

W A C R A[®] N E W S

Vol. XXX No. 2

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Teaching - Learning - Problem-Solving
enseñanza - aprendizaje - resolución

37th WACRA Conference

Florence, Italy

July 6 - 10, 2020

at Gran Hotel Adriatico, Florence



Duomo Santa Maria del Fiore - Florence

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Hans Klein

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

Hans Klein, Denise Smith, Stan Stanczewski.

The 37th International WACRA Summer Conference on Case Method Research, Application and Creative Teaching will take place in Florence, Tuscany, Italy from July 6 - 10, 2020. Conference Hotel is the Gran Hotel Adriatico in the center of Florence, 10 minutes on foot from the Duomo and 5 min from Santa Maria Novella.

Calls for Papers, the Preliminary Conference Program (in English and Spanish), other details and the registration form you will find on the following pages.

WACRA Alumni and Friends are invited to stay at the Florence Conference Hotel (at preferable conference rates) and use the hotel to explore Florence and Tuscany.

Submit papers, panels and workshop proposals before January 15, 2020 for an expedited review and [register for the conference before March 25, 2020.](#)

In order to make the January 15 deadline for conference acceptance, we are only requesting a short proposal if the author is not able to complete the case (paper) before that date. The completed case/paper can be sent later.

To assist and facilitate conference logistics, please let us know if you plan to attend this event by sending an email to denise.smith@wacra.org.

The International Journal of Case Method Research & Application - **IJCRA, 'your journal'**, publishes 'state of the art' cases/papers on Case Method Research & Application and creative Teaching and Learning (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.

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, for the WACRA Executive & Advisory Boards.

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Florence - Cradle of the Renaissance

Julius Caesar established Florence in 59 BC, and later, after a long period as a flourishing trading and banking it was the birthplace of the Italian Renaissance. The language spoken in the city during the 14th century came to be accepted as the model for what would become the Italian language. The Tuscans Dante, Petrarch and Boccaccio made a Florentine dialect popular and created the basis for a national literary language.

Starting in the late Middle Ages, Florentine money—in the form of the gold florin—financed the development of industry all over Europe. Florentine bankers financed the English kings during the Hundred Years War and also the papacy, including the construction of their exile capital of Avignon and their eventual return to Rome.

Florence was home to the Medici, one of Europe's most important noble families. Lorenzo de' Medici was

considered a political and cultural mastermind of Italy in the late 15th century. Two Medici were popes in the early 16th century. The Medici reigned as Grand Dukes of Tuscany from 1569 to 1737.

Florence is known as the “cradle of the Renaissance” (la culla del Rinascimento) for its monuments, churches, and buildings. The best-known site of Florence is the Duomo, Santa Maria del Fiore built by Filippo Brunelleschi. The nearby Campanile (partly designed by Giotto) and the Baptistery buildings are also highlights. The dome, 600 years after its completion, is still the largest dome built in brick and mortar in the world. In 1982 the historic centre of Florence (Italian: centro storico di Firenze) was declared a World Heritage Site by the UNESCO. The centre of the city is contained in medieval walls that were built in the 14th century to defend the city. The Fountain of Neptune, Bartolomeo Ammannati's marble masterpiece on the Piazza della Signoria,

marks the terminus of a still functioning Roman aqueduct (1563–1565),

The Palazzo Vecchio, the Duomo, the Cathedral dominate Florence's skyline. The river Arno cuts through the old part of the city. The locals have had a love-hate relationship with the Arno—which alternated between nourishing the city with commerce, and destroying it by flood. One of the Arno bridges stands out—the Ponte Vecchio (Old Bridge) for its striking feature of multitude shops built upon its edges.

The church of San Lorenzo contains the mausoleum of the Medici family. Nearby is the Uffizi Gallery, one of the finest art museums in the world. The Uffizi is located at the corner of Piazza della Signoria, the centre of Florence's civil life and government for centuries. In 1301, Dante Alighieri was sent into exile from here and 1504, Michelangelo's David was installed on the Palazzo della Signoria.



Florence - Ponte Vecchio spanning the Arno River

...continued to page 4

...from page 3

Cradle of the Renaissance

The Palazzo Vecchio is the town hall of Florence and also an art museum. This large Romanesque fortress-palace overlooks the Piazza della Signoria with its copy of Michelangelo's David



Lorenzo de' Medici 1449 - 1492

statue as well as the gallery of statues in the adjacent Loggia dei Lanzi.

The city is one of the best preserved Renaissance centres of art and architecture in the world. The Uffizi has a very large collection of international and Florentine art. The gallery is articulated in many halls, catalogued by schools and chronological order.

Florence was the birthplace of High Renaissance art, which lasted from 1450–1527. While Medieval art focused on basic story telling of the Bible, Renaissance art focused on naturalism and human emotion.

The Renaissance marked the rebirth of classical values in art and society as people studied the ancient masters of the Greco-Roman world; Art became focused on realism as opposed to idealism. Cimabue and Giotto, the fathers of Italian painting, lived in Florence as well as Arnolfo and Andrea Pisano, renewers of architecture and sculpture; Brunelleschi, Donatello and Masaccio, forefathers of the Renais-

sance, Ghiberti and the Della Robbias, Filippo Lippi and Angelico; Botticelli, Paolo Uccello and the universal genius of Leonardo da Vinci and Michelangelo.

Florentine architects such as Filippo Brunelleschi (1377–1466) and Leon Battista Alberti (1404–1472) were among the fathers of both Renaissance and Neoclassical architecture. The cathedral, topped by Brunelleschi's dome, dominates the Florentine skyline. The Florentines decided to start building it – late in the 13th century, without a design for the dome. Brunelleschi's 14th century project was the largest ever built at the time, and the first major dome built in Europe since the Pantheon in Rome, and Hagia Sophia in Constantinople. The dome of Santa



Niccolò Machiavelli 1469 - 1527

Maria del Fiore remains the largest brick construction of its kind in the world. In front of it is the medieval Baptistery. The two buildings incorporate in their decoration the transition from the Middle Ages to the Renaissance.

Although Latin was the main language of the courts and the Church in the Middle Ages, writers such as Dante Alighieri and many others used a Florentine vernacular descended from Latin. Dante's masterpiece, the Divine Comedy, which mainly deals with the poet himself taking

an allegoric and moral tour of Hell, Purgatory and finally Heaven, during which he meets numerous mythological or real characters of his age and before. In the 14th century, Petrarch and Giovanni Boccaccio led the literary scene in Florence after Dante's death in 1321. Petrarch was an versatile writer, author and poet, but was particularly known for his Canzoniere, or the Book of Songs, where he conveyed his unremitting love for Laura. His style of writing has since become known as Petrarchism. Boccaccio was better known for his Decameron, a slightly grim story of Florence during the 1350s bubonic plague, known as the Black Death, when some people fled the ravaged city to an isolated country mansion, to recount stories from medieval and contemporary tradition. All of this is written in a series of one hundred distinct novellas.

In the 16th century, during the Renaissance, Florence was the home town of political writer and philosopher Niccolò Machiavelli, whose ideas on how rulers should govern the land, detailed in *The Prince*, spread across European courts and enjoyed enduring popularity for centuries. [Wikipedia].



Dante Alighieri c. 1265 - 1321

WACRA 2020 Conference Hotel

Grand ** Hotel Adriatico Via Maso Finiguerra 9 50123 FIRENZE, ITALIA-
Tel. +39.055.27931, Fax +39.055.289661 INFO@HOTELADRIATICO.IT**

Florence is a city to explore on foot. Whether it's the museums or streets, piazzas or bridges, shops or boutiques, it is all amazing and unlike anywhere else.

The Grand Hotel Adriatico is close to everything. It is just a five minute walk from the train station *Santa Maria Novella*. So you do not have to struggle to take your bags to the hotel. The important monuments are less than 15 minutes walk from the hotel.

- Santa Maria Novella Church 5 minutes on foot
- Shuttle for The Mall and Barberino Outlet 5minutes on foot
- Piazza Signoria 10 minutes on foot
- Uffizi Gallerias 10 minutes on foot
- Ponte Vecchio 10 minutes on foot
- Piazza Duomo 10 minutes on foot
- Museo dell' Opera al Duomo
- Palazzo Strozzi 10 minutes

Rom rates:

- Double and single-use double rooms (all large and comfortable)
- Superfast WiFi throughout the building
- Private parking for cars and moterbikes Euro 20.00 per day
- Breakfast from 6.30
- 15% discount at Adriatico restaurant
- Free early checkin, free late checkout
- Free fitness room with water and towels

- **Comfort double room for single use Euro 150.00**
- **Comfort double room (2 persons) Euro 165.00**

- City tax is Euro 4.90 per person per night (this tax is subject to change).
The above mentioned rates are per room per night, unclude servide, VAT 10% (the rate could change if the VAT% changes). The rates includes free buffet breakfast and are valid for reservations made within the April 30th 2020 deadline. Availabilit is confirmed when reservation is made.

Book early at info@hoteladriatico.it (or fax to +39.055.289661). Use the form on page 17.



Can you name the architecural style???



Who is this???

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 &

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, Finland.

Membership is open to individuals and organizations wishing to advance the objectives of the association. You have the opportunity for networking, consulting, associate with professionals working with *cases and interactive methods on an international scale.*



When travel dreams take people to Italy, Tuscany is often their first stop. Wedged between Florence and Rome, this region offers the quintessential Italian experience, well preserved medieval cities, sun-soaked hill towns, green and rolling fields, romantic farms and cypress tree marching single file up lonely ridges.

Connoisseurs of Italy find a blissful mix of scenic beauty and rich history in Tuscany's emblematic hill towns. Built for defensive purposes in ancient and medieval times, today their lofty perches protect them from the modern world.

Proud locals will remind you that their ancestors – the Etruscans – thrived here long before anyone had heard of Julius Caesar. Many Tuscan hill towns date back to the Etruscan era – well before ancient Rome. Others date to the last days of Rome: when Rome fell, chaos followed, and people naturally grabbed the high ground to escape marauding

Dark Ages barbarians. Over time, these hilltop towns were fortified and eventually functioned as independent city-states.

The Middle Ages were formative, when warring factions divided towns between those loyal to the pope and those supporting the Holy Roman Emperor. Cities developed monumental defense walls and built great towers. Then in 1348, the Black Death – an epidemic of bubonic plague – swept through Tuscany, devastating the region. The plague, plus the increasing dominance of Florence turned many bustling cities into docile hamlets. Ironically, what was bad news in the 14th century is good news today. Tuscany and hill towns enjoy a tourist-fueled affluence and retain a unique medieval charm.

Slow down and savor the delights that this region offers. Spend a night in a hill town to experience the quiet after the day-trippers go home. In Florence you experience the finesse of Italy, but it's in

Tuscany that you will find the rustic-yet-elegant essence of "Italia".

It's a joy to downshift to the more peaceful pace of Italy's small cities... and even smaller hill towns. **Siena**, **Pisa**, and **Lucca** are in a category of their own, with more artistic and historic sights. **Siena** is the ultimate (and biggest) hill town, with an unrivaled spirit any visitor can enjoy. Like a medieval stage set, its pedestrian-friendly old town is surrounded by its fortified wall. Siena's stunning main square – the gently tilted red-brick Campo – is the city's proud centerpiece. As Tuscany's hub, Siena is well-connected by bus to Florence (also handy by train) and the surrounding hill towns. For drivers it is a convenient jumping-off point for a loop drive through the clay hills of the Crete Senesi.

Pisa with its iconic Leaning Tower and **Lucca**, a 'flat hill town' with winding

...from page 6

Tuscany

streets, ringed by a well-preserved Renaissance wall, is perfect for cycling on a bike. Both lie an hour west of Florence and are easily reached by train or bus. **Volterra** with its rustic vitality—is a beautifully preserved jewel. Its Etruscan history makes for compelling sightseeing. With 14 surviving medieval towers, walled **San Gimignano** is a classic. It is an evocative delight early and late in the day. Both Volterra

and Gimignano are best for drivers, but can be reached by public transportation.

South of Siena, in the 'Heart of Tuscany' drivers have their pick of hill towns. Ridge-hugging **Montepulciano's** medieval cityscape resembles a miniature Florence. With several historic wine cellars and easy access to the wine country it attracts wine aficionados, as does **Montalcino**, itself a happy gauntlet of wine shops and art

galleries. Those enamored with Francis Mayes' memoir, *'Under the Tuscan Sun'*, can make the pilgrimage to thriving **Corona**. It soars high above a scenic landscape near the border of neighboring Umbria and is dotted with grand churches, Renaissance art and Etruscan ruins. It's possible to reach by train, but best by car. [Rick Steves; *Florence & Tuscany*, 18th Edition, December 2019].



[Photos: Wikipedia]



from top: Town square Tuscany, Valley San Gimignano, Corona

Calendar of Events

* December 2019

Renew WACRA® membership
- includes access to IJCRA.

* January 15, 2020

Submit papers for the 37th WACRA Summer conference July 6 - 10, 2020. Florence, Italy, at Grand Hotel Adriatico in the center of Florence.

* March 25, 2020

Register for WACRA® 2020, 37th International WACRA Conference.

Book your accommodations directly at the conference hotel. Refer to details on p.5.

Post conference event:
"Exploring Tuscany".

Contact Denise Smith if you plan to participate.

* July 6 - 10, 2020.

37th WACRA conference
Florence, Italy.

W A C R A®

N E W S

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

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CALL FOR PAPERS

Florence, Italy Teaching - Learning - Problem-Solving*July 6 - 10, 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.**

ACT - WACRA®ACADEMY FOR CREATIVE TEACHING and
THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATIONwww.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!***

SOLICITUD DE ARTÍCULOS

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

del 6 al 10 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 Florenxia 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 documento está sujeta a disponibilidad de espacio.

WACRA®

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***i Por favor, comparta esta invitación con sus colegas !***

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

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2020 on Wednesday, July 8, 2020, will feature the Twenty-eighth 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 January 15, 2020. 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 Wednesday, July 8, 2020 have a separate registration.

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

W A C R A®

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

Convocatoria Para El Envío de Casos (WICS) - *Miércoles, 8 de julio 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 enero de 2020.** **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 de 2020** 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 2020

“El método de caso: enseñanza - aprendizaje - resolución de problemas”

Grand Hotel Adriatico, Florencia, Italia

July 6 -10, 2020

Lunes, 6 de julio de 2020

Actividades del Congreso

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

Martes, 7 de julio de 2020

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

Miércoles, 8 de julio de 2020

09.00-10.00	Sesión Plenaria
10.30-12.00	Sesiones, Paneles y Workshops Concurrentes
14.00-	Tiempo libre para explorar Florencia

Jueves, 9 de julio de 2020

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

Viernes, 10 de julio de 2020

Salida o viaje conferencia posterior:

Al dar a luz el Renacimiento, Toscana diseñó el mundo moderno. En su pintura, *Giotto* proyectó la Toscana en el espacio, Brunelleschi coronado espacio con su cúpula florentina, la mayor hazaña de la ingeniería renacentista. En los frescos de *Carminé*, el espacio de *Masaccio* poblaba con figuras humanas reconocibles... El milagro toscano, sin embargo, no es un retrato renacentista congelado, sino una procesión viviente de toscanos a gusto con su entorno artístico e identidad. [Exerpts de *Insight Guides: Tuscany*].

¿Está interesado en explorar la Toscana con un grupo de delegados de WACRA (10-15 personas) después de la conferencia?

Póngase en contacto con Denise Smith hoy mismo y WACRA hará los arreglos para un tour!

ACT - WACRA®

ACADEMY FOR CREATIVE TEACHING and

THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

www.wacra.org

i Por favor, comparta esta invitación con colegas interesados!

Preliminary Program W A C R A® 2020

“The Case Method: Teaching - Learning - Problem-Solving”**Grand Hotel Adriatico, Florence, Italy**

July 6 -10, 2020

Monday, July 6, 2020**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)

Tuesday, July 7, 2020

09.00 - 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 Hotel

Wednesday, July 8, 2020

09.00 - 10.00 Case Colloquium
 10.30 - 12.00 Concurrent Sessions, Panels and Workshops
 14.30 - 22.00 Afternoon free to explore Florence.

Thursday, July 9, 2020

09.00 - 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

Friday, July 10, 2020**Departure or Post Conference Travel:**

In giving birth to the Renaissance, Tuscany designed the modern world. In his painting, Giotto projected Tuscany into space, Brunelleschi crowned space with his Florentine dome, the greatest feat of Renaissance engineering. In the Cammine frescoes, Masaccio peopled space with recognizable human figures... The Tuscan miracle, however, is not a frozen Renaissance portrait but a living procession of Tuscans at ease with their artistic setting and identity. [Exerpts from *Insight Guides: Tuscany*].

Are you interested in exploring Tuscany with a group of WACRA delegates (10-15 persons) after the conference? Contact Denise Smith today and WACRA will make the arrangements for a tour!

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www.wacra.org

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

Email: denise.smith@wacra.org


Please post or share this invitation with colleagues!

WACRA® - REGISTRATION FORM

THIRTY-SEVENTH INTERNATIONAL WACRA CONFERENCE - CASE METHOD RESEARCH & APPLICATION

Florence, Italy, July 6 - 10, 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 (Tuesday - Thursday), Tuesday Gala & Awards Dinner. Wednesday WICS sessions require separate registration (see below). Intern. Airport: Milan (MXP), Rome (FCO), Reginal airport Florence (FLO). 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 and Alumni Fee**

*1 Retired delegate: **Fee for delegate**

Not yet - WACRA Member Registration Rates:

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

*1 Partner/spouse **Fee and Alumni Fee**

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

*WACRA 2020 Membership Dues for Retired Faculty

*WACRA 2020 Membership Dues - **includes access to LICRA Journal**

*WICS Wednesday, July 8, 2020 - p. 11

	Paid Before March 25, 20	Paid After March 25, 20	Times no. of persons	Amount
US\$	950	US\$ 1,050	<input type="text"/>	<input type="text"/>
US\$	550	US\$ 600	<input type="text"/>	<input type="text"/>
US\$	650	US\$ 700	<input type="text"/>	<input type="text"/>
US\$	1,050	US\$ 1,150	<input type="text"/>	<input type="text"/>
US\$	550	US\$ 600	<input type="text"/>	<input type="text"/>
US\$	695	US\$ 745	<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) _____



Ponte Vecchio
Florence

Total

Travel insurance option!
 "Worldwide Trip Protector - Travel Insured"
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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

Expiration Date

Upon receipt of payment, presentations, workshops etc. will be scheduled and logistical details and other information will be mailed. Refund policy: Conference Registration Fees (less \$300) will be refunded upon written request received prior to May 15, 2020 or alternatively, a replacement may be named.

Return this form with payment to:

WACRA® - 23 Mackintosh Ave
NEEDHAM (BOSTON) MA 02492-1218 U.S.A.
 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 *Florence, Italy Conference Enclosed*

World Association For Case Method Research & Case Method Application • Spring 2020

W A C R A[®]

Vol. XXX No. 2 N E W S

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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The Journal of The World Association for Case Method Research & Application
Listed in Cabell's Directory of Publishing opportunities in Management



Wacra 2020 summer meeting

Deadline for booking 31/04/2020

Offer valid for reservation for the nights of July 06th, 07th, 08th and 09th 2020

SPECIAL DAILY Price for participants of the above meeting in Grand Hotel Adriatico	
Comfort double room for single use	150,00€
Comfort double room (2 people)	165,00€

The above mentioned rates are per room and per night, net to the hotel and include service, VAT 10% (the rate could be increased in case of the vat % will change).

and Free buffet breakfast and valid for reservation made within april 30th 2020 (availability reconfirmed at the moment of the reservation request)

City tax actually 4,90€ per person and per day excluded (included (this tax is subject to change)

For booking request sent us after the deadline we cannot guarantee the above prices and will quote the best available rate.

TO BOOK, please fill the form below and send it by email to our booking department: booking@arshotels.it

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Check in _____ Check out _____

ROOM TYPE TO BOOK: _____

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In order to guarantee your reservation, please fill up the following form

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CARD NR. _____ EXP _____

GENERAL CONDITIONS:

- Cancellation without penalty: Up to 10 days before arrival date
- Eventual late cancellation or no show fee: Full stay amount
- Payment: Directly upon check out
- Check-in h 14.00 – Check-out h 12.00

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