauhaus, founded in Weimar in April 1919, is still considered by many to be Germany's most successful cultural export of the 20th century. It also fits with the town's liberal, progressive heritage that the Duchy of Saxe-Weimar-Eisenach (whose capital was Weimar), was the first to be granted a constitution in 1816 and that the first republic on German soil was established here in 1919 – the **Weimar Republic**. It is all the more inconceivable that it was within sight of this place, where Germany presented itself so proudly as a nation of culture, that **Buchenwald**,



Goethe

the scene of 50,000 murders, could have been built by that very same nation. If you come to Weimar, you should also come to Buchenwald – and pay your respects to the memorial site. Only then will you have seen Weimar in its entirety.

The place where Goethe once strolled, Schiller penned his plays and Herder preached his sermons: Weimar still attracts those seeking the highest levels of enlightenment. The term Weimar Classicism refers to the creative period of Goethe and Schiller, two writers who were also close friends, from 1794 until Schiller's death in 1805. Visitors on a cultural pilgrimage to this near sacred site of German classical literature will enjoy a trip to the German National Theatre. In front of the theatre, where the Weimar Republic was founded in 1919, Goethe and Schiller look down from the plinth of their famous statue.

¿Necesita publicar su trabajo académico?

WACRA Publication Partnership Project (W3P)

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.

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 65 countries. WACRA's objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, doctoral consortia and conferences, including international meetings at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites: Lausanne & Leysin, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal, Canada; Warsaw, Poland; Edinburgh, Scotland; Marseille, France; Cáceres, Spain; Budapest, Hungary; Lund, Sweden; Mannheim, Germany; Bordeaux, France; Buenos Aires, Argentina; Brno, Czech Republic; Brisbane, Australia; Guadalajara, Mexico; Vancouver, Canada; Barranquilla, Colombia; Dublin, Ireland; Stockholm, Sweden.

Membership is open to all individuals and organizations wishing to advance the objectives of the association. As member you receive substantial discounts on publications, preferential rates at WACRA® sponsored meetings, and access to the *International Journal of Case Method Research & Application*.

You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on an international scale.



Berlin Wall Tumbles - Car arriving from East Berlin - Check Point Charley (reconstr.)

...continued from page 2

Educational, Cultural Post Conference Tour

The Wartburg On a rocky plateau, 400 meters (1,300 ft) above the town of Eisenach, is the historic **Wartburg Castle**. It was so well protected that in all its 900 years it has been besieged just once, and never captured. Legend has it that it was founded in 1067 by Ludwig der Springer. By the 19th C the castle had fallen into decay, and a restoration program, for which Goethe had long campaigned, was carried out. The Wartburg's reputation as the most quintessentially German of German castles and all the legends that surround it are due in a small degree to the special interest devoted to it by the Romantic artists of the early



19th C. Their search for the origins of German culture led to the reverence for all things medieval. Thus the theme of the legendary *Sängerkrieg* (War of the Troubadours) which took place at the Wartburg reappears in several works of the Romantic era: in **E.T.A. Hoffman's** *Die Seperationsbrüder* (1812), **Ludwig Tieck's** *Phantassus* (1816) and **Richard Wagner's** opera *Thannhäuser* (1845). The *Sängerkrieg*, a Middle High German literary piece, describes a meeting between **Wolfram von Eschenbach** und **Heinrich von Ofterdingen** - at the Wartburg.

The most famous connection with the Wartburg is that of **Martin Luther**. He was excommunicated by the Pope in 1521 and brought before the Reichstag in Worms to recant his thesis. Luther refused and was placed under the ban of the Empire. His overlord, the Elector, Friedrich III of Saxony, brought him in secret to the Wartburg, where he began his German translation of the original Greek New Testament.



Potsdamer Platz



Bundeskantleramt Berlin



Old Post Office (Postfuhramt)



Holocaust Memorial



Eisenach -- Schloss Bellevue Berlin -->



Karl Marx and Friedrich Engels



SOLICITUD DE ARTICULOS

Investigación, Aplicación, Redacción de Casos, Métodos Interactivos
30º Congreso Internacional

BERLIN, ALEMANIA

Maritim Hotel Berlín, 7 al 11 de julio de 2013
Stauffenbergstrasse 26, Berlín, Alemania

Tema del Congreso: *Nuevas paradigmas - Hacer frente al desafío*

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. Los participantes tendrán una gran oportunidad de reunirse con colegas de todo el mundo con quienes podrán forjar relaciones para investigación. El congreso solicita artículos, casos y otras contribuciones en la enseñanza e investigación utilizando casos, artículos que presenten métodos para el uso, redacción y recolección de información para casos, y artículos que discutan las bases científicas y pedagógicas subyacentes. Son especialmente bienvenidos artículos y casos que estén relacionados con los desafíos del congreso

Puente entre teoría y práctica

Originar responsables actitudes profesionales, valores y personalidades

Desarrollar auténticos líderes para cambios sustentables en organizaciones y sociedades

Promover la conducta ética para cambiar las estructuras organizacionales

El aspecto del relato en casos relacionados con la comprensión e implementación de un cambio exitoso en el management

Innovación en el análisis como base para los cambios y su adaptación al contexto.

Los congresos de WACRA son foros multinacionales e interdisciplinarios para académicos de distintas disciplinas y campos profesionales (negocios, comunicación, educación, ingeniería, historia, leyes, medicina, psicología, políticas públicas, trabajo social) y practitioners en negocios, industria, educación y gobierno.

Los artículos solicitados que analizan 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 y artículos sobre la evaluación del método de casos y formas relacionadas para la enseñanza – aprendizaje. 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. Se reconocerá el mejor artículo / caso.

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 2013. Los artículos terminados recibidos antes del 31 de marzo de 2013, 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 y francés.

WACRA® - The World Association for Case Method Research & Application

www.wacra.org

Por favor, comparta esta invitación con sus colegas.

Programa Preliminar WACRA® 2013

“Nuevos paradigmas - Hacer frente al desafío”*Enseñanza y Redacción de Casos, Educación Continua y Educación a Distancia***Maritim Hotel Berlín, Berlín, Alemania**

Aeropuertos internacionales: Berlín Tegel (TXL), Frankfurt (FRA), Munich (MUC)

Sábado, 06 de julio de 2013**Actividades Pre-Congreso**

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

Domingo, 07 de julio de 2013

09.00 - 16.00 WICS - WACRA Interactive Case Sessions - incluye almuerzo (Inscripción separada). Taller: 1. Mesa Redonda: ¿Puede la Academia Enfrentar los Desafíos de un Rápidamente Cambiante Mundo? 2. La sección de casos Case Colloquium Ingles y Español);

Actividades del Congreso18.00 - 19.00 Registración
18.30 - 21.00 Recepción de Bienvenida y cena**Lunes, 08 de julio de 2013**09.00 - 11.00 Session Sesión Plenaria de Apertura
11.30 - 12.30 Sesiones, Paneles y Workshops Concurrentes
13.30 - 17.00 Sesiones, Paneles y Workshops Concurrentes
19.00 Cena de Gala y Premios**Martes, 09 de julio de 2013**09.30 - 10.30 Sesión Plenaria
11.00 - 12.30 Sesiones, Paneles y Workshops Concurrentes
13.30 - 15.00 Visita de a una planta alemán para ver el sistema de educación dual alemán
15.00 - tiempo libre**Miércoles, 10 de julio de 2013**09.30 - 10.30 Sesión Plenaria
11.00 - 12.30 Sesiones, Paneles y Workshops Concurrentes
13.30 - 16.00 Sesiones, Paneles y Workshops Concurrentes Sesión Plenaria de Cierre**Actividades Post-Congreso**

18.00 - 22.30 'Cena a Nikolai Barrio - Inscripción separada

Jueves, 11 - 15 de julio de 2013**El Tour Post Congreso: "...siguiéndole los pasos a Martin Luther y Johann Wolfgang von Goethe"**

Día 1. Jueves, julio 11, 2013 - Viaje por tren de Berlín á Erfurt, noche en Erfurt. Día 2. Viernes , julio 12, 2013 - Paseo en Weimar, noche en Erfurt.
 Día 3. Sábado , julio 13, 2013 - Erfurt á Eisenach, noche en Eisenach . Día 4. Domingo, julio 14, 2013 Vista el Wartburg, Eisenach á Frankfurt, noche en Frankfurt. Día 5. Lunes, julio15, 2013 - regreso al país de origen. Para disfrutar de la variedad de la cocina alemana, todas las comidas son en forma de "Pay as you go". Incluye transporte en tren ICE Berlin - Frankfurt (hotel á hotel), cuatro noches de hotel, entrada a las atracciones principales, guía turístico. Participación mínima 20 personas. Para información actualizada vaya a www.wacra.org. **Regístrese antes del 15 de marzo del 2013!**

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

Por Favor, comparta esta invitación con sus colegas!

Teaching, Culture and Diversity

Participate in The 20th Cross National Teaching Forum

We invite you to attend the nineteenth CROSS-NATIONAL TEACHING FORUM in Berlin on **Tuesday, July 9, 2013**. The traditional WACRA forum provides opportunities for conference delegates to discuss issues pertaining to teaching across cultures. Participants explore cultural differences, learn effective teaching strategies, broaden their global vision, and develop cultural “capital” through interactive exercises and dialog.

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

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



“Technology has turned our world into one, interconnected neighborhood.”

*~ Ellen Johnson Sirleaf, President of Liberia
(Recipient of 2011 Nobel Peace Prize)*

Need Help Publishing Your Scholarly Work?

WACRA Publication Partnership Project (W3P)

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

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

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

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

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

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

CALL FOR PAPERS

Case Method Research, Application, Case Writing, Interactive Methods
30th International Conference

BERLIN, GERMANY

MARITIM HOTEL BERLIN - July 7 - 11, 2013

Conference theme: "New Paradigms - Meeting the Challenge"

The case method can play an important role in solving problems and in teaching problem-solving in academia and in industry, as well as in initiating and managing change. 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. The conference solicits papers, cases and other contributions on teaching and research using cases, papers presenting methods for using, writing and collecting information for cases and papers discussing the underlying pedagogical and scientific bases. Papers and cases that address the following challenges of the conference theme are especially welcome

- *Bridge theory and practice.*
- *Foster responsible, professional attitudes, values and personalities.*
- *Develop authentic leaders for sustainable change in organizations and societies.*
- *Promote ethical behavior to change organizational structures.*
- *The story-telling aspect of cases as it relates to understanding and implementing successful change management.*
- *Analysis innovation as basis for changes and environmental adaptation.*

WACRA® conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. The best paper, best case are recognized.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages), or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from the WACRA web site below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.

Receipt of all proposals/papers will be acknowledged and the results of the review will be send by e-mail. **All proposals and papers are due on or before January 15, 2013. Completed papers received prior to March 31, 2013** will be considered for publication in the **refereed International Journal of Case Method Research & Application - IJCRA**. Conference language is English with tracks in Spanish and French.

WACRA® - The World Association for Case Method Research & Application

www.wacra.org

Conference Office: 3817 Tonsley Place **High Point, NC 27265-9278 U.S.A.**

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

Please post or share this invitation with colleagues

For Case Writers - and Prospective Case Writers

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

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2013 in *Berlin, Germany, on Sunday, July 7, 2013*, will feature the Twenty-second 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 Stockholm. Separate registration is required. Refer to page 15 of this NEWSletter.

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, 2013. 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 Word document format. Authors should note that colloquium and workshop and round table on Sunday, July 7, 2013 are pre-conference activities and have separate registration.

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

W A C R A®

North Carolina Conference Office (Denise Smith):

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

Convocatoria Para El Envío de Casos (WICS) - *Domingo, el 7 de julio de 2013*

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 2013**. **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 tardar el **15 de enero del 2013** en un archivo Word al correo: erosker@gmail.com.

Welcome to a 'Round Table II': "Does Academia Meet the Challenges of a Rapidly Changing World?"

Dramatic, rapid and complex changes are transforming the world. Is there a paradigm shift emerging? What has truly been changed? Are there any "blind spots"?

"When I moved from industry to academia 30 years ago, I quickly compiled a list of things I wanted to change" says University lecturer Bengt Kjellén (University West, Sweden), "Now when my colleagues and I are passing on the torch to the next generation, we are asking ourselves 'What has truly changed, what needs still to be changed, how can we facilitate the learning process and establish effective ways of communication among ourselves and in active collaboration with industry and the rest of society?'"

The following key questions will be debated:

- In what areas has academia met the challenges, where not, where should the focus be?*
- From the perspective of industry (practice): Which areas and why should academia concentrate on?*
- How can academia "invite/involve" industry (the external stakeholders) to participate in research and in discussing pedagogical formats such as case learning?*
- How can we foster and intensify a transparent, interactive dialogue among all interested parties?*
- How can we become 'agents of change'?*

All are very welcome to a Challenging Round Table! Join the debate!

The outcome of the Round table will later be presented in an article in IJCRA – The Authoritative International Journal of Case Research and Application! **Junior and senior faculty, administrators, doctoral students and industry and societal representatives will join the interactive round table discussion on Tuesday, July 9, 2013 from 10.30 - 12.00.**

Bienvenidos a la Mesa Redonda: ¿Puede la Academia Enfrentar los Desafíos de un Rápidamente Cambiante Mundo?

Dramáticos, rápidos y complejos cambios están transformando el mundo. ¿Está emergiendo un cambio de paradigma? ¿Qué es lo que realmente ha cambiado? ¿Existen algunos puntos ciegos?

"Cuando me mudé de la industria a la academia, hace 30 años, rápidamente compile un listado de cosas que yo quería cambiar", dice Bengt Kjellen (University West, Suecia), "Ahora cuando mis colegas y yo estamos pasando la antorcha a la siguiente generación, nos estamos preguntando: ¿Qué es lo que realmente ha cambiado? ¿Qué necesita ser cambiado?, ¿Cómo podemos facilitar el proceso de aprendizaje y establecer efectivas vías de comunicación entre nosotros y en activa colaboración con la industria y el resto de la sociedad?"

Las preguntas claves pueden ser formuladas y debatidas:

- Si es si, en qué áreas hemos enfrentado los desafíos? Si es no, cuáles deberían ser las áreas sobre las que deberíamos prestar más atención??*
- Desde la perspectiva de la industria (ej.: práctica): cuáles deberían ser las áreas sobre las cuales la academia debería prestar más atención?*
- Cómo puede la academia invitar / involucrara a la industria (los stakeholders externos) a participar en la investigación y discusión de formatos pedagógicos tales como el aprendizaje con casos?*
- Como podemos originar un diálogo interactivo y transparente entre todas las partes interesadas?*
- Cómo podemos hacer agentes del cambio?*

Están todos invitados y son bienvenidos a esta Desafiante Mesa Redonda! Únase al debate!

Los resultados de la Mesa Redonda serán publicados como artículo en IJCRA – la Autorizada Revista sobre Investigación y Aplicación de Casos! **Profesores jóvenes y seniors, administradores, estudiantes de doctorados y representantes de la industria y la sociedad**, se unirán a está interactiva mesa redonda que tendrá lugar el martes 9 de julio de 2013, entre las 10:30 y 12:00 hs.

Please post or share this invitation with colleagues!

Call For Presentations & Proposals "POVERTY ALLEVIATION" TRACK

Concurrent Sessions, July 8 - 10, 2013

The 30th Annual Meeting of WACRA® in Berlin, Germany, will provide to individuals interested in poverty alleviation a unique opportunity to 1. Present their research on poverty, 2. Receive feedback on work-in-progress related to poverty, 3. Find research and writing partners who also share an interest in poverty, 4. Publish their poverty-related work in IJCRA - The International Journal of Case Method Research & Application. *Submit ideas and proposals to Denise Smith: denise.smith@wacra.org before January 15, 2013!*

Suggested Project Topics

- Develop a teaching case that focuses on
 - Culturally/regionally-specific causes of poverty*
 - Issues of birth control, education and community development programs/practices*
 - Nutritional and prenatal care of children*
 - Success of a local organization (company, business, university, school, hospital) that adapted antipoverty measures*
 - Rural micro-business project*
 - Management of wealth for local governments*
 - "Social entrepreneurs" working on improving living conditions for poor people*
 - Antipoverty initiative in a developing country*
 - Start-up of NGO's*
 - "Socially responsible" businesses*
- Develop a cross-disciplinary case
 - Integrate perspectives from the field of business, teacher education, economics, health, medicine, agriculture, social work, international politics, or other interest groups*
- Develop an educational model of "best practice" in teaching about poverty
 - Service learning project*
 - Training model for teachers with the objective of generating human capital that can successfully participate in the market and generate development conditions*
 - Integrate principles, ethics, accountability related to poverty into business cases*
 - Add a poverty component to development and evaluation of cases (e.g., "How does the solution affect poverty?")*
- Develop a community-university partnership program
- Develop a research project on educational initiatives to eradicate poverty
- Develop a cross-disciplinary project
 - Student-faculty-staff collaboration*
 - Analyze and identify needs*
 - Create strategies to address needs*

WACRA®

North Carolina Conference Office (Denise Smith):
3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**
Tel. +336-404-6256 Email: denise.smith@wacra.org
Fax +336-307-3185

Calendar of Events

*NOW! AHORA!

Renew **WACRA membership** and retain access to IJCRA

* **January 15, 2013**

Submit papers/proposals for WACRA® 2013 in Berlin, Germany, July 7-11, 2013

* **March 15, 2013**

Register for the Educational-Cultural Post Conference July 11-15, 2013 *"..in the footsteps of Martin Luther and Johann Wolfgang v. Goethe"*. Berlin - Goslar - Wernigerode - Weimar - Eisenach (Wartburg) - Fulda - Frankfurt a. Main.

* **March 25, 2013**

Register for WACRA® 2013 in Berlin, Germany

* **July 7-11, 2013**

WACRA conference in Berlin.

* **July 11-15, 2013**

Educational Cultural Post Tour

* **November 1, 2013**

Submit papers/proposals for ACT16 'Creative Teaching' conference early January 2013. Site under consideration Istanbul, Turkey, Kyoto, Japan.

WACRA® NEWS

Editor **Hans E. Klein**
Associate Editor **Joëlle Piffault**
Production Mgr. **Denise M. Smith**

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WACRA®
23 Mackintosh Ave
NEEDHAM (BOSTON) MA 02492 U.S.A.
Tel. +781-444-8982
Fax: +781-444-1548
Email: wacra@rcn.com

Please post or share this invitation with colleagues!

Preliminary Program W A C R A® 2013

"New Paradigms - Meeting the Challenge"**Maritim Hotel, Berlín, Alemania, July 7-11, 2013**

International Aripports: Berlín Tegel (TXL), Frankfurt (FRA), Munich (MUC)

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

10.00 - 13.30 Executive and Advisory Boards meet Conference Hotel (ncludes lunch).

Sunday, July 7, 201309.30 - 15.00 WICS - WACRA Interactive Case Sessions - includes lunch (Sessions require advance separate registration)
Case Colloquium**Conference Activities**18.00 - 19.00 Registration (pick up conference material, name tags and admission tickets)
18.30 - 21.00 Welcome reception and dinner at Conference Hotel**Monday, July 8, 2013**09.00 - 11.00 Opening Plenary Session
11.30 - 12.30 Concurrent Sessions, Panels and Workshops
13.30 - 17.00 Concurrent Sessions, Panels and Workshops
19.00 - Gala Dinner and Awards**Tuesday, July 9, 2013**09.00 - 10.30 Plenary Session
11.00 - 12.30 Concurrent Sessions, Panels and Workshops
13.30 - 17.00 German Dual Education system - plant visitation
17.00 - Free Time**Wednesday, July 10, 2013**09.00 - 10.30 Plenary Session
11.00 - 12.30 Concurrent Sessions, Panels and Workshops including Teaching, Culture and Diversity
13.30 - 16.00 Concurrent Sessions, Panels , Workshops and Concluding Session
Conference adjourns**Post Conference Activities**

18.00 - 21.30 Optional dinner - Berlin Nikolai Viertel. Separate Registration required!

Thursday, July 11 - Tuesday, July 15, 2013**Educational-Cultural Post Conference Tour "In the footsteps of Martin Luther and Johann Wolfgang von Goethe".**

Day 1. Thursday, July 11, 2013 - Travel by bus from Berlin to Erfurt, overnight Erfurt. Day 2. Friday, July 12, 2013 - Visit to Weimar, overnight Erfurt. Day 3. Saturday, July 13, 2013 Erfurt to Eisenach, overnight Eisenach. Day 4. Sunday, July 14, 2013 Visit the Wartburg, overnight Frankfurt. Day 5. Monday, July 15, 2013 - Departure. All meals are on a 'pay as you order' basis to provide flexibility to taste the wide varieties of German cuisine.

Includes ICE train transportation, sightseeing, four nights accommodations in 4* hotels, entrance fees to major sites, tour guide. Min. participation 20 persons. For up-dates go to www.wacra.org. **Register before March 15, 2013!**

W A C R A® North Carolina Conference Office (Denise Smith):

Tel. +336-404-6256 Email: denise.smith@wacra.org Fax +336-307-3185**Please post or share this invitation with colleagues!**

W A C R A ® - REGISTRATION FORM

THIRTHIETH INTERNATIONAL CONFERENCE - CASE METHOD RESEARCH & APPLICATION

Berlin, Germany, July 7-11, 2013

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 address

Registration Package includes Conference Material; Lunch and Refreshments during Conference (Sunday through Wednesday), Sunday Welcome Dinner, Monday Gala & Awards Dinner. Sunday WICS sessions and Wednesday Dinner require separate registration (see below). Intern. Airport: Berlin Tegel (TXL), Frankfurt (FRA), Munich (MUC), Book your room directly with the conference hotel. Hotel details in the NEWSletter

Delegates & guests are required to wear conference name tags at all times for admittance to events and for security.

Paid Before	Paid After	Times	Amount
March 25, 13	March 25, 13	no. of persons	

WACRA Member Registration Rates:

*1 Delegate: **Member Fee for delegate**

*1 Partner/spouse Fee

Names of accompanying person(s) _____

Non-WACRA Member Registration Rates:

*1 Delegate: **Non-Member Fee for delegate**

*1 Partner/spouse Fee

*WACRA 2013 Membership Dues - **includes access to IJCR Journal**

*WICS Sunday, July 7, 2013 (includes lunch & materials) - p. 11 & 12

*Optional Dinner Wednesday, July 10, 2013 - details on www.wacra.org

*Optional Post Conference Tour - **sharing room, price per pers in single room**

*WACRA® Publications (refer to page 16 for details)

Conference Hotel is the MARITIMHOTEL BERLIN. Book your Accommodations directly at the Maritim Hotel info.ber@maritim.de RATE CODE: WACRA2013 Details on page 4.

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

Visa/MC # (16 digits)	Expiration Date

Educational-Cultural Post Conference Tour

In the footsteps of Martin Luther and Goethe July 11-15, 2013

Register before March 15, 2013

(details on pp. 4 and 6)

Upon receipt of payment, presentations, workshops etc. will be scheduled and logistical details and other conference information will be mailed. **Refund policy:** Conference Registration Fees (less \$150) will be refunded upon written request received prior to May 12, 2013 or alternatively, a replacement may be named. Optional Tours/Events/Activities: 85% will be refunded upon written request received prior to May 1, 2013, 25% prior to June 1, 2013.

US\$ 990	US\$1,090	<input type="text"/>	<input type="text"/>
US\$ 840	US\$ 840	<input type="text"/>	<input type="text"/>
US\$1,090	US\$1,190	<input type="text"/>	<input type="text"/>
US\$ 840	US\$ 840	<input type="text"/>	<input type="text"/>
US\$ 85	US\$ 85	<input type="text"/>	<input type="text"/>
US\$ 80	US\$ 90	<input type="text"/>	<input type="text"/>
US\$ 90	US\$ 100	<input type="text"/>	<input type="text"/>
US\$ 690	US\$ 790	<input type="text"/>	<input type="text"/>
US\$ 765	US\$ 865	<input type="text"/>	<input type="text"/>

Total

Travel insurance option!
 "Worldwide Trip Protector - Travel Insured"
www.travelinsured.com/

Return this form with payment to:
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 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

Registration For Berlin Conference Enclosed

World Association For Case Method Research & Case Method Application • Spring 2013

W A C R A[®]

N E W S

Vol. XXIV No. 1

WACRA[®] - Member Application/Renewal

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Street _____ City, State, Zip Code, Country _____

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

Check type of Membership:

Regular (US \$85) Organization (US \$600) Retired Faculty (US\$45)
 Associate (Advanced Students) (US \$75)

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 Expiration date: . _ _ / _ _ .

- WACRA 2012 Sweden - Conf. Proceedings CD** Worldclass Teaching & Learning (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2011 Ireland - Conf. Proceedings CD** Worldclass Teaching & Learning (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2010 Colombia - Conf. Proceedings CD** Worldclass Teaching & Learning (ISSN 1931-7549) member \$45 (non-member \$55)
- ACT12 2009 Sedona, AZ, U.S.A. - Conf. Proceedings CD** Creative Teaching (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2008 Scotland - Conf. Proceedings CD** Worldclass Teaching & Learning (ISSN 1931-7549) member \$45 (non-member \$55)
- ACT11 2008 Munich, Germany - Conf. Proceedings CD** Creative Teaching (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2007 Mexico - Conf. Proceedings CD** Intern.I Forum for Teachers and Leaders (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2006 Australia - Conf. Proceedings CD** Interactive Learning: The Next Generation (ISSN 1931-7549) member \$45 (non-member \$55)
- Interactive Innovative Teaching & Training** 570 pg - (ISBN 1- 877868-22-1) member \$45 (non-member \$55);
- Interactive Teaching & Learning in a Global Context** 590 pg - (ISBN 1- 877868-20-5) member \$45 (non-member \$55);
- Interactive Teaching & Learning Across Disciplines and Cultures** 500 pg - (ISBN 1- 877868-18-3) member \$45 (non-member \$55);
- Teaching: Complex Demands Require Innovation** 505 pages - (ISBN 1- 877868-16-7) member price \$45 (non-member \$55);
- International Case Collection** 200 pages (ISBN 1- 877868-12-4) member price \$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 price \$45 (non-member \$55);
- Teaching and Interactive Methods**, 570 pages - (ISBN 1- 877868-07-8) member price \$45 (non-member \$50);

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RESEARCH & APPLICATION www.wacra.org**