



Call for Cases for the ASAC Case Division - Cases-in-Development Case Stream

Do you have a case that you're trying to develop? Are you new to case writing?

The cases-in-development stream, first launched at ASAC 2012, is designed to help case writers – particularly new case writers - turn their developing case ideas and instructors' manuals into finished products that can be published.

To be eligible for the cases-in-development stream authors should submit the attached application form. Consistent with the ASAC and NACRA Case Tracks, ***only*** cases based on “real situations” (in other words, not fictional situations) will be considered. The cases in development-stream will take place at ASAC around June 12-13, 2020 in St. John's Newfoundland, Canada.

To have your case considered for the cases-in-development stream, please:

1. Complete Section 1 - Author Information Form
2. Complete Section 2 - Case Information Form
3. Complete Section 3 – Instructor's Manual Information Form
4. Submit to the ASAC ScholarOne system **by noon EST, February 17, 2020**, under Case Division <https://asac2020.abstractcentral.com/>. Select the Cases-In-Development topic, not the discipline of the case. Any cases-in-development submitted to a discipline topic will be reviewed as a regular stream case and will NOT be accepted by the case stream.

ASAC 2020 conference information is available at: www.asac.ca

If you have any questions, please contact Meredith Woodwark (mwoodwark@wlu.ca)

SECTION I: AUTHOR(S) INFORMATION

1. Author(s) and Affiliation(s):

2. Contact Information for Lead Author (email address, phone #, fax #):

3. Current position and case writing experience of authors:

Lead Author: Faculty member _____ Graduate student: _____

Consultant: _____ Other (please specify): _____

I have previous experience as a case writer: Yes _____ No _____

This is my first case submission to ASAC: Yes _____ No _____

Second Author: Faculty member: _____ Graduate student: _____

Consultant: _____ Other (please specify): _____

I have previous experience as a case writer: Yes _____ No _____

This is my first case submission to ASAC: Yes _____ No _____

Third Author: Faculty member: _____ Graduate student: _____

Consultant: _____ Other (please specify): _____

I have previous experience as a case writer: Yes _____ No _____

This is my first case submission to ASAC: Yes _____ No _____

SECTION 2 – CASE SUMMARY INFORMATION (Page 1 of 2)

1. Working title of the case:

2. Industry:

3. Functional area(s) covered in the case: (e.g., marketing, human resources, accounting, information systems, ethics, governance, etc.):

4. Name, position/title of the key decision maker:

5. Source of the case data (please check all that apply):

Interviews _____ Library research _____ News reports _____

Consulting: _____ Personal experience: _____

6. Case will be designed for use at the (please check all that apply):

Undergraduate Level _____ Graduate Level _____

Executive or professional level _____

Other (please specify): _____

7. Is there organizational support from the company for the case? Yes ___ No ___

8. Case issues/questions that I/we would like help with:

SECTION 2 – CASE SUMMARY INFORMATION (Page 2 of 2)

Case Summary (maximum one page). The following guidelines are offered as suggestions for preparing the case summary:

- i. Prepare a draft of the first one or two paragraphs that set the scene for the case. Introduce the main character(s)/ decision maker in the case, the organization, the time frame (e.g., Wednesday morning in September 2013) and set the scene for what the case will focus on.
- ii. Provide a brief summary of the rest of the case: include an overview of the industry, give some background on the company, describe the data that needs to be made available in the case for students to do a meaningful analysis, provide a list of exhibits you think will be provided in the case.

SECTION 3 – CASE INSTRUCTOR’S MANUAL

1. Case Learning Objectives:

2. Proposed discussion questions:

3. Relevant theories or managerial framework(s) that can be applied to the case analysis:

4. Instructor’s Manual questions/issues I/we would like help with: