

W A C R A[®]

N E W S

Vol. XXX No. 1

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Interactive Teaching and Learning *Enseñanza eficaz*

22nd International ACT Conference

Principality of Monaco

January 3 - 7, 2020

at Riviera Marriott La Porte de Monaco Hotel



Monaco and Cap d'Ail

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Hans Klein

From the Executive Board

ACT22, the WACRA Winter Conference on Creative Teaching will take place in the Principality of Monaco from January 3-7, 2020. Calls for Papers, the Preliminary Conference Program (in English and Spanish) and other details and the registration form you will find on the following pages.

WACRA Alumni and Friends are invited to stay at the Monaco Conference Hotel prior to and during the conference and use the hotel as a starting point to visit sites in France, the Côte d'Azur and Italy. The French Riviera benefits from **310 to 330 days of sunshine per year**, 115 kilometres (71 miles) of coastline and beaches, 18 golf courses, 14 ski resorts and 3,000 restaurants. Èze, renowned small medieval village is famous worldwide for its beauty and charm and for the view of the sea from its hill top. Èze makes a great day trip. It is easy to reach by train or bus from Monaco and Nice.

Submit papers, panels and workshop proposals for ACT22 NOW for an expedited review and register before Nov. 8, 2019. To facilitate logistical plans, please let us know if you plan to attend this event by sending an email to denise.smith@wacra.org.

The WACRA Board has selected Florence, Italy for the **37th International WACRA Conference on Case Method Research & Application** from June 27 to July 2, 2020. **Details and up-dates will be posted on www.wacra.org as they become available.**

The 36th WACRA conference in Helsinki, Finland was an exciting event with excellent presentations, case discussions, workshops and inspiring plenary sessions. One of the salient features of the meeting was a Case Hackthon conducted by Professor Rebecca Morris. Dr. Morris is *Editor in Chief of the Case Journal* and an ardent advocate for the use of compact cases. Delegates from Canada, Colombia, France, Germany,

Russia, Spain and U.S.A. participated in the annual casewriters' colloquium. Case authors received valuable feedback and novices were introduced to the case editing and improvement process. The activity was interactive and lively; everyone's contribution was welcomed and solicited. Delegates enjoyed the Finnish hospitality at the Swedish-Finnish Cultural Center and the famous early morning Finnish Sauna including a dip into the Baltic Sea.

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. **IJCRA** is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally.

To make available the published work of IJCRA authors to case writers, teachers, researchers and scholars worldwide, WACRA moves four quarterly issues of IJCRA to the public domain at the end of each year. Current issues of the Journal are reserved to WACRA members in good standing. **IJCRA** is listed in **Cabell's Directory of Publishing Opportunities in Management**. Cabell is the largest citation index and directory of academic journals in the U.S.A.

For your **promotion and tenure applications (P&T)**, University administrators (deans, department chairs) in the U.S.A. and in other countries will consider for P&T decisions a faculty publication in a journal listed by Cabell.

Please renew your membership NOW. Hans Klein

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French Riviera - Côte d'Azur

The French Riviera (known in French as the Côte d'Azur) is the Mediterranean coastline of the southeast corner of France. There is no official boundary, but it is usually considered to extend from Cassis or Toulon on the west to the France–Italy border in the east, where the Italian Riviera joins. The coast is entirely within the Provence-Alpes-Côte d'Azur (PACA) region of France. The Principality of Monaco is a semi-enclave within the region, surrounded on three sides by France and fronting the Mediterranean.

This coastline was one of the first modern resort areas. It began as a winter health resort for the British upper class at the end of the 18th century. With the arrival of the railway in the mid-19th century, it became the playground and vacation spot of British, Russian, and other aristocrats. In the first half of the 20th century, it was frequented by



Monaco panoramic view from the Tête du Chien promontory

artists and writers, including Pablo Picasso, Henri Matisse, Francis Bacon, Somerset Maugham as well as wealthy Americans and Europeans. After World War II, it became a popular tourist destination and convention site. Many celebrities, such as Elton John and Brigitte Bardot, have homes in the region.

The Riviera's largest city is Nice, which has a population of 347,000 (2006). Nice is home to Côte d'Azur Airport, France's third-busiest airport. High-speed trains serve the coastal region and inland to Grasse, with the TGV Sud-Est service reaching Nice-Ville station in five and a half hours from Paris.

The French Riviera contains the seaside resorts of **Cap-d'Ail**, Beaulieu-sur-Mer, Saint-Jean-Cap-Ferrat, Villefranche-sur-Mer, Antibes, Juan-les-Pins, Cannes, Saint-Raphaël, Fréjus, Sainte-Maxime and Saint-Tropez. It is also home to a high-tech and science park (French: technopole) at Sophia-Antipolis (north of Antibes), and a research and technology center at the University of Nice Sophia-Antipolis. The region

has 35,000 students, 25% are working toward a doctorate.

French Riviera benefits from **310 to 330 days of sunshine per year**, 115 kilometres (71 miles) of coastline and beaches, 18 golf courses, 14 ski resorts and 3,000 restaurants.

In mid-19th century British and French entrepreneurs began to see the potential of promoting tourism along the Côte d'Azur. At the time, gambling was illegal in France and Italy. In 1856, the Prince of Monaco, Charles III, began constructing a casino in Monaco, which was called a health spa to avoid criticism by the church. The casino was a failure, but in 1863 the Prince signed an agreement with François Blanc, a French businessman already operating a successful casino

at Baden-Baden (southwestern Germany), to build a resort and new casino. Blanc arranged for steamships and carriages to take visitors from Nice to Monaco, and built hotels, gardens and a casino.

At the suggestion of his mother, Princess Caroline,

Charles III renamed the place **Monte Carlo** after himself. When the railway reached Monte Carlo in 1870, many thousands of visitors began to arrive and the population of the principality of Monaco doubled.

While Americans were largely responsible for making summer the high season, a French fashion designer, **Coco Chanel**, made sunbathing fashionable. She acquired a striking tan during the summer of 1923, and tans then became the fashion in Paris.

The **Cannes Film Festival** was launched in September 1946, marking the return of French cinema to world screens. The Festival Palace was built in 1949 on the site of the old Cercle Nautique. The release of the French film *Et Dieu... créa la femme* (And God Created Woman) in November 1956 was a major event for the Riviera, making an international star of **Brigitte Bardot**, and making an international tourist destination of **Saint-Tropez**, particularly for the new class of wealthy

...continued to page 4

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French Riviera - Côte d'Azur

international travellers called the jet set.

The marriage of American film actress **Grace Kelly** to Prince Rainier of Monaco on 18 April 1956, attracted world attention once again

During the 1960s, the Mayor of Nice, Jacques Médecin, made it a destination for international congresses and conventions. He built the Palais des Congrès and founded a **Chagall Museum and a Matisse Museum at Cimiez**.

At the end of August, 1997, **Princess Diana** and Dodi Fayed spent their last days together on his father's yacht near Saint-Tropez, shortly before they were killed in a traffic accident in the Alma Tunnel in Paris.

Monaco, officially the **Principality of Monaco** is a sovereign city-state, country, and microstate on the French Riviera in Western Europe. France borders the country on three sides while the other side borders the **Mediterranean Sea**. Monaco is about 15 km from the border with **Italy**.

Monaco is the second-smallest country in the world after the Vatican. Monaco is known to be the most expensive and the wealthiest place on Earth. Monaco is governed under a form of constitutional monarchy, with Prince Albert II as head of state. Although Prince Albert II is a constitutional monarch, he wields immense political power. The House of Grimaldi has ruled Monaco, with brief interruptions, since 1297. The official language is French,

but Monégasque, Italian, and English are widely spoken and understood. The state's sovereignty was officially recognised by the Franco-Monegasque Treaty of 1861, with Monaco becoming a full United Nations voting member in 1993. Despite Monaco's independence and separate foreign policy, its defence is the responsibility of France. However, Monaco does maintain two small military units.

Economic development was spurred in the late 19th century with the opening of the country's first casino, Monte Carlo, and a railway connection to Paris. Since then, Monaco's mild climate, scenery, and gambling facilities have contributed to the principality's status as a tourist destination and recreation centre for the rich. In more recent years, Monaco has become a major banking centre and has sought to diversify its economy into the services sector and small, high-value-added, non-polluting industries. The state has no income tax, low business taxes, and is well known for being a tax haven. It is also the host of the annual street circuit motor race Monaco Grand Prix, one of the original Grands Prix of Formula One. The principality has a club football team, AS Monaco.

Monaco is not formally a part of the European Union (EU), but it participates in certain EU policies, including customs and border controls. Through its relationship with France, Monaco uses the Euro as its sole currency. [From Wikipedia]

Day Tour to Èze



Èze viewed from Gran Corniche

Èze, renowned tourist site on the French Riviera, is famous worldwide for the view of the sea from its hill top. Its Jardin botanique is known for its collection of cacti and succulents and its panoramic views. The oldest building in the village is the Chapelle de la Sainte Croix (1306). The small medieval village is famous for its beauty and charm. Its many shops, art galleries, hotels and restaurants attract a large number of tourists and honeymooners. As a result, Èze has become dubbed by some a *village-musée*, as few residents of local origin live here. From Èze there are gorgeous views of the Mediterranean Sea. Èze Village can be reached from Nice by train to the *Èze-sur-Mer* station or by bus. Close to the train station is a bus stop bringing tourists to Eze Village in a few minutes.

Monaco Conference Hotel

The Riviera Marriott Hotel La Porte de Monaco, Port de Cap d'Ai 06320 Cap d'Ai, (Tel. +33- (0) 4 92 10 69 38

The Riviera Marriott Hotel will be your elegant home and oasis a wave away from Monaco! Fully renovated in 2019, it is nestled right on the Mediterranean Sea in scenic Cap d'Ail; walk from our hotel to the sandy beach. The legendary excitement of Monaco and Monte Carlo is just moments away. Settle in to your well-appointed room or suite, which offers deluxe bedding, a flatscreen TV, a mini-bar and high-speed Internet access; many rooms also offer balconies with wonderful views. Marquet Beach and La Mala Beach, where you can lay under the sun, are just minutes away by foot from the hotel. Additional perks for your Monaco visit include a modern fitness center and a pool, as well as excellent dining and an outdoor terrace at our new Bar & Restaurant "Bolinis. The Lounge Bar offers delicious cocktails and a trendy atmosphere with a Bohemian Chic touch. Recently redesigned and boasting the very best in modern technology, the hotel's event spaces provide an exceptional backdrop for meetings and events. A free shuttle to Monte Carlo allows you to explore the area with ease. Nice Côte d'Azur Airport is 16 mi away. Monaco Héliport is a 2-minute drive from the property. A memorable French Riviera lifestyle experience awaits you at the hotel in Cap d'Ail, a revived social hub just a wave away from Monaco.

WACRA Conference Room Rates

January 2 - 8, 2020	Euro	129.00	single room (mountain view)
	Euro	144.00	double room (mountain view)
	Euro	139.00	single room (sea view)
	Euro	154.00	double room (sea view)

Full American buffet breakfast, WiFi acces (up to 1MB), 2 small bottles of mineral water offered in the room upon arrival, please note that twin beds are not available in Mountain view rooms, triple rooms available. Service and VAT are included in the room rates. City tax* is Euro 2.20/person/night. Check-in at 15.00h/Checkout *They are subject to change according to changes in fiscal legislations in France or municipal regulations in Cap d'Ai, the prices will be amended to reflect the applicable VAT & taxes at the time of servie. The Riviera Marriott Hotel is a 100% smoke-free hotel smoking in the room or on the balcony will be fined.

Book your room (code WACRA2020) directly with the hotel through rmarriottportedemonaco.com providing the following information: arrival and departure dates, room type (single or double), sharing room.



About WACRA®...

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

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

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.

CALL FOR PAPERS

ACT22 Creative Teaching Conference

“Interactive Teaching and Learning”**Principality of Mónaco**

January 3 - 7, 2020

The 22nd “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 **All proposals and papers are due on or before October 15, 2019. Completed papers received prior to December 31, 2019** will be considered for publication in the International Journal of Case Method Research & Application - IJCRA. **Conference registrations are due on November 8, 2019.** For the further details visit the WACRA web site or contact ACT-WACRA directly.

ACT - WACRA®ACADEMY FOR CREATIVE TEACHING and
THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION**www.wacra.org**

Conference Office (Denise Smith): Tel. +336-404-6256 Fax +336-307-3185

Email: denise.smith@wacra.org***Please post and share this invitation with colleagues!***

SOLICITUDE DE ARTICULOS

ACT22 Conferencia de *enseñanza creativa***"Enseñanza eficaz-investigación y aplicación"****Principado de Mónaco**

3 - 7 de enero de 2020

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

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

Se solicitan artículos que demuestren prácticas y propuestas de Enseñanza Creativa.

Se dará prioridad a los artículos que sean innovativos, interdisciplinarios y/o internacionales. Se alienta el envío de artículos que informen sobre la aplicación de la enseñanza y aprendizaje creativo en programas universitarios o de formación empresarial y artículos que reporten la evaluación de esos métodos.

Las propuestas y los artículos serán evaluados con un proceso de doble revisión a ciegas, siendo sus bases: a) originalidad; b) lo apropiado del tema para una audiencia interdisciplinaria; c) lo adecuado de la investigación; y, d) la contribución a la comprensión de los temas de enseñanza y aprendizaje.

Los envíos deben incluir: 1) una página de presentación con título del trabajo, nombre, afiliación, dirección, teléfono, mail, fax de los autores; 2) un resumen de la propuesta que no exceda las 4 páginas o el artículo completo que no exceda las 12 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 15, 2019.** *Los artículos completos, terminados deben ser recibidos antes de diciembre 31 de 2019, para ser considerada su publicación en IJCRA.* **Las inscripciones al Congreso deben ser realizadas antes de Noviembre 8, 2019.** ***Para mayores detalles visite nuestra página web o contáctese directamente con nosotros.***

ACT - WACRA®

ACADEMY FOR CREATIVE TEACHING and
THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

www.wacra.org

Conference Office (Denise Smith): Tel. +336-404-6256 Fax +336-307-3185

Email: denise.smith@wacra.org

¡Por favor, comparte esta invitación con sus colegas!



Calendar of Events

* Before October 15, 2019

Submit papers for ACT22 in Monaco, France. Jan 3-7, 2020

* November 8, 2019

Register for ACT22!

* December 2019

Renew WACRA® membership - includes access to IJCRA.

* December 31, 2019

Submit revised paper to IJCRA for consideration to be published.

* January 3-7, 2020

ACT 22 in the Principality of Monaco

* January 15, 2020

Submit papers for the 37th WACRA Summer conference June 27 - July 2, 2020. Florence, Italy.

* March 25, 2020

Register for WACRA® 2019, 37th International WACRA Conference.

* June 27- July 2, 2020.

37th WACRA conference Florence Italy.

W A C R A®

NEWS

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CALL FOR PAPERS

The Case Method: Teaching - Learning - Problem-Solving

Florence, Italy

June 27- July 2, 2020

The case method can play an important role in solving problems and in teaching problem-solving, as well as in initiating and managing change. Thus this conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. WACRA® conferences are interdisciplinary multinational forums for scholars and practitioners in (business, communication, education, engineering, history, law, medicine, psychology, public policy, social work and government).

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited.

Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. The most innovative presentation and the outstanding paper are recognized.

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

If you have developed, or are developing, short case studies, grounded in a real world setting, with focused learning objectives, the Florence 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, 2020. Completed papers received prior to March 31, 2020** 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, 2020.**

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Email: denise.smith@wacra.org

Please post and share this invitation with colleagues!

SOLICITUD DE ARTÍCULOS

**“El método de caso:
enseñanza - aprendizaje - resolución de problemas”****Florence, Italia**

del 27 de junio al 2 de julio de 2020

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

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

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

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

Si ha desarrollado o está desarrollando estudios de casos cortos, basados en un entorno real, con objetivos de aprendizaje enfocados, la conferencia de Florence 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 2020. Los artículos terminados recibidos antes del 31 de marzo de 2020, 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.

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www.wacra.org

Conference Office (Denise Smith): Tel. +336-404-6256 Fax +336-307-3185

Email: denise.smith@wacra.org***i Por favor, comparta esta invitación con sus colegas !***

For Case Writers - and Prospective Case Writers

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

Designed to assist novice and experienced case writers to write, improve and publish their cases, ACT22 in *Monaco on Saturday, January 4, 2020*, will feature the Twenty-seventh 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 Monaco. 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 October 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 on Saturday, January 4, 2020 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) - *Sábado, 4 de enero de 2020*

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 octubre 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 octubre de 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
ACT 22 International *CREATIVE TEACHING* Conference

"Enseñanza eficaz-investigación y aplicación"

Principado de Mónaco

3 - 7 de enero de 2020

Viernes, 3 de enero de 2020

Llegue el 3 de enero de 2019 (o antes) registre en el Conference *Riviera Marriott La Porte de Mónaco Hotel, Port de Cap d'Ail, France*. Las tarifas especiales están disponibles del 1 a 8 de enero 2020. El aeropuerto de Nice (NCE) ofrece excelentes conexiones con la mayoría de las principales aerolíneas. Tome el autobús del aeropuerto para ir a Mónaco.

Sábado, 4 de enero de 2020

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	Tiempo libre
19.30-21.30	Cena de Gala y Premios

Domingo, 5 de enero de 2020

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

Lunes, 6 de enero de 2020

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	Tiempo libre
19.30-21.00	Cena optional (de pago), detalles que se anunciarán

Martes, 7 de enero de 2020

Salida después del desayuno.

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denise.smith@wacra.org

i Por favor, comparta esta invitación con sus colegas !

Preliminary Program ACT 2020
ACT22 International CREATIVE TEACHING Conference

**"Interactive Teaching and Learning
Enseñanza eficaz"**

Principality de Monaco

January 3 - 7, 2020

Friday, January 3, 2020

Arrive on Friday, January 3, 2020 and check in at *Riviera Marriott La Porte de Monaco Hotel*, Port de Cap d'Ail, France. The special room rates are available from January 1-7, 2020. The rates are also available from January 1-8, 2020. The Nice airport (NCE) has excellent connections with most major airlines. Hourly flights from Paris to Nice. Take the bus from Nice to Monaco.

Saturday, January 4, 2020

09.00-12.30 Opening Plenary and concurrent Sessions
12.30-13.30 Lunch
13.30-15.30 Concurrent Sessions
16.30-19.00 Free time
19.30-21.30 Awards Dinner

Sunday, January 5, 2020

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

Monday, January 6, 2020

09.00-12.30 Plenary and concurrent sessions
12.30-13.30 Lunch
13.30-15.30 Concurrent Sessions
16.30-17.00 Closing Session
19.30-21.30 Farewell Dinner pay as you order. Location to be announced.

Tuesday, January 7, 2020

Departure after breakfast or free time for sightseeing.

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WACRA® - REGISTRATION FORM

TWENTY SECOND INTERNATIONAL ACT CONFERENCE - CASE METHOD RESEARCH & APPLICATION

Principality de Monaco, January 3 - 7, 2020

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 (Saturday - Tuesday), Saturday Gala & Awards Dinner. Sunday WICS sessions require separate registration (see below). Intern. Airport: Nice (NCE). Book your room directly with the conference hotel. See Hotel details on page 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**

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**

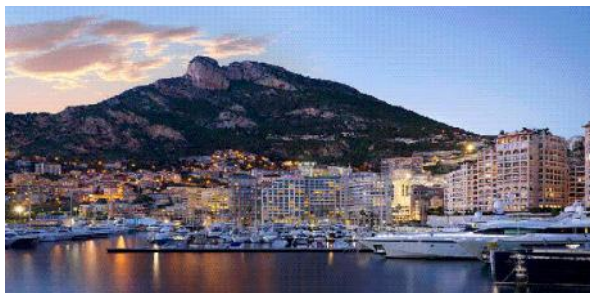
*WACRA 2019 Membership Dues for Retired Faculty

*WACRA 2019 Membership Dues - **includes access to LICRA Journal**

*WICS Sunday, June 30, 2019 (includes lunch & materials) - p. 11

	Paid Before Nov 9, 2019	Paid After Nov. 9, 2019	Times no. of persons	Amount
US\$ 890	US\$ 990	<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\$ 990	US\$ 1,090	<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"/>	

Names of accompanying person(s) _____



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

Visa/MC # (16 digits) 3 digit code

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Expiration Date

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 Dec. 2, 2019 or alternatively, a replacement may be named.

Travel insurance option!
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Registration For Monaco Conference Enclosed

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

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Vol. XXX No. 1

WACRA[®] - Member Application/Renewal

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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**)

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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)

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

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

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