

W A C R A[®]

N E W S

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"The Case Method - Tell it like it is and act"
"El método de caso - dígallo como es y actúa"

36th WACRA Conference
Helsinki, Finland

June 30 - July 4, 2019

at HANAHOLMEN-Swedish-Finnish-Cultural Center



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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 36th WACRA conference will be held from June 30 to July 4, 2019 in Helsinki, Finland. You will find helpful 'Facts on Finland' by visiting the Finnish Tourist board website www.visitfinland.com. For the preliminary conference program refer to the details in this NEWSletter. Helsinki is a perfect base from which to make trips to St. Petersburg, Russia, Riga, Latvia, Tallin, Estonia, Vilnius, Lithuania, Gdynia, Poland, Visby, Sweden (a popular trading place since the Viking Age). Conference site for **WACRA 2019** is the Hanaholmen Swedish-Finnish Cultural Center in Espoo-Helsinki. The conference presents itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The conference theme for WACRA 2019 is "The Case Method: Tell it like it is and act - El método de caso - digalo como es y actúa ". Tied to this theme are WACRA initiatives: 1. Case Writers and Case Teachers Colloquium 2. The Case for the Short Case (continuing the discussion from the 2018 Rotterdam, Netherlands Conference. WACRA@2019 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 for WACRA 2019 is English with tracks in French, Spanish and other languages. We invite 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 2019 is January 15, 2019. Join colleagues from around the world in Helsinki, Finland for another *expérience stimulante et enrichissante*. Papers accepted for WACRA and ACT 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 receive access to the Journal.

The WACRA Boards invite you to participate in the exciting activities planned for the coming year and beyond.

The International Journal of Case Method Research & Application - *IJCRA*, 'your journal', is in its 15th 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 2019 are \$85. Renew your membership for two years, (2019 and 2020) and pay only \$150, a saving of \$20.00.

Complete the form on page 16 of this NEWSletter, or the form on the WACRA homepage www.wacra.org and email the form with your Visa or MC credit card number, expiration date and 3 digit code on the back of the card to wacra@rcn.com, denise.smith@wacra.org or mail your check (drawn on a U.S. Bank, payable to WACRA) to WACRA, 23 Mackintosh Ave, NEEDHAM, MA 02492 U.S.A.

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Helsinki, Finland

Europe's youngest and northernmost capital city — feels like an outpost of Europe. While it lacks the cutesy cobbles of Copenhagen, the aristocratic setting of Stockholm, or the futuristic vibe of Oslo, Helsinki holds its own among Nordic capitals with its creative spirit, zest for architecture and design, and a steamy love of saunas.

Perhaps the best way to understand Helsinki's origins is to take the short ferry ride across the harbor to the island-fortress of [Suomenlinna](#) (now a popular park). Little Finland was long caught up in the superpower chess moves of its big neighbors, Sweden and Russia. The Swedes dominated the country from medieval times until 1809, when they lost it to the Russians, who held it until 1917.

The Swedes built Suomenlinna in the mid-1700s to counter Russia's rising power. Peter the Great had just created his new capital nearby, at St. Petersburg, and he was eyeing the West. With five miles of walls and hundreds of cannons guarding the harbor, Suomenlinna squelched the Russian threat (at least for the time being). With all that activity, small-time Helsinki took off, becoming a boomtown in support of the grand strategic fort.

Helsinki is buffered by more than 300 islands, and its harbor is always busy. Frequent passenger ferries cross the Baltic Sea from Stockholm, Tallinn, and even St. Petersburg. The arrival of cruise ships — sliding through tight passages between the surrounding islands — energizes the city each day. Mighty ice breakers moored in their summer slumber are the only reminder of the bitter Baltic winters.

Almost everything worth seeing visitors head directly to Helsinki's Kauppatori. This colorful outdoor a casual, quick-and-cheap lunch Everyone from the Finnish president dash of local flavor.

Daily bus tours run from the Finnish history and a quick look at Or you can stretch your legs along Esplanade, leading from the water and a friendly park sandwiched in stroll for window shopping, people



is walkable from the harbor. Most fun harbor square, called food bazaar is the place in town for (moose meatballs are a favorite). to visiting tourists stops by for a

docks for a rapid-fire overview of the top monuments and churches. Helsinki's grand boulevard, the into town. With wide sidewalks the middle, this is the city's best watching, and sun worshipping.

Then delve into the boutiques of the [Design District](#) for some of Europe's most eye-pleasing fashion and home decor. A surprising number of global trends — from Marimekko's patterned fabrics to Nokia's pioneering mobile phones to the Angry Birds gaming empire — have been born right here in design-conscious Helsinki. (The local [Design Museum](#) displays these innovations and more.)

Helsinki is famous for its 20th-century architecture, from its central train station, an Art Nouveau masterpiece by Eliel Saarinen, to the modernist simplicity of the Finlandia concert hall by Alvar Aalto. The city also boasts beautiful and diverse churches: the gleaming white [Lutheran Cathedral](#), a Neoclassical gem; the red-brick Russian Orthodox Cathedral, a reminder of Russia's long dominance here; and the underground [Temppeliukio Church](#), blasted out of solid granite and capped by a copper and glass dome.

There's also the little [Kamppi Chapel](#). Sitting unassumingly on a city plaza, the spruce structure encloses a windowless cylinder of silence. Inside, indirect light bathes the alder-wood paneling in warmth and tranquility. Does it resemble Noah's Ark? The inside of an egg? Although it's a church, there are no services; it's open to anyone needing a reflective pause.

Overall, I find Finns to be pretty quiet and contemplative. I once wandered into a flea market in Helsinki, closed my eyes, and listened to the soundtrack of 300 Finns. It was almost silent — I could have been in a mountain meadow. So I was surprised to discover the Finnish love affair with lotteries and gambling. Slot machines and games of chance are everywhere, including restaurants and supermarkets, manned by Finns eagerly stuffing in coins. There's even a roulette lounge at the Helsinki Airport.

A more traditional touchstone of Finnish culture is the sauna. These days, with so many Finns affluent enough to have saunas in their homes (5.4 million Finns have 3.3 million saunas), some of the working-class spots I've long enjoyed have gone upscale. The chic [Löyly](#) complex is typical of the new trend, with its saunas finely crafted from warm woods, a restaurant serving fashionable Nordic cuisine, and a seaside terrace for lounging.

Helsinki seems designed to promote a sense of community, and when the weather warms, everyone takes full advantage. The city blooms with bikers, picnickers, runners, and walkers, and cafés push their tables out to the sidewalk. [Café Kappeli](#), an Old World oasis of pastry and relaxation, sits proudly at the harbor's edge. It's the perfect spot to sip a coffee while waiting for your ship, already savoring your Helsinki memories. [Adapted from Rick Steves Helsinki -

<https://www.ricksteves.com/watch-read-listen/read/articles/things-to-do-in-helsinki>].

Finland Facts & FAQ

There are some things you might be curious about before coming to Finland. Don't worry, you're not the only one, and we're here to help!

WHEN IS THE BEST TIME TO VISIT FINLAND?

It depends on what you'd like to experience: for plenty of snow and winter activities, December to March is the best time. For springtime sun and the revival of nature after the winter, April to May is the period. For long and warm summer days and plenty of events, opt for June, July and August. For autumn leaf colour, visit in September-October.

I DON'T SPEAK ANY FINNISH, WILL I MANAGE?

If you speak English, you should not have any difficulties as most Finns speak fluent (or at least understandable) English.

ABOUT FINLAND

Full of interesting contrasts, such as the four seasons, the Midnight Sun and winter darkness, urban and rural, East and West.

WHEN AND WHERE CAN I SEE THE NORTHERN LIGHTS? In northern Lapland the lights shine about every other clear night between August and April. In southern Finland they are visible on about 10-20 nights a year. Auroral activity peaks often occur at the beginning and the end of the season.



HOW ABOUT THE MIDNIGHT SUN? Also in Lapland. In Utsjoki, the very north of Finland, the sun stays above the horizon for more than two months between mid-May and late July. In southern parts of Lapland, the sun stays up constantly for a month in June-July. However, nights are white throughout the country for most of the summer.

WHAT ABOUT TEMPERATURES — HOW COLD DOES IT GET AND WILL THERE BE SNOW? During the winter months, temperatures can drop as low as -35 degrees Celsius. Luckily, this is not the norm: regular winter temperatures fall somewhere between -5 and -15.

In the summer, it gets as hot as 30 degrees Celsius, sometimes even more. Normal summer temperature is a bit over 20 degrees. In Finland, it is common to have up to a 70 degree difference in temperature between January and July.

During January and February, there is almost always snow in northern and eastern Finland. Even if there's little snow in Helsinki, there's often up to a metre or more on the skiing slopes of Lapland. The snow season in northern Finland begins in November and lasts at least until April-May.

In the inland regions of southern and central Finland, the first snow falls at the beginning of December and melts during March.

WHAT SHOULD I WEAR? If you are planning a winter visit, get a warm, padded winter jacket. Thermal underwear, a warm hat, thick socks and gloves help out a lot when temperatures drop below freezing.

If you have trouble finding winter gear where you come from, don't worry — everything can be purchased in Finland. Warm clothing is included in guided safaris and other winter excursions.

In the autumn and spring, waterproof footwear comes in handy if you intend exploring the outdoors. In the summer, casual wear is pretty much the same as in other parts of northern and central Europe — light trousers, shorts, tee-shirts and so on.

WHAT ARE THE EVERYMAN'S RIGHTS I'VE HEARD OF? One of the great concepts in Finland is called "Everyman's Rights". This gives you the right to roam freely in natural areas like forests, fells, lakes and rivers, without permission from landowners. The concept

has evolved over time and started as an unwritten code created by a sparse population living in a vast, densely forested country.

Some guidelines: you can pick wild berries and mushrooms, but not someone's apples or plums. You can go canoeing and camping, but not too close to someone's house. In many areas, fishing requires a permit. Don't leave litter, and leave the place the way you found it.

Simply put: Enjoy the great outdoors, but be responsible and respect nature as well as other people and their property.

IS FINLAND SAFE? Very. It's one of the few countries in the world where lost wallets and mobile phones get returned to their rightful owner.

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Helsinki (Espoo) Conference Hotel

The **HANAHOLMEN** Swedish-Finnish Cultural Centre, **Hanasaarenranta 5, FI-02100 Espoo** +358 (0)9 435 020 offers visitors top modern hotel rooms and conference and restaurant facilities. Hanaholmen locates only a stone's throw away from Helsinki with the beautiful Finnish archipelago just outside the window.

Spacious rooms of Hanaholmen are decorated in Nordic style and are filled with natural light. Each room offers a view of unique maritime nature. Nordic art and design set the atmosphere of the hotel. The rooms designed by Tuuli & Kivi Sotamaa have fresh and elegant interiors, while KOKO3 rooms by Jukka Halminen are defined by playful colours. Each of the hotel rooms features original Nordic art pieces. Standard rooms have beautiful sea views and are equipped with either twin beds or one wide bed. The amenities of the rooms: Wi-Fi, television, telephone, minibar, kettle, room cooling system, towels, hairdryer, bath or shower. The bath kit, found in every room, includes shampoo, hair conditioner, shower gel and body lotion.

WACRA Conference Room Rates

June 28 - July 1, 2019	Euro	98.00 single room
	Euro	124.00 double room (twin)
July 1 - 4, 2019	Euro	110.00 single room
	Euro	136.00 double room (twin)

Breakfast, morning sauna with pool and VAT are included in the room rates.

Book your room (code WACRA2019/1907WACRAS) directly through reception@hanaholmen.fi providing the following information: arrival and departure dates, room type (single or double), sharing room. For additional information including **public transportation and taxi** visit the [Hanaholmen](http://www.hanaholmen.fi/en/culturalcentre/hanaholmen/about-hanaholmen/) home page www.hanaholmen.fi/en/culturalcentre/hanaholmen/about-hanaholmen/



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 & Rotterdam, NL; Boston, U.S.A., Berlin & Mannheim, Germany; Limerick & Dublin, Ireland; Bratislava, Slovakia; Vienna & Graz, Austria; Montreal & Vancouver, Canada; Warsaw, Poland, Edinburgh, Scotland, Marseille, France, Cáceres, Spain, Budapest, Hungary, Lund & Stockholm, Sweden, Bordeaux, France, Buenos Aires, Argentina, Brno, Czech Republic, Brisbane, Australia, Guadalajara, Mexico, Barranquilla, Colombia; Odense, DK; Istanbul, Turkey; Lima, Peru.

Membership is open to all 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

...continued from page 4

Finland Facts & FAQ

WHAT SHOULD I DO IN CASE OF AN EMERGENCY IN FINLAND? Dial 112, free of charge.

WHAT DOCUMENTS DO I NEED TO ENTER FINLAND? You need a valid national passport or other equivalent official document that satisfactorily establishes your identity and nationality. If you aren't a citizen of Finland or another European Economic Area (EEA) country, you may also need a visa. Please check with your local Finnish Embassy.

DO I NEED TO GET VACCINATED BEFORE ENTERING FINLAND? Finland is one of Europe's safest countries in terms of health and hygiene. No vaccinations or inoculations are required before arrival. Finnish pharmacies are well stocked with all the basic medicines, but note that some medicines that are available in stores and supermarkets in other countries – such as Aspirin and various ointments – are only available in pharmacies in Finland.

CAN I SHOP TAX FREE IN FINLAND? Anyone permanently resident outside the EU and Norway can shop tax free in Finland, thus saving about 12 (max. 16) per cent on purchases of over Euro 40. Only stores with "tax free shopping" signs will provide customers with a cheque covering the VAT refund; this can be cashed upon leaving the last EU country visited.

WHAT ARE THE COMMON SHOPPING HOURS? Most shops are open until 6 pm or 8 pm on weekdays and close between 3 pm and 6 pm on Saturdays. Some are open until 6 pm on Sundays, while others are closed. Bigger supermarkets are open until 9 pm and smaller ones until 11 pm on weekdays, and 6 pm and 11 pm on weekends,

respectively. Exceptions occur on public holidays, bank holidays etc.

WHAT CREDIT CARDS ARE ACCEPTED IN FINLAND? American Express, Diner's Club, Eurocard, Access, Master Card and Visa are accepted in hotels, restaurants, larger shops, and department stores. Visa Electron is also accepted in many shops and department stores.

HOW LATE ARE BARS AND NIGHT CLUBS OPEN? Most bars stop serving at 1.30 am and close at 2 am. Night clubs stop serving at 3.30 am and close at 4 am at the latest.

WHAT IS THE LEGAL DRINKING AGE IN FINLAND? The sale of alcohol to persons under 18 years of age is prohibited by law. People over 18 can buy alcoholic drinks such as wines and beers containing at most 22 per cent alcohol by volume.

A person aged 20 can buy alcoholic drinks of any kind from an Alko (state monopoly) store. Customers may be asked to show a passport, identification card or driving licence as proof of age. Beer and cider is sold in supermarkets and other food stores until 9 pm every day. Wines, liquors and spirits are sold in Alko stores. Most Alko stores are open from Monday to Friday between 9 am and 8 pm, and 9 am to 6 pm on Saturdays.

I'VE HEARD THERE ARE SOME NASTY MOSQUITOES IN FINLAND, IS IT TRUE? Finnish mosquitoes are a nuisance rather than a hazard, but there can be quite a few at times during the summer. There are practically no mosquitoes in cities, as they mostly bother you in the countryside in the northern parts of the country. The mosquitoes are not dangerous, and repellent is available in shops, supermarkets and pharmacies.



Sauna Tips for Beginners

What exactly do you do in a Finnish sauna and what not?

There is nothing more Finnish than sauna, and many Finns think you cannot grasp Finland or its culture without bathing in a sauna. However, Finns understand that foreigners have certain inhibitions and concerns when it comes to stepping in a heated box with no clothes on. Have a look at the tips of the Finnish Tourist Office below and you need to worry no more.

1. Sauna is good for everybody. Only newborn babies and people with serious conditions like open wounds or heart problems should avoid sauna. Everybody else can enjoy it with no worries and in Finland, you're more than likely to.
2. Finnish sauna has nothing to do with sex, and suggesting it will not score points with Finns. It is a place for physical and mental cleansing, and many suggest one should behave in a sauna as they would in church. That is not to say you shouldn't relax – just kick back and take it easy.
3. Getting invited to a sauna is an honor. If you have a reason for declining, fair enough, but it better be a good one! Bathing in a sauna with people is somewhat of a bonding process – when you're bare in all senses of the word, you're sure not to hide anything. It is said that in Finland, more important decisions get made in saunas than in meetings.
4. Colored lights, aromatic fragrances and relaxing music have nothing to do with Finnish sauna. Real Finnish saunas are dimly lit, there's no music or smells except for fresh birch and natural tar.
5. Yes, Finns go to sauna in the nude even with strangers. Don't worry – we've seen our fair share of naked human bodies and it's not a "thing" for us. It's only natural, and there is no shame in being you, but if you can't get over it Finns will understand you wanting to wear a swimsuit or a towel.
6. In groups, women and men go to sauna separately, but families, go together. When in a mixed group that is about to go to sauna, it is perfectly fine to ask people and discuss who should go with who.
7. A 'vasta' or 'vihta' (the name depends on the region) is a bundle of fresh birch twigs that you gently whip yourself with. It sounds strange, but is really good for your skin – you'll feel the smoothness afterwards.
8. There are no rules for how often you should throw more water on the stove. Whenever you feel like another wave of steam, go for it
9. You will be sweating heavily in a sauna, so be sure to drink plenty. Water is probably best for you, but beer and cider is what Finns enjoy the most. Roasting sausages either on open fire or in tin foil directly on the stove is another key part of the sauna experience.
10. There are no real rules when it comes to sauna, and the way it is done totally depends on the occasion. The most important thing is to relax, socialize, have a couple of drinks and enjoy the blissful post-sauna feeling of having cleaned both your body and your mind.

[www.visitfinland.com]



Sauna some Time ago..



...Today

Rotterdam Conference July 2018



Calendar of Events

* December 2018

Renew WACRA membership

* January 3-7, 2019

ACT21 in Lisbon, Portugal

* January 8-12, 2019

Post Conference Tour to Porto, Douro Valley and Braga.

* January 15, 2019

Submit papers/proposals for WACRA@ 2019 in Helsinki, Finland, 6-30 to 7-4, 2019

* March 25, 2019

Register for WACRA@ 2019 in Helsinki, Finland.

* June 30 - July 4, 2019

WACRA conference in Helsinki. Helsinki is an excellent base for travel to Lapland, St. Petersburg or Moscow, Russia, Tallin, Estonia, Riga, Latvia, and Vilnius, Lithuania

* October 7, 2019

Submit papers/proposals for ACT22 'Creative Teaching' conference early January 2020. Sites under consideration Lucerne, Switzerland, Florence, Italy.

W A C R A®

N E W S

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Call for Papers
Helsinki, Finland
The Case Method: Tell it like it is and act
June 30- July 4, 2019

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.

Although Case Research is often strongly associated with business programs, the reality is that across many disciplines, particularly in professional programs, the use of short, 'situational' cases is widespread. If we think about the kind of 'signature' pedagogy that characterizes education and training in law, medicine, clinical practice of all kinds, counseling and justice studies, for example, we see a vibrant case culture grounded in the 'short case'. The dialogue begun at the Rotterdam conference will continue in Helsinki from June 30th to July 4th, 2019. 'Short case' submissions are again especially welcome.

If you have developed, or are developing, short case studies, grounded in a real world setting, with focused learning objectives, the 2019 conference is an opportunity to have the scholarship of the 'short case' recognized as a distinct contribution to teaching and learning. The established manuscript and review processes for case submissions apply as well as proposals for panels and workshops.

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

Receipt of all proposals/papers will be acknowledged and the results of the review will be sent by e-mail. **All proposals and papers are due on or before January 15, 2019. Completed papers received prior to March 31, 2019 will be considered for publication in IJCRA-The refereed International Journal of Case Method Research & Application. Conference language is English with tracks in other languages. Visit www.wacra.org for further details or contact WACRA directly. Delegates can present up-to two papers they co-authored. **Register before March 25, 2019.****

ACT - WACRA®

North Carolina Conference Office: Tel. +336-404-6256 Email: denise.smith@wacra.org www.wacra.org

Please post and share this invitation with colleagues!

Solicitud de artículos

Helsinki, Finlandia**“El método de caso - digalo como es y actúa”****del 30 de junio al 4 de julio de 2019**

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

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

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

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

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

El envío de su artículo debe incluir: (1) una portada que incluya el título, nombre, filiación, dirección, teléfono, fax y email del autor(es); (2) un resumen de la propuesta (que no exceda las 4 páginas) o el artículo completo (que no exceda las 12 páginas). Baje la guía para los autores del sitio web de WACRA. El resumen debe incluir claramente los objetivos, el marco teórico y la naturaleza de la propuesta y que responda al criterio de la revisión. El nombre del autor no debe aparecer en el resumen para facilitar la revisión a ciegas. Se comunicará la recepción de las propuestas / artículos y los resultados de la revisión a ciegas será enviada por mail. Todas las propuestas o artículos deben ser enviados antes del día 15 de enero del 2019. Los artículos terminados recibidos antes del 31 de marzo de 2019, serán considerados para su publicación en la revista IJCRA International Journal for Case Method Research and Application. El idioma del congreso es el inglés con tracks en español. Se invita a cada delegado inscrito para presentar hasta dos trabajos donde él es (co-autor). El 2º documento está sujeta a disponibilidad de espacio.

ACT - WACRA®Tel. +336-404-6256 Email: denise.smith@wacra.org Fax +336-307-3185 www.wacra.org***i Por favor, comparta esta invitación con sus colegas !***

For Case Writers - and Prospective Case Writers ***Twenty-sixth Annual International Casewriters' Workshop & Casewriters' Colloquium***

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2019 in *Helsinki, Finland, on Sunday, June 30, 2019*, will feature the Twenty-sixth 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 Helsinki. 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, 2019. 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, June 30, 2019 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:

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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, 30 de junio de 2019

La sección de casos en Español busca generar en los participantes mayor aprendizaje de la enseñanza basada en el Método del Caso en este idioma. Para lograrlo, se realizará el taller de revisión de casos asistido por un panel de expertos en las que se expondrán, revisarán y discutirán los casos previamente enviados por los participantes. Durante esta sección los escritores participantes colaborarán en el proceso de revisión de casos y a su vez recibirán comentarios de parte del resto de participantes y de expertos en la escritura de casos. Por lo anterior, WACRA invita a escritores con experiencia en el Método del Caso, a enviar sus casos a más tardar **el 15 de enero de 2019**. **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 2019** en un archivo Word al correo: denise.smith@wacra.org.

Need Help Publishing Your Scholarly Work?

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.

Please post or share this invitation with colleagues!

Programma preliminar WACRA 2019

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

Enseñanza y redacción de casos, educación continua y educación a distancia

HANAHOLMEN-Swedish-Finnish Cultural Center, Helsinki (Espoo), Finland

Sábado, 30 de junio de 2019

Actividades Pre-Congreso

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

Domingo, 30 de junio de 2019

9.00-16.00 WICS - WACRA Interactive Case Sessions - incluye almuerzo (incripción separada)

Actividades del Congreso

18.00-19.00 Registración
18.30-21.00 Cena (optional (de pago))

Lunes, 1 de julio de 2019

09.00-10.00 Sesión Plenaria de Apertura
10.30-12.00 Sesiones, Paneles y Workshops Concurrentes
13.30-17.00 Sesiones, Paneles y Workshops Concurrentes
17.00-19.00 Tiempo libre
19.00-21.00 Cena de Gala y Premios

Martes, 2 de julio de 2019

09.00-10.00 Sesión Plenaria
10.30-12.00 Sesiones, Paneles y Workshops Concurrentes
14.00- Tiempo libre para explorar Helsinki o el archipiélago

Miércoles, 3 de julio de 2019

09.00-10.00 Sesión Plenaria
10.30-12.00 Sesiones, Paneles y Workshops Concurrentes
13.30-15.00 Sesiones, Paneles y Workshops Concurrentes
15.00-18.30 Sesión de clausura

Actividades Post-Congreso

La ubicación geográfica de Helsinki ofrece muchas opciones atractivas para viajar después de la conferencia a San Petersburgo, Rusia, Tallin, Estonia, Riga, Letonia, Vilnius, Lituania, Vispus, Suecia, Estocolmo, Suecia, Copenhague, Dinamarca, Gdynia, Polonia, Oslo, Noruega

Agencias de viajes de Helsinki: STPeterline, <http://www.primatours.fi/>

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¡ Por favor, comparta esta invitación con sus colegas !

Preliminary Program WACRA® 2019

“The Case Method: Tell it like it is and act”**HANAHOLMEN-Swedish-Finnish Cultural Center, Helsinki, Finland**

June 30 - July 4, 2019

Saturday, June 29, 2019**Pre-Conference Activities**

10.00–13.30 Executive and Advisory Boards meet at Conference Hotel (includes lunch).

Sunday, June 30, 201909.30 – 15.00 WICS – WACRA Interactive Case Sessions – includes lunch
Sessions require advance separate registration. Case Writing Colloquium**Conference Activities**18.00–19.00 Registration (pick up conference material, name tags and admission tickets)
18.30–21.00 Dinner at Conference Hotel at your leisure (pay as you order)Monday, July 1, 201909.00–10.00 Opening Plenary Session
10.30–12.00 Concurrent Sessions, Panels and Workshops
13.30–17.00 Concurrent Sessions, Panels and Workshops
19.00– Gala Dinner and Awards at Conference HotelTuesday, July 2, 201909.00–10.00 Plenary Session
10.30–12.00 Concurrent Sessions, Panels and Workshops
14.30–22.00 Afternoon free to explore the archipelago and HelsinkiWednesday, July 3, 201909.00–10.00 Plenary Session
10.30–12.00 Concurrent Sessions, Panels and Workshops
13.30–16.00 Concurrent Sessions, Panels, Workshops and Concluding Session
Conference adjourns**Post Conference Travel:**

Helsinki's geographical location offers many attractive choices for post conference travel to: St. Petersburg, Russia, Tallinn, Estonia, Riga, Latvia, Vilnius, Lithuania, Vispu, Sweden, Stockholm, Sweden, Kopenhagen, Denmark, Gdynia, Poland, Oslo, Norway.

For a variety of trips originating in Helsinki visit:

: [STPeterline](#) (offers Visa-Free visits to St. Petersburg, 3 day tours to Tallinn)<http://www.primatours.fi/> (tours to Moscow, St. Petersburg)**WACRA®**

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

THIRTYSIXTH INTERNATIONAL CONFERENCE - CASE METHOD RESEARCH & APPLICATION

Helsinki, Finland, June 30 - July 4, 2019

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 (Monday through Wednesday), Monday Gala & Awards Dinner. Sunday WICS sessions require separate registration (see below). Intern. Airport: Helsinki (HEL). Book your room directly with the conference hotel. Hotel details in the NEWSletter pg 5.

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

WACRA Member Registration Rates:

- *1 Delegate: **Member Fee for delegate**
- *1 Partner/spouse **Fee**
- *1 Retired delegate: **Fee for delegate**

	Paid Before March 25, 19	Paid After March 25, 19	Times no. of persons	Amount
	US\$ 860	US\$ 960	<input type="text"/>	<input type="text"/>
	US\$ 500	US\$ 500	<input type="text"/>	<input type="text"/>
	US\$ 500	US\$ 600	<input type="text"/>	<input type="text"/>
	US\$ 960	US\$ 1,060	<input type="text"/>	<input type="text"/>
	US\$ 500	US\$ 500	<input type="text"/>	<input type="text"/>
	US\$ 545	US\$ 645	<input type="text"/>	<input type="text"/>
	US\$ 45	US\$ 45	<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"/>

Not yet - WACRA Member Registration Rates:

- *1 Delegate: **Non-Member Fee for delegate**
- *1 Partner/spouse **Fee**
- *1 Retired delegate: **Non-Member Fee for delegate**
- *WACRA 2019 Membership Dues for Retired Faculty
- *WACRA 2019 Membership Dues - **includes access to IJCR Journal**
- *WICS Sunday, June 30, 2019 (includes lunch & materials) - p. 11

Names of accompanying person(s) _____



Total

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

Visa/MC # (16 digits)			Expiration Date 3 digit code
<input style="width: 25px; height: 20px;" type="text"/>			

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 \$200) will be refunded upon written request received prior to May 12, 2019 or alternatively, a replacement may be named. Optional Tours/Events/Activities: 85% will be refunded upon written request received prior to May 1, 2019, 25% prior to June 1, 2019.

Travel insurance option!
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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 *Helsinki Conference* Enclosed

World Association For Case Method Research & Case Method Application • Spring 2019

W A C R A [®]

N E W S

Vol. XXIX No.2

WACRA [®] - Member Application/Renewal

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

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

Check type of Membership:

_____ Regular (US \$85) _____ Organization (US \$785) _____ Retired Faculty (US\$45)
_____ Library (US \$1,050) _____ 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: . _ _ / _ _ 3 digit code ____

WACRA PUBLICATIONS

Add \$20 per CD and book (\$35 international book orders) for handling & postage.

Conference Proceedings CDs 2018 Rotterdam, 2017 Graz, Barcelona, 2016 Lima, Rome, 2015 Odense, Vienna, 2014 Istanbul, Paris, 2013 Berlin, Casablanca, 2012 Stockholm, Seville, 2011 Dublin, Barranquilla, Cologne, 2009 Vancouver, Sedona, 2008 Edinburgh, Munich, 2007 Guadalajara, Lucca, 2006 Brisbane.

Each CD member price \$45, Not-yet member price \$65.

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.l Forum for Teachers and Leaders (ISSN 1931-7549) member \$45 (non-member \$55)

WACRA 2006 Australia - Conf. Proceedings CD Interactive Learning: The Next Generation (ISSN 1931-7549) member \$45 (non-member \$55)

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

Interactive Teaching & Learning 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);

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

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

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