



## Call for Cases for the ASAC Case Division - Cases-in-Development 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 on Saturday, June 12<sup>th</sup>, 2021.

To have your case considered for the cases-in-development stream, please complete the submission form below, including:

1. Section 1 - Author Information Form
2. Section 2 - Case Information Form
3. Section 3 – Instructor's Manual Information Form
4. Submit to the ASAC ScholarOne system **by midnight EST, Friday, March 5, 2021**, under Case Division. 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 cases-in-development stream.

**ASAC 2021 conference information is available at: [www.asac.ca](http://www.asac.ca)**

If you have any questions, please contact Jeannette Eberhard ([jeberhar@uwo.ca](mailto:jeberhar@uwo.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 (place an 'X' beside the correct response for each item):

**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 or sector:

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: \_\_\_\_\_

Other (please specify): \_\_\_\_\_

6. Case will be designed for use at the (Place an 'X' beside 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 the decision point, 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 organization, describe the data that needs to be made available in the case for students to do a meaningful analysis, and 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:**