

# WACRA®

Vol. XXVIII No.1 N E W S

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## WACRA 2017 Graz, Austria

June 16 - 22, 2017

Register before March 25, 2017



Graz, Schmiedgasse

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## From the Executive Board

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

Hans Klein, Denise Smith, Stan Stanczewski

In 2017, for the **34th International WACRA Conference on Case Method Research & Application**, will meet in Graz, Austria - June 16-22, 2017 and is followed by a **Post Conference** through parts of the former Austro-Hungarian Empire - June 22-27, 2017.

Alumni are invited to stay at the Graz Conference Hotel prior to joining the tour. One of the Conference and Educational Post Conference Tour goals is to facilitate bridge-building between **Continents, Cultures, Traditions and Ideas**. For details of the post conference refer to page 4. **Register directly with Gruber Touristic GmbH before March 1, 2017**. 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 2017 is "**Learning By Doing - Interactive Teaching**". Tied to this theme are WACRA initiatives: 1. Poverty and Education. 2. "Teaching, Culture and Diversity". 3. Case Writers and Case Teachers Colloquium. WACRA®2017 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 Spanish. You are invited to submit papers, proposals, workshops, simulations, panels etc. (in English, Spanish, French, German). Manuscript preparation guidelines and paper writing tips can be found on the WACRA web site. Submission deadline for papers, proposals, workshops for WACRA 2017 is January 15, 2017. Join colleagues from around the world in Graz for yet another *expérience stimulante et enrichissante*. Papers accepted for WACRA conferences will be considered for publication in **IJCRA, The International Journal of Case Method Research & Application** - double blind refereed.

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 world wide, at the end of each year, WACRA® moves four quarterly issues of IJCRA to the public domain. Current issues of the Journal are reserved to WACRA members in good standing.

The new **WACRA Publication Partnership Project - W3P** responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCRA publication (details on page 12).

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

All WACRA activities, including the extensive review/rewriting/editing efforts for IJCRA publications, are financed through membership dues and program revenues. **Please take the time NOW and renew your membership.** Hans Klein

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## ***Panorama Tour of Southern Styria with “Buschenschank”***

Join an optional panoramic tour of the vineyards and castles of Southern Styria on Tuesday, June 20, 2017 and enjoy Styrian culinary specialties and internationally acclaimed wine. Departure by bus at 14.00, return by 21.00.

***Styrian Wine Route***, the oldest and most famous of all wine roads. It is the most significant of Styria, both in terms of its length and the number of vine-growers living here. The ***Weinstraße*** runs through the wine-growing area of the Styrian Windisch Büheln, south of ***Ehrenhausen***, south of the ***Platschberg***, along the Austrian-Slovenian border, partly on the border line and a few meters even on Slovenian territory (two road sections of a total length of 2.5 km form the national border). Several vertex points offer magnificent views. Starting from ***Ehrenhausen***, ***Spielfeld*** or from the ***Rebentland Leutschach***, it leads through idyllic wine-growing villages and communities such as ***Gamlitz***, ***Ratsch*** on the ***Weinstraße***, ***Berghausen***, ***Sulztal an der Weinstraße***, ***Glanz an der Weinstraße***, ***Eichberg***, ***Trautenburg*** and ***Schloßberg***.

***Buschenschank*** - Based on a law of Josef II dating to 1784, farmers are allowed to serve beverages and cold dishes. Only owners or tenants of wine or fruit gardens are allowed to run a ***Buschenschank***. Buschenschänke are now operated in Austria in the provinces of Vienna, Lower Austria, Burgenland and Styria. In the Buschenschank only cold dishes and homemade flour dishes can be served. The typical Buschenschank dish is the ***“Brettljause”***. It consists of cold cuts (ham, sausage, ham, dried sausage, bacon, sausage, smoked sausage) and spreads (hackle, liver sausage, sausage, grammelfett, frying sausage, pumpkin spread) with horseradish and black bread and is served on a wooden board. Beverages in the Buschenschank come from own production and include: wine, grape juice, and self-distilled spirits.

***Klopotec*** is a wooden mechanical device on a high wooden pole, similar to a windmill. It is used as a bird scarer in the vineyards of traditional wine-growing landscapes of Slovenia, Austria, and Croatia. It is one of the symbols of Slovenia and Styria. The device is used primarily to scare starlings and other birds off the vineyards so that they do not peck grapes. A folk belief also states that klopotecs drive snakes from the vineyards and soften grapes. The windmill in the Slovene Hills typically has four blades, driving an axis with a sail or vane that is constructed to swivel so it is always positioned perpendicular to the wind. As the axis rotates, wooden hammers are lifted off their resting position by fixed notches. As they fall back, they rhythmically impact on a wooden board. While the quality of the sound is dependent on the wood of which the hammers and sounding boards are made of, the rattle frequency depends on the number of hammers, as well as changes in wind speed. Source Wikipedia.

*Separate registration, see page 15. (Min. participation 20 persons).*



© Courtesy Steiermark Tourismus Harry Schiffer  
Schloss Gamlitz (below)



## WACRA 2017 Post Conference Tour

The tour begins in Graz on 6-22 and ends on 6-27, 2017 in Vienna. Day 1. Drive to **Maribor**, the 2nd largest city in Slovenia. Guided tour, continue to **Varazdin, Croatia**. Guided tour. Overnight (3\* Hotel). Day 2. Along **Lake Balaton to Budapest**. Guided City tour. Overnight (4\* Hotel). Day 3. Morning free in Budapest, afternoon excursion to **Szentendre** and visit to artist's workshop. Return to Budapest and overnight. Day 4. Continue to **Esztergom**, former capital and one of the oldest cities in Hungary. Guided tour. Continue to **Bratislava**, the capital of Slovakia: National Theater, Michaeler Gate, the Old Town Hall, St. Martin's, the former coronation cathedral. Overnight (4\* Hotel). Day 5. Leisure time in Bratislava in the morning, then drive to **Vienna**, the capital of Austria. Guided Old Town walking tour: Hofburg, National Library, Treasury, Spanish Riding School, St. Stephens's Cathedral and more.

**Price per person** in double room Euro 880, in single room Euro 1,060. Rates include transportation in modern tour-bus, accommodations in 3\* and 4\* Hotels (shower, WC, TV, safe, etc.), breakfast, dinner, guided city tours. **Minimum 15 paying participants**. Tour ends on June 27, 2017 after breakfast.

**Book your space before March 1, 2017** directly with [Gruber Touristik GmbH](http://Gruber Touristik GmbH), Puchstrasse 176, A8055 Graz, Austria, contact email [elfriede.riegerbauer@gruberreisen.at](mailto:elfriede.riegerbauer@gruberreisen.at) Tel. +43-316-7089-4911 Fax +43-316-7089-4999. [www.gruberreisen.at](http://www.gruberreisen.at)



Maribor, Slovenia



Szentendre, Hungary



Varazdin, Croatia



Budapest, Hungary



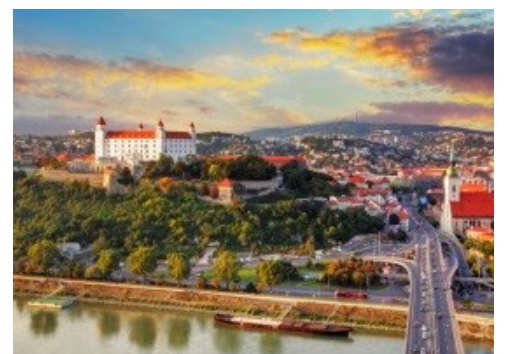
Szentendre, Hungary



Danube, Esztergom



Esztergom, Hungary



Bratislava, Slovakia

## Join WACRA in Graz

Patricia Ann Brock, Pace University, NYC, July 2016

I participated once again in another great WACRA conference; I was once again reminded why I return often. The 33<sup>rd</sup> conference theme was "Learning by Doing – the Art and Craft of interactive Teaching". I improved more than my interactive teaching skills and understanding, beyond the conference classrooms, beyond Pontificia Universidad Católica del Perú in Lima. I learned about the rich culture of Peru and the kindness and generosity of the Peruvian people.

As one of many international participants, I learned by exchanging educational ideas and practices during professional sessions and over informal coffee, tea or Inca Kola breaks and memorable Peruvian-cuisine meals served and hosted with gracious hospitality. I learned by doing, by exploring, by discussing topics in professional and social settings and by creating memories of cultural and historical sites and experiences.



With conference colleagues, I also decided to join the post-conference tour to the heights of Cusco and the Sacred Valley of Machu Picchu. I learned by trekking the ruins of the Sacred Valley created by Incas and pre-Inca people and by visiting the magnificent cathedrals and edifices in Cusco created by Spaniards during the Colonial Period. I learned by tasting local cuisine and listening to the haunting and melodic pan pipes of the Andes' region. I learned to distinguish between llamas, alpacas and vicunas. I learned of the arts, crafts, the talents and products of native artists. I even learned how to distinguish baby alpaca sweaters from "maybe" alpaca sweaters. I learned of the natural beauty that surrounded us in the Andes green mountain peaks and snow-covered glaciers.

And most of all, I learned why I will return again to future WACRA conferences! Adios and muchas gracias, amigos. Hasta luego!



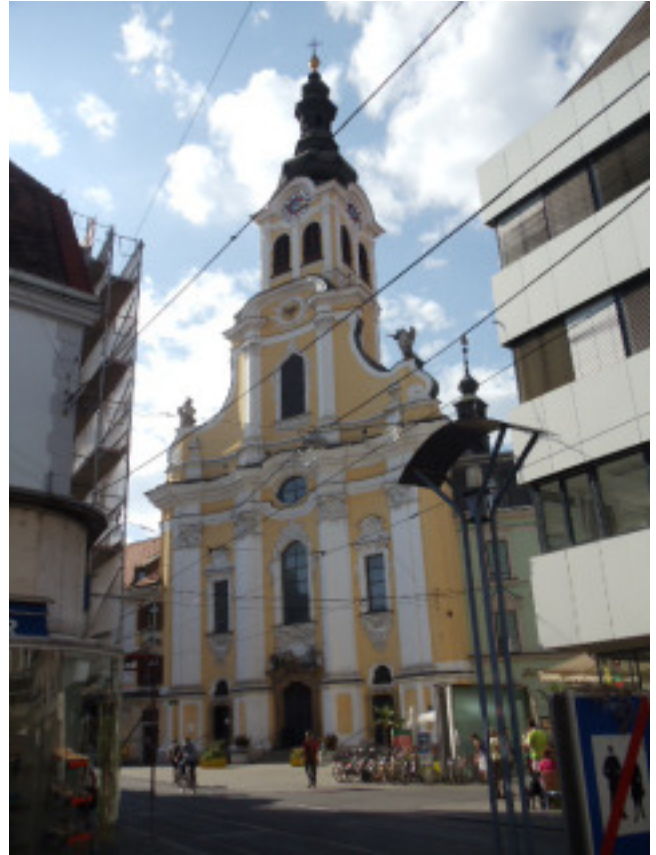
Herrengasse, Graz, Austria

## About WACRA®...

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from sixty-five countries. The organization's objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

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

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.*



Graz Center



## Welcome to Graz, Austria

Austria is designated as “Europe’s meeting place” because of its central location. In 2017, **Graz** – the second largest city in Austria – will be the meeting place for the 34<sup>th</sup> WACRA summer conference.

*Ask most travelers about Austrian cities beyond Vienna, and you’ll probably hear suggestions to go to Salzburg or Innsbruck. Austrians, however, might tell you that Graz — with a population of just over 300,000 — is a better choice for many tourists, thanks to its rich design, art and culinary scenes, and wine and produce from the surrounding south Austrian state of Styria. Built around the Schlossberg, an ancient hilltop castle, Styria’s regional capital is home to scores of boutiques, shops, restaurants and museums, many housed in restored Baroque-era buildings in the city’s well-preserved Old Town. You might not expect to find such a cultivated metropolis two hours down the road from Vienna toward Ljubljana, but Graz has a palpable joie de vivre, thanks in part to the presence of its six universities and over 40,000 students. [New York Times, 7-13-14]*

**Graz for Art and Design Enthusiasts** For lovers of art and culture, the city delights year-round. In addition to its stint as *Cultural Capital of Europe* in 2003, Graz has also been distinguished as a UNESCO *City of Design*, reflecting the active expression of urban culture and conscious design of the city environment. This is visible in its many museums and galleries, and in the newly developed areas around the Kunsthaus and the Joanneum Quarter, Murinsel, MUMUTH, the botanical gardens, MP09, and its university buildings. Architecture holds a special position in Graz. This can be seen not only in the perfect mix of old and new, but also by the presence of many architects’ offices in Graz – whose inhabitants export their designs around the world. (Other cities to have received this award and who can now call themselves a *City of Design* include Berlin, Montreal and Buenos Aires.)

**Culinary Highlights** Graz has earned the title *Capital of Delight*. A mix of sensual, Mediterranean lifestyle and a mild climate in which fruit, vegetables and wine thrive provide perfect conditions for creating many Styrian specialties. Colorful farmers’ markets and excellent catering make Graz a delightful experience for taste buds! Fresh produce is grown year round in what might as well be the city’s own garden, then prepared in the city’s unique restaurants. Sources of delicious aromas can be tracked down during culinary walking tours of the city. Wines from regional vintners and ‘Schnapps’ spirits are savored by tourists as well as locals!

**Music, Music, Music** Summer brings evening concerts at romantic spots like the Island in the Mur, the renaissance courtyards of the Old Town and even in Kasematten (former dungeons) on the Schlossberg. The Graz Opera is famous for its modern interpretations of the classics, which contrast beautifully with the historic opera house itself. For six weeks each summer, the concert halls, castles, courtyards and churches of Graz are filled with music performed by participants of AIMS - the American Institute of Musical Studies. Solo, duet and ensemble pieces from opera, and symphonic works and operatic overtures are performed.

**Old Graz** Altstadt – the Old-Town - is the heart and soul of Graz. It encompasses the city mountains, former fortifications, charming alleyways, and medieval building facades - as well as extraordinary modern architecture. It is a living museum with a modern twist. UNESCO experts were so impressed by the interplay of the countless sights and attractions that they declared the Old

*continued to page 8...*

## Calendar of Events

\* **Before Dec. 31, 2016** Renew WACRA membership (Page 16).

\* **January 3-7, 2017**

ACT19 conference in Barcelona

\* **January 15, 2017**

Submit papers for the 34<sup>th</sup> WACRA Summer conference June 16-22, 2017 in Graz.

\* **March 1, 2017**

**Register for Post Conference Tour: Gruber Touristik, GmbH Graz:** Starts in Graz 6-22 and ends on 6-27-2017 in Vienna.

\* **March 25, 2017**

Register for WACRA® 2017, 34<sup>th</sup> International WACRA Conference in Graz, Austria.

\* **June 16-22-2017**

34<sup>th</sup> International Conference on Case Method Research & Application, Graz, Austria

\* **June 22-27, 2017**

**Post Conf. Tour** Austria Slovenia, Croatia, Hungary, Slovakia.



# WACRA®

## NEWS

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WACRA®NEWS is published bi-annually in the Fall and the Spring by WACRA®, Inc. Word is used for text, PageMaker 7.0 for layout and desktop publishing. The Newsletter is composed on a Epson WF-2540. If you would like to comment on or contribute to the newsletter, please contact:

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...continued from page 7

## Welcome to Graz, Austria

Town of Graz to be a *World Cultural Heritage Site*, worthy of protection for the ages. Fortifications on the city mountain date back to the 11th century. The inner city is full of narrow, romantic streets in which Italian-style palazzi and impressive public halls vie for the attention of passersby, without making a show of the cool beauty of their courtyards and other well-kept secrets. What makes Graz especially exciting is the combination of these historic treasures with truly stunning modern architecture like the Kunsthaus Graz, which beautifully reflects the Old Town in its façade. Students from the city's four universities enjoy the many street cafes, which lend the city an almost Mediterranean flair. Art galleries, great shopping, innovative- as well as excellent traditional restaurants and a busy event calendar ensure that the city stays young at heart.

**History** The city is situated along the banks of the *Mur River* in Graz Basin. The Grazerfeld was a densely populated agricultural landscape during the Roman Empire. In the 6th Century a castle was built and the name Graz was derived (alpenslaw. gradec meaning small castle). The coat of arms was awarded Graz in 1245, and from 1379 to 1619 Graz was a Habsburg residence and withstood several *Ottoman* attacks during this period.

**Graz's Doorstep and Beyond** Graz's outer districts, which have lots of forests and meadows, have a slightly rural feel. The locals tend to take advantage of the fact that you can get to places such as the '*Buschenschank*' in a relatively short time, either by bicycle or by public transport. The so-called *Buschenschanks* are rustic, Inn-like places with one or two rooms and a garden. run by a local winegrower. The name points to a typical bundle of twigs (Buschen) that can be found at the entrance. The bundel signals that the Buschenschank is open welcoming people to enter.

In addition, hilly areas such as *Rosenhain*, *Leechwald* and *Ruckelberg* east of the city provide further opportunities of being at one with nature. Other highlights around Graz are the Stübing Austrian Open Air Museum with restored historic farmhouses, and the Jakobuskirche in Thal - an exquisite church designed by painter Ernst Fuchs, and Stift Rein, the oldest Cistercian monastery in the world.

The city of Graz is very aware of its geographic proximity and historical relationship to the Balkans and Eastern Europe. Graz is located approximately 150 km southwest of Vienna. The nearest town of national importance is Maribor (Maribor) in Slovenia, located some 60 km south of Graz. The two cities combine increasingly close cultural and economic relations. The European Region Graz-Maribor is one example. From Graz by car to Ljubljana, Slovenia is 125 miles, to Budapest, Hungary 250 miles and to Venice, Italy 190 miles.

**Scheduled Flights to Graz** from Frankfurt (4 x daily), Munich (4 x daily), Vienna (4 x daily), Zurich (3 x daily), other direct flights to Graz from Geneva, London, Milano. More information at [www.flughafen-graz.at](http://www.flughafen-graz.at). **Arrival by train** at Graz main RR station - information at [www.oebb.at](http://www.oebb.at). **Automobile Clubs:** ÖAMTC Steiermark [www.oeamtc.at](http://www.oeamtc.at), ARBÖ [www.arboe.or.at](http://www.arboe.or.at).

[Information above compiled from Official Austrian Travel Guides]

## WACRA 2017 Graz Conference Hotel

### Star Inn Hotel Graz

#### Waltendorfergürtel 8-10, Graz

Tel. +43 (0) 316-826 300 -700 Fax: +43 (0) 316-826 300 – 630

Book your room with the Hotel at [graz@starinnhotels.com](mailto:graz@starinnhotels.com) or

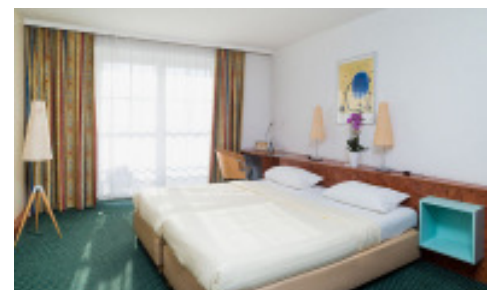
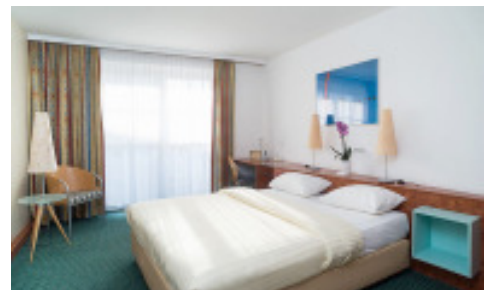
[m.koeck@starinnhotels.com](mailto:m.koeck@starinnhotels.com) before April 15, 2017.

**Double room for single use •80.00 Double room for double use •94.00**

per room per night, rates include breakfast buffet, taxes and service.

Standard modern double rooms with balcony, LCD TV, shower/toilet, Telephone, refrigerator - AC - Suites - 2 rooms for physically challenged persons, wheelchair accessible shower - Meeting rooms - Business Lounge - free WIFI - Underground parking (fee) is available.

The Star Inn Hotel Graz is located a 15 minute walk from the historic old town and city center. Public transportation: From city center to the Hotel take **Streetcar Line No. 6, Direction St. Peter**. Get-off at stop **St. Peter Friedhof** and walk to the Hotel (short 5 minute walk). From the Hotel take **Streetcar Line No. 6 Direction Laudon Gasse**. Line No. 6 connects to transportation hub **Jakominiplatz, Hauptplatz and Hauptbahnhof**.





## CALL FOR PAPERS - SOLICITUD DE ARTICULOS

Graz, Austria - June 16 - 22, 2017

*"Learning by Doing - aprender haciendo"*

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.

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

Receipt of all proposals/papers will be acknowledged and the results of the review will be sent by e-mail. **All proposals and papers are due on or before January 15, 2017. Completed papers received prior to March 31, 2017 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](http://www.wacra.org) for further details or contact WACRA directly. Delegates can present up-to two papers they co-authored. **Register before March 25, 2017.****

El método de casos puede jugar un importante papel para resolver casos y en la enseñanza de resolución de problemas, tanto en la academia como en la industria, así como para iniciar y manejar el cambio. El congreso provee, a los participantes, de oportunidades de aprender más acerca de la enseñanza con el método de casos y con enfoques relacionados a la enseñanza en una gran variedad de contextos educativos. Participantes tendrán una gran oportunidad de reunirse con colegas de todo el mundo con quienes podrán forjar relaciones para investigación. Los congresos de WACRA son foros multinacionales e interdisciplinarios para académicos y profesionales en: negocios, comunicación, educación, ingeniería, historia, leyes, medicina, psicología, políticas públicas, trabajo social y gobierno. Los artículos solicitados analizarán teoría y práctica utilizando casos, simulaciones, videos y métodos relacionados a la resolución de problemas, manejo del cambio e innovación. Se dará prioridad a los artículos que sean interdisciplinarios, internacionales y/o comparativos. Se estimula el envío de artículos relacionados con la aplicación de casos en la universidad y programas de formación profesional en diversos contextos. También se solicitan artículos sobre investigación de los desafíos enfrentados por los negocios. Siendo que el foco principal de los congresos de WACRA es sobre el uso de los casos para resolución de problemas y enseñanza, también se da bienvenida a casos de investigación. WACRA está particularmente interesada en artículos académicos que promuevan la comprensión y colaboración entre disciplinas y de socios internacionales. Son especialmente bienvenidos artículos y casos que estén relacionados con los desafíos del congreso: Puente entre teoría y práctica; Se reconocerá el mejor artículo / caso y presentación.

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 2017.** Los artículos terminados recibidos antes del 31 de marzo de 2017, serán considerados para su publicación en la revista *IJCRA International Journal for Case Method Research and Application*. El idioma del congreso es el inglés con tracks en español. **Se invita a cada delegado inscrito para presentar hasta dos trabajos donde él es (co-autor).** El 2º docum. está sujeta a disponibilidad de espacio.

WACRA® North Carolina Conference Office (Denise Smith):

Tel. +336-404-6256 Email: [denise.smith@wacra.org](mailto:denise.smith@wacra.org) Fax +336-307-3185 [www.wacra.org](http://www.wacra.org)

## For Case Writers - and Prospective Case Writers

### Twenty-Fourth Annual International Casewriters' Workshop & Casewriters' Colloquium

Designed to assist novice and experienced case writers to write, improve and publish their cases, **WACRA 2017 in Graz, Austria on Sunday, June 18, 2017**, will feature the Twenty-Fourth 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 Graz. 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, 2017**. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case (two cases per author). To facilitate the double blind review the authors' names should appear on a cover page only. Send your cases by email in (MS Word format). Authors should note that colloquium and workshop and round table on **Sunday, June 18, 2017** 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: [erosker@gmail.com](mailto:erosker@gmail.com) y [denise.smith@wacra.org](mailto:denise.smith@wacra.org).

## Convocatoria Para El Envío de Casos (WICS) - Domingo, el 18 de junio de 2017

**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 2017**. **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 2017** en un archivo Word al correo: [erosker@gmail.com](mailto:erosker@gmail.com) y [denise.smith@wacra.org](mailto:denise.smith@wacra.org).

### WACRA®

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## CALL FOR PAPER, PRESENTATION, PANELS

ACT20 International Conference

## "Creative Teaching"

Research &amp; Application - Case Writing &amp; Teaching - Distance Education

Havana, Cuba

January 3 - 7, 2018

The 20<sup>th</sup> "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, 2017. Completed papers received prior to December 31, 2017** will be considered for publication in the International Journal of Case Method Research & Application - IJCRA. **Conference registrations are due on or before November 8, 2017.** For further details visit the WACRA web site.

## SOLICITUD DE ARTÍCULOS

Congreso Internacional ACT XX

## "Enseñanza eficaz"

Investigación y Aplicación - Redacción de Casos y Educación a Distancia

Havana, Cuba

del 3 al 7 de enero de 2018

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

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

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 artículos se evalúan a través un proceso de doble revisión a ciegas, siendo sus bases: a) originalidad; b) lo apropiado del tema para una audiencia inter-disciplinaria; c) lo adecuado de la investigación; 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, 2017, los artículos completos, terminados deben ser recibidos antes de Diciembre 31 de 2017 para ser considerada su publicación en IJCRA. Las inscripciones al Congreso deben ser realizadas antes de Noviembre 8, 2017. Para mayores detalles visite nuestra página web.**

## WACRA®

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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.

**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.

## ¿No sabe que publicar su trabajos académicos?

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

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

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

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

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

Programa Preliminar WACRA® 2017

**Graz, Austria** Viernes, 16 de junio 2017 a Jueves, 22 de junio 2017*"Aprender haciendo - la enseñanza interactiva"**Investigación y Aplicación – Redacción de Casos, y Educación a Distancia***Viernes, Junio 16, 2017**

Llegada el Viernes, Junio 16 de 2017 y beneficio en tarifa especial del hotel antes y después de la conferencia.

**Sabado, Junio 17, 2017**

**Llegar en tren desde Viena:** Llegar en la estación principal de Graz (*Hauptbahnhof*) en tren desde la estación principal de Viena (cada hora) después de 2 horas y media de viaje a través de hermoso campo. Desde la estación principal tomar el tranvía # 6 dirección *St. Peter*, bajar en la estación *St. Peter Friedhof* y caminar 5 minutos al *Star Inn Hotel Waltendorfer Gürtel 8-10*.

**Desde el aeropuerto:** tomar transporte público a la estación principal de Graz y Jakominiplatz. La parada de autobús está justo fuera de la terminal de pasajeros, justo al lado de la zona de llegada. El precio del viaje de ida es de 2,20 euros. Desde la estación principal tomar el tranvía # 6 dirección *St. Peter*, bajar en la estación *St. Peter Friedhof* y caminar 5 minutos al *Star Inn Hotel*.

**Domingo, Junio 18, 2017**

- 09.00 - 16.00 WICS - WACRA Interactive Case Sessions Taller, incluye almuerzo (Inscripcion separada, p. 15)
- 18.00 - 19.00 Inscripción al Hotel.
- 19.00 - 21.00 Cena en el hotel. Menú a la carta (de pago), disfrutar de una amplia variedad de platos.  
*Alternativamente*  
Visita guiada de la ciudad vieja. Patrocinado por la Oficina de Convenciones de Graz.  
Comienza a la oficina de turismo, Herrengasse 16. Tiempo a ser anunciado.

**Lunes, Junio 19, 2017**

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

**Martes, Junio 20, 2017**

- 09.00 - 12.30 Sesión Plenaria y Sesiones Simultáneas
- 12.30 - 13.30 Almuerzo
- 14.00 - 21.30 Excursión opcional a través de los viñedos y el paisaje del sur de Estiria incluyendo '*Buschen Schank*' en *Weingut Grabin* en *Labutendorf* (registro separado ver página 15)

**Miercoles, Junio 21, 2017**

- 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) en *Gasthaus Stainzerbauer* anteriorment *Palais Lengheimb* que data de 1577 (p.4)

**Jueves, Junio 22, 2017**

Salida después del desayuno.

- 09.00 Salida para el "Tour" (**registro separada: 1 de marzo, 2017 - ver pagina 15**): Graz, Maribor, Varzdin, Budapest, Szentendre, Eszestergom, Bratislava, Viena.

**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](mailto:denise.smith@wacra.org) Fax: +336-307-3185***Le agradecemos que anuncie o comparta esta invitación con sus colegas!***

Preliminary Program WACRA 2017

**"Learning by Doing - Interactive Teaching"**

**Graz, Austria - June 16 - 22, 2017**

**Research and Application – Case Writing and Distance Education**

**Friday, June 16, 2017**

Arrive on Friday, June 16, 2017 and visit Graz. The special conference rates are available before and after the conference dates.

**Saturday, June 17, 2017**

**Arrive at Graz Airport (GRZ).** Connections with LH, Austrian Airlines, Swiss, Air Berlin, Turkish Airlines, Croatia Airlines.

**Arrive at Graz Main Station by train from Vienna Main Station** every hour (after 2.30 hour ride through beautiful countryside

**From the airport:** Public transportation to Graz Main Station and Jakominiplatz. The bus stop is right outside the passenger terminal, right next to the arrival area. The price for one-way trip is Euro 2.20. From Main Station take Streetcar #6 Direction St.Peter, get-off at St. Peter Friedhof and walk 5 minutes to **Conference Hotel Star Inn Hotel Waltendorfer Gürtel 8-10.**

**Sunday, June 18, 2017**

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

18.00 - 19.00 Registration at the Conference Hotel.

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

*alternatively to WICS participation*

***Guided Old Town Walk.*** Starts at Graz Tourismus Information - Herrengasse 16. Sponsored by the Graz Convention Bureau. Time to be announced.

**Monday, June 19, 2017**

09.00 - 12.30 Opening Plenary and concurrent Sessions

12.30 - 13.30 Lunch

13.30 - 15.30 Concurrent Sessions

15.30 - 19.00 Free time

19.30 - 21.30 Gala and Awards Dinner

**Tuesday, June 20, 2017**

09.00 - 12.30 Plenary Session

12.30 - 13.30 Lunch

14.00 - 21.30 Optional excursion through the vineyards of Southern Styria with 'Buschen Schank' at Weingut Grabin in Labuttendorf (**separate registration see page 15**) or alternatively free time.

**Wednesday, June 21, 2017**

09.00 - 12.30 Plenary and concurrent sessions

12.30 - 13.30 Lunch

**Thursday, June 22, 2017**

09.00 Departure after Breakfast.

Post Conference Tour Thursday, June 22 - Monday, June 27, 2017.

Departure by bus. to **Maribor, Slovenia, Varzdin, Croatia, Lake Balaton, Budapest, Szentendre, Esztergom, Hungary, Bratislava, Slovakia, Vienna, Austria.**

**W A C R A®**

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

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***Please post and share this invitation with colleagues!***

# WACRA® - REGISTRATION FORM

34th Interational WACRA Summer Conference

**Graz, Austria - June 16-22, 2017**

Tel. Office	Fax Office
Tel. Home	Fax Home
email	

 Title, First Name, Last Name Please Print

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address / skype

**\*Delegate (and Partner/Spouse) Registration Packages** includes Conference Material; Lunch, and Refreshments during Conference (Monday-Wednesday). Arrival: Saturday or Sunday, June 17,18-2017); Departure Thursday, June 22, 2017. Conference hotel: **Star Inn Hotel Graz** Waltendorferguertel 8-10, Graz A-8010. [graz@starinnhotels.com](mailto:graz@starinnhotels.com) [www.starinnhotels.com](http://www.starinnhotels.com). Very favorable room rates extend to a few days before and after the conference. **Book your accommodations directly with the Hotel before April 15, 2107. Details on page 8.**

Conference registration fees for members

- \* **1 Delegate (WACRA member)**
- \* **1 Retired Faculty (WACRA member)**
- \* **Partner/Spouse**
- \* **WACRA 2017 Membership Dues, includes access to IJCRA Journal**

Conference registration fees for non-members

- \* **1 Delegate (not-yet member)**

Optional Tours/Events/Activities

**Optional WICS Session Sunday, Sunday, June 18, 2017. Details page 10.**

**Optional Vignyard Tour and 'Buschen Schank'. Deails page 3.**

**Optional Post Conference Tour. **Book directly with Gruber Travel before March 1, 2017. Deails page 4.****

Paid Before March 25,2017	Paid After March 25, 2017	Amount
------------------------------	------------------------------	--------

\$ 760	\$ 860	<input type="text"/>	<input type="text"/>
\$ 450	\$ 500	<input type="text"/>	<input type="text"/>
\$ 350	\$ 350	<input type="text"/>	<input type="text"/>
\$ 85	\$ 85	<input type="text"/>	<input type="text"/>
\$ 860	\$ 960	<input type="text"/>	<input type="text"/>
\$ 40	\$ 50	<input type="text"/>	<input type="text"/>
\$ 65	\$ 75	<input type="text"/>	<input type="text"/>

Total

**Budapest, Hungary**  
(WACRA Post Conference Tour details page 4)

**Travel insurance option!**  
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