

Saturday - July 1, 2006

8:00 - 9:30 Breakfast at Hotel or local cafes (Note: Breakfast is not included in hotel rates.)

9:30 Walk to the University (see map)
Gardens Point Campus of QUT, 2 George Street, Brisbane

10:00 - 13:30 **WACRA® Executive and Advisory Board Meeting and Lunch**
Venue: Council Room, U214, U Block, Gardens Point Campus of QUT

Session 1

13:45 - 21:00 **OPTIONAL DISTILLERY AND LIVE CASE STUDY**
(Separate registration—includes transportation, food and some rum).

Departure from *Alice Street* (near George Street intersection) at 13:45

Travel by bus to the suburb of Beenleigh, approximately 30-45 minutes south of Brisbane and a tour of the *Inner Circle Rum Distillery* (includes rum tasting). The live case study includes a 30-minute presentation of the rum industry in Australia, followed by questions and answers. On return to Brisbane, delegates will be dropped at the *City Botanic Gardens* for a guided tour through Queensland's oldest public gardens, continuing across the Goodwill Bridge to Southbank.

Dinner is at *Kapsali Taverna* (Greek cuisine), featuring live music and entertainment (incl. belly dancing) for an evening that promises to be filled with singing, dancing and laughter. Cash bar. Delegates can make their own way back to their accommodation when they tire of the fun and festivities.

Dress code: Comfortable (street) clothing—bring a light sweater

21:00 Walk to Hotels
Royal on the Park, Cnr Alice and Albert Streets, Brisbane. Tel: 3221-3411
Hotel Ibis Brisbane, 27-35 Turbot Street, North Quay. Tel: 3237-2333

Sunday – July 2, 2006

7:30 - 8:55 Breakfast at Hotel or local cafes (Note: Breakfast is not included in hotel rates.)

9:00 Walk to the University (see map)
Gardens Point Campus of QUT, 2 George Street, Brisbane

9:30 - 10:00 **REGISTRATION FOR WICS PARTICIPANTS**
Venue: Level 4, B Block, Gardens Point Campus of QUT

10:00 - 11:00 **Track A Case Writers Colloquium** **Session 2**

Venue: B440, Level 4, B Block, Gardens Point Campus of QUT

Facilitator: Dr. James Camerius, Northern Michigan University, Marquette, Michigan, U.S.A.

Participants:

Dr. Yunus Ali, Queensland University of Technology, Brisbane, Queensland, Australia, Judith Ann Chapman, University of Western Sydney, Penrith South, New South Wales, Australia, Elizabeth Macpherson, Queensland University of Technology, Brisbane, Queensland, Australia, Dr. Margaret Naumes, Univeristy of New Hampshire, Durham, New Hampshire, U.S.A., Dr. William Naumes, Univeristy of New Hampshire, Durham, New Hampshire, U.S.A., Nazly Nardi, Nova Southeastern University, Davie, Florida, U.S.A., William Proud, Queensland University of Technology, Brisbane, Queensland, Australia, Al Rosenbloom, St Xavier University, Chicago, Illinois, U.S.A., Dr. John Seeger, Bentley College, Waltham, Massachusetts, U.S.A., Su Mon Wong, Queensland University of Technology, Brisbane, Queensland, Australia

10:00 - 11:00 **Track B Service Learning Symposium** **Session 3**

Venue: B450, Level 4, B Block, Gardens Point Campus of QUT

Facilitator: Prof. Amy Kenworthy-U'Ren, Bond University, Gold Coast, Queensland, Australia

Topic: *“Cases Gone Live: Service-Learning as a Catalyst For Interactive Real-World Learning”*

Participants:

Laurie DiPadova-Stocks, Park University, Kansas City, Missouri, U.S.A., Barbara Holland, ETR Associates, Scotts Valley, California, U.S.A., Amy Kenworthy-U'Ren, Bond University, Gold Coast, Queensland, Australia, Dell McStay, Bond University, Gold Coast, Queensland, Australia, Steven Papamarcos, St. John's University, Skillman, New Jersey, U.S.A., Dr. John Seeger, Bentley College, Waltham, Massachusetts, U.S.A., Dr. Marilyn Taylor, University of Missouri at Kansas City, Kansas City, Missouri, U.S.A., Baden U'Ren, Bond University, Gold Coast, Queensland, Australia

11:00 - 11:30 Refreshments
Venue: Foyer, Level 4, B Block, Gardens Point Campus of QUT

11:30 - 12:30 Track A Case Writers Colloquium (cont.)

11:30 - 12:30 Track B Service Learning Symposium (cont.)

12:30 - 13:30 Lunch (for registered WICS participants only)
Venue: Foyer, Level 4, B Block, Gardens Point Campus of QUT

13:30 – 15:00 Track A Case Writers Colloquium (cont.)

13:30 - 15:00 Track B Service Learning Symposium (cont.)

16:30 - 18:00 REGISTRATION
Pick up conference materials, event admission tickets, name tags, information
Venue: Old Government House, Gardens Point Campus of QUT

18:00 – 21:00 WELCOME RECEPTION AND DINNER
(for registered delegates & partners/spouses)
Venue: Old Government House and surrounding grounds at Gardens Point Campus of QUT

As one of Brisbane's most important heritage sites, this sandstone building was the home of Queensland's Governor and provides a timeless, elegant setting for hosting and welcoming you to the WACRA 2006 conference. With sweeping balconies and beautifully manicured lawns on either side, this distinctive venue offers perfect location for an exceptional welcome dinner, featuring a traditional welcome by an Aboriginal Elder and a uniquely Australian, Bush Tucker BBQ. The meal will include traditional and non-traditional meats, salads, sauces and deserts, prepared and cooked by indigenous chef, Dale Chapman.

Dress Code: Comfortable (street) clothing—bring a light sweater

21:00 Walk to Hotels
Royal on the Park, Cnr Alice and Albert Streets, Brisbane. Tel: 3221-3411
Hotel Ibis Brisbane, 27-35 Turbot Street, North Quay. Tel: 3237-2333

Monday - July 3, 2006

7:30 - 8:55 Breakfast at Hotel or local cafes (Note: Breakfast is not included in hotel rates.)

9:00 Walk to the University (see map)
Gardens Point Campus of QUT, 2 George Street, Brisbane

9:30 - 10:30 **Opening Plenary Session** **Session 4**

Venue: B121, Level 1, B Block, Gardens Point Campus, QUT

Moderator: Prof. Charles H. Patti, Queensland University of Technology, Brisbane, Queensland, Australia

“WELCOME”

Dr. Hans E. Klein, Executive Director, ACT-WACRA[®], Needham (Boston), U.S.A.,
and Prof. Charles H. Patti, Head, School of Advertising, Marketing and Public Relations,
Faculty of Business, Queensland University of Technology, Brisbane, Australia

“Introduction” Prof. Peter C. Little, Executive Dean, Faculty of Business,
Queensland University of Technology, Brisbane, Australia

“Australia, the Higher Education Landscape, and Internationalisation”
Pro Vice Chancellor Sandra Harding, Queensland University of Technology, Brisbane, Australia

10:30 - 11:00 **Refreshments**
Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

Morning Sessions Concurrent Sessions - Tracks A, B, C, D

11:00 - 12:30 **Track A** **Session 5**

Venue: B223, Level 2, B Block, Gardens Point

Moderator: Prof. Marie Rock, Bentley College, Waltham, Massachusetts, U.S.A.

Presenters:

INTRODUCTION TO CASE TEACHING: VIEW FROM THE FIELD OF EDUCATION

Dr. Amelia Klein, Wheelock College, Boston, Massachusetts, U.S.A.

Dr. Joan Moyer, Arizona State University, Tempe, Arizona, U.S.A.

Prof. Elaine Surbeck, Arizona State University, Tempe, Arizona, U.S.A.

USING CASE WRITING TO STUDY INCLUSION PRACTICES
Prof. Lanna Andrews, University of San Francisco, San Francisco, California, U.S.A.

11:00 - 12:30 Track B **Session 6**

Venue: B224, Level 2, B Block, Gardens Point

Moderator: Dr. William Naumes, University of New Hampshire, Durham, New Hampshire, U.S.A.

Presenters:

PIONEERING THE POTENTIAL OF IP VIDEO: INTEGRATING MACROMEDIA BREEZE LIVE AND BREEZE PRESENTATION SOFTWARE INTO A LEARNING ENVIRONMENT
Prof. Ean Harker, Southern Utah University, Cedar City, Utah, U.S.A.
Prof. Carl Ellis, Southern Utah University, Cedar City, Utah, U.S.A.

THE USE OF CASES IN EDUCATIONAL TECHNOLOGY AND TEACHER EDUCATION
Prof. Amy Leh, California State University San Bernardino, San Bernardino, California, U.S.A.

TEACHING INFORMATION SYSTEMS WITH A MULTI-COURSE CASE
Dr. Tom Griffin, Auburn University Montgomery, Montgomery, Alabama, U.S.A.

11:00 - 12:30 Track C **Session 7**

Venue: B225, Level 2, B Block, Gardens Point

Moderator: Dr. Marie- Hélène Jobin, École des Hautes Études Commerciales (HEC), Montreal, Quebec, Canada

Presenters:

THE DEVELOPMENT OF CULTURAL ENTREPRENEURS THROUGH NEW VENTURE CASES IN THE BUSINESS CLASSROOM
Prof. Jennifer Radbourne, University of the Sunshine Coast, Maroochydore, Queensland, Australia

THE BAD BUSINESS “S” WORD: SHRINKAGE
Prof. Shirley Ezell, University of Houston, Houston, Texas, U.S.A.
Prof. Marcella Norwood, University of Houston, Houston, Texas, U.S.A.

THE CASE OF GIVSA: APPLICATION OF THE BALANCED SCORECARD TO A LOCAL PUBLICLY-OWNED COMPANY
Dr. Alfonso Vargas-Sanchez, University of Huelva, Huelva, Spain

11:00 - 12:30 Track D **Session 8**

Venue: B226, Level 2, B Block, Gardens Point

Moderator: Dr. Stephen Hundley, Indiana University-Purdue University Indianapolis, Indianapolis, Indiana, U.S.A.

Presenters:

THE “DISTANT FUTURE” OF CASE TEACHING
Dr. Bengt Kjellen, Stockholm University / University West, Uddevalla, Sweden

LEARNING FROM AN INTERNATIONAL EXCHANGE OF STUDENT-WRITTEN CASES
Prof. Al Rosenbloom, St. Xavier University, Chicago, Illinois, U.S.A

THE GOVERNMENT: AS AUSTRALIA'S BIGGEST CORPORATE ADVERTISER, ARE
ITS SHAREHOLDERS GETTING VALUE FOR MONEY?
Dr. Gayle Kerr, Queensland University of Technology, Brisbane, Queensland, Australia

12:30 - 13:30 Lunch
Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

Afternoon Sessions Concurrent Sessions - Tracks A, B, C, D

13:30 - 15:00 Track A **Session 9**

Venue: B223, Level 2, B Block, Gardens Point

Moderator: Dr. Gloria Johannessen-Guzman, California State University Pomona,
Pomona, California, U.S.A.

Presenters:

AN HONOR'S CERTIFICATE IN LEADERSHIP STUDIES: A MENU OF CHOICES AND
OPPORTUNITIES

Dr. Stephen Hundley, Indiana University-Purdue University Indianapolis, Indianapolis,
Indiana, U.S.A.

USING PEER ASSESSMENT ON CASE DESIGN AND CONSTRUCTION IN
BILINGUAL/BICULTURAL CLASSROOMS

Dr. Joaquin Villegas, Northeastern Illinois University, Chicago, Illinois, U.S.A.

USING CASE STUDIES TO EXPLORE ENGLISH LANGUAGE LEARNERS WITH
EXCEPTIONALITIES

Dr. Emiliano Gonzalez, University of St. Thomas, Houston, Texas, U.S.A.

13:30 - 15:00 Track B **Session 10**

Venue: B224, Level 2, B Block, Gardens Point

Moderator: Dr. John Seeger, Bentley College, Waltham, Massachusetts, U.S.A.

Presenters:

USING THE RESULTS FROM A COMPUTER SIMULATION TO EVALUATE MBA
PROGRAM OUTCOMES

Prof. John Kerrigan, National Louis University, Wheaton, Illinois, U.S.A.

Prof. Doug Schreder, National-Louis University, Chicago, Illinois U.S.A.

APPLICATION OF THE E-LEARNING SYSTEM IN EDUCATIONAL AND RESEARCH
ACTIVITIES AT THE MENDEL UNIVERSITY OF AGRICULTURE AND FORESTRY
BRNO, CZECH REPUBLIC

Prof. Jana Stávková Mendel University of Agriculture and Forestry, Brno, Czech Republic

Prof. Petr Procházka, Mendel University of Agriculture and Forestry, Brno, Czech
Republic

INTERACTIVE EXPERIENTIAL TEACHING AND LEARNING IN INTERNATIONAL BUSINESS - AN AUSTRALIAN FOCUS

Dr. Rumintha Wickramasekera, Queensland University of Technology, Brisbane, Queensland, Australia

13:30 - 15:00 Track C

Session 11

Venue: B225, Level 2, B Block, Gardens Point

Moderator: Dr. Joan Moyer, Arizona State University, Tempe, Arizona, U.S.A.

Presenters:

A COMPARATIVE STUDY OF TWO MINI-CASES: STRATEGIZING FOR ENGLISH COMPREHENSION AND PRONUNCIATION

Dr. Mary Starz, The University of St. Thomas, Houston, Texas, U.S.A.

Dr. Emiliano Gonzalez, University of St. Thomas, Houston, Texas, U.S.A.

LEXUS OF BRISBANE: HOW TO REACH MARKET LEADERSHIP?

Dr. John McDonnell, Queensland University of Technology, Brisbane, Queensland, Australia

TEACHING AND PROMOTING INTERACTION: WHAT WE THINK WE DO AND WHAT WE DO – HOLDING A MIRROR UP TO OUR TEACHING, OR SEEING OURSELVES AS OTHERS SEE US

Dr. Sean O'Connor, Washington College, Chestertown, Maryland, U.S.A.

13:30 - 15:00 Track D

Session 12

Venue: B226, Level 2, B Block, Gardens Point

Moderator: Prof. Marcella Norwood, University of Houston, Houston, Texas, U.S.A.

Presenters:

COMMUNICATION TRAINING AT 'THE GAMES PROFESSIONAL': A CASE STUDY IN TRANSFER OF LEARNING

Dr. Caroline Hatcher, Queensland University of Technology, Brisbane, Queensland, Australia

PEER ASSESSMENT OF GROUP CASE STUDIES

Prof. John Parkinson, York University, North York, Ontario, Canada

TEACHING APPLIED CALCULUS INTERACTIVELY

Dr. Georgia Pyrros, University of Delaware, Newark, Delaware, U.S.A.

15:00 - 15:30 Refreshments

Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

15:30 - 16:30 Track A

Session 13

Venue: B223, Level 2, B Block, Gardens Point

Moderator: Dr. Ana Gil-Garcia, Northeastern University, Chicago, Illinois, U.S.A.

Presenters:

SHARING CLASSROOM EXPERIENCES THROUGH CASE STUDIES

Dr. Robert Hendersen, Grand Valley State University, Allendale, Michigan, U.S.A.

USING THE CASE STUDY TEACHING METHODOLOGY TO BRING BACK NEW ORLEANS AFTER HURRICANE KATRINA

Dr. Louis Mancuso, Xavier University of Louisiana, New Orleans, Louisiana, U.S.A.

15:30 - 16:30 Track B

Session 14

Venue: B224, Level 2, B Block, Gardens Point

Moderator: Dr. Joaquin Villegas, Northeastern Illinois University, Chicago, Illinois, U.S.A.

Presenters:

CASE RESEARCH AND CASE TEACHING – TIME TO CLOSE THE DIVIDE?

Dr. Bengt Kjellen, Stockholm University / University West, Uddevalla, Sweden

ATTENTION TO DETAIL IN CASE STUDY WRITING, RESEARCH AND APPLICATION

Dr. Patricia McCallister, Ingrid McCallister, Eastern Illinois University, Charleston, Illinois, U.S.A..

15:30 - 16:30 Track C

Session 15

Venue: B225, Level 2, B Block, Gardens Point

Moderator: Prof. Vida Botes, University of South Africa, Pretoria, South Africa

Presenters:

A CASE BASED ANALYSIS OF THE STAGES OF ENTREPRENEURIAL GROWTH: A PRELIMINARY STUDY

Dr. William Naumes, University of New Hampshire, Durham, New Hampshire, U.S.A.

Dr. Margaret Naumes, Univeristy of New Hampshire, Durham, New Hampshire, U.S.A.

LEARNING AND CHANGE IN THE HEALTHCARE SECTOR AN INTEGRATIVE CASE

Dr. J. Martin Hays, The Australian National University, Canberra, Australian Capital Territory, Australia

15:30 - 16:30 Track D

Session 16

Venue: B226, Level 2, B Block, Gardens Point

Moderator: Dr. Mary Starz, The University of St. Thomas, Houston, Texas, U.S.A

Presenters:

HOW A "BAD" WORD CAN REAP GOOD PUBLICITY

Mr Simon Moore, Queensland University of Technology, Brisbane, Queensland, Australia

Dr. Gayle Kerr, Queensland University of Technology, Brisbane, Queensland, Australia

Monday – July 3, 2006

EXECUTIVE DECISION-MAKING UNDER CONDITIONS OF UNCERTAINTY:
LESSONS FROM SCENARIO PLANNING, REAL OPTIONS ANALYSIS, AND
THE KUU PRIZE
Dr. Marilyn Taylor, University of Missouri at Kansas City, Kansas City, Missouri, U.S.A

16:30 – 18:30 Free Time

18:30 – 22:00 GALA DINNER AND AWARDS
(for registered delegates & partners/spouses)

Venue: *Regatta Hotel*, 543 Coronation Drive, Toowong. Tel: 3871-9595

With its distinctive cast iron lace verandas, the *Regatta Hotel* was a popular venue to watch the rowing regattas held on the Brisbane River, recorded as early as the mid 1840s. Re-live the nostalgia of yesteryear from the veranda of this beautiful historic building, enjoying the “oarsome” views of the River and cityscape of this unique venue at the WACRA 2006 Gala Dinner. Situated at Toowong on the banks of the Brisbane River, delegates will make their own way to the Regatta Hotel (see map), enjoy drinks from the sweeping balconies on the second-floor function area with views across the River to the city lights. The evening progresses with a two-course meal, awards, and announcements. Limited drinks (beer, wine and softdrinks) are included.

Afterwards, delegates can make their own way back to their hotels by CityCat (water ferry), taxi, or a leisurely walk along the shared Bicentennial Bikeway that follows the river along Coronation Drive.

Dress code: Business Attire

22:00 Walk to Hotels
Royal on the Park, Cnr Alice and Albert Streets, Brisbane. Tel: 3221-3411
Hotel Ibis Brisbane, 27-35 Turbot Street, North Quay. Tel: 3237-2333

Tuesday - July 4, 2006

7:30 - 8:55 Breakfast at Hotel or local cafes (Note: Breakfast is not included in hotel rates.)

9:00 Walk to the University (see map)
Gardens Point Campus of QUT, 2 George Street, Brisbane

9:00 - 10:30 **Plenary Session** **Session 17**

Venue: B117, Level 1 B Block, Gardens Point Campus, QUT

Moderator: Prof. Charles H. Patti, Queensland University of Technology, Brisbane, Queensland, Australia

“Introduction” Vice Chancellor Peter Coaldrake,
Queensland University of Technology, Brisbane, Queensland, Australia

“**Lost For Words: Australia’s Lost Language In Word And Story**”
Hugh Lunn, Australian author and journalist, Brisbane, Australia

10:30 - 11:00 **Refreshments**
Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

11:00 - 12:30 **Workshop A** **Session 18**

Venue: B223, Level 2, B Block, Gardens Point Campus, QUT

“**LEARNING PATHWAYS: HOW DO INDIVIDUALS LEARN**”

Facilitator: Dr. Sean O'Connor, Washington College, Chestertown, Maryland, U.S.A.

11:00 - 12:30 **Workshop B** **Session 19**

Venue: B224, Level 2, B Block, Gardens Point Campus, QUT

“**INTRODUCTION TO CASE WRITING: VIEW FROM THE FIELD OF EDUCATION**”

Facilitators: Dr. Amelia Klein, Wheelock College, Boston, Massachusetts, U.S.A.
Dr. Joan Moyer, Arizona State University, Tempe, Arizona, U.S.A.
Prof. Elaine Surbeck, Arizona State University, Tempe, Arizona, U.S.A.

11:00 - 12:30 Workshop C

Session 20

Venue: B225, Level 2, B Block, Gardens Point Campus, QUT

“AN AUSTRALIAN HANDS-ON ‘LIVE CASE’ WORKSHOP EXPERIENCE”

Facilitators: Dr. Marilyn Taylor, University of Missouri at Kansas City, Kansas City, Missouri, U.S.A
Dr. Xiaohua Yang, Queensland University of Technology, Brisbane, Queensland, Australia
Prof. Laurie DiPadova-Stocks, Park University, Kansas City, Missouri, U.S.A

12:30 - 13:00 Lunch

Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

14:00 – 21:00 EXCURSION AND RIVERBOAT DINNER CRUISE

(for registered delegates and partners/spouses)

Departure from Alice Street (near George Street intersection at 14:00)

Travel by coach on a tour that highlights many of Brisbane’s historic features and attractions. See the character and charm of Brisbane’s colonial architecture, including the historic Newstead House, the Treasury Casino housed in the fully-restored Government Treasury Building, Old Customs House, Parliament House and the picturesque City Hall. After taking in some of the sights of the WACRA 2006 host city, visit Lone Pine Sanctuary to ‘get up close-and-personal’ with koalas, kangaroos and authentic Australian flora and fauna. After a two hour visit continue to the famous Mt Cootha lookout.

After seeing Brisbane from the lofty heights of Brisbane’s best lookout, take in the beautiful Brisbane River and city scape from a different perspective...by boat, on a two hour river cruise. Dinner on the Brisbane Star will comprise a two course meal of delicious spit-roasted beef, assorted salads, pastas and breads, and then followed by sweets. Cash bar.

The tour concludes at the Eagle Street docking, a bustling restaurant strip along the riverside and only a short walk to the city center. Continue informal socializing at one of the many restaurants or bars, before returning to the conference hotel.

Dress code: Comfortable (street) clothing—bring a light sweater

21:00 Return to Hotels

Wednesday - July 5, 2006

7:30 - 8:55 Breakfast at Hotel or local cafes (Note: Breakfast is not included in hotel rates.)

9:00 Walk to the University (see map)
Gardens Point Campus of QUT, 2 George Street, Brisbane

9:00 - 10:30 **Plenary Session** **Session 21**

Venue: B117, Level 1, B Block, Gardens Point Campus, QUT

Moderator: Dr. Marilyn Taylor, University of Missouri at Kansas City, Kansas City, Missouri, U.S.A.

**“Moving Forward With Community-Based Interactive Cases: Insights
From Today’s Experts About Tomorrow’s Service-Learning”**

Participants:

Laurie DiPadova-Stocks, Park University, Kansas City, Missouri, U.S.A.
Barbara Holland, ETR Associates, Scotts Valley, California, U.S.A.
Amy Kenworthy-U'Ren, Bond University, Gold Coast, Queensland, Australia
Steven Papamarcos, St. John's University, Skillman, New Jersey, U.S.A

10:30 - 11:00 **Refreshments**
Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

Morning Sessions Concurrent Sessions - Tracks A, B, C, D

11:00 - 12:30 **Track A** **Session 22**

Venue: B223, Level 2, B Block, Gardens Point

Moderator: Dr. Margaret Naumes, Univeristy of New Hampshire, Durham, New Hampshire, U.S.A.

Presenters:

ROUNDTABLE DISCUSSION: EDUCATIONAL ISSUES

Dr. Amelia Klein, Wheelock College, Boston, Massachusetts, U.S.A.

Dr. Gloria Johannessen-Guzman, California State University-Pomona, Pomona, California, U.S.A.

LEADERSHIP PRACTICUM EXPERIENCE: BUILDING A CASE FOR CHANGE

Dr. Ana Gil-Garcia, Northeastern Illinois University, Chicago, Illinois, U.S.A.

11:00 - 12:30 **Track B**

Session 23

Venue: B224, Level 2, B Block, Gardens Point

Moderator: Prof. Jennifer Radbourne, University of the Sunshine Coast,
Maroochydore, Queensland, Australia

Presenters:

THE SEARCH FOR CORE ORCHESTRATING THEMES IN STUDYING THE
AUSTRALIAN WINEMAKERS' ENTREPRENEURIAL SPIRIT USING A CASE- BASED
CONFIGURATIONAL THEORY RESEARCH: THE EXAMPLE OF CASELLA WINES
Prof. Yvon Dufour, Macquarie Graduate School of Management, Sydney, New South
Wales, Australia

CHANGING THE GUARD: LAUNCHING A NEW CEO AND A NEW BEGINNING AT
WALTERS & O'NEIL

Ms. Kim Johnston, Queensland University of Technology, Brisbane, Queensland,
Australia

DOCTORED FINANCIAL RESULTS AT MACMED HEALTH CARE LTD:
SENDING THE RIGHT MESSAGE

Prof. Viola Makin, University of South Africa, Pretoria, South Africa

Prof. Vida Botes, University of South Africa, Pretoria, South Africa

11:00 - 12:30 **Track C**

Session 24

Venue: B225, Level 2, B Block, Gardens Point

Moderator: Dr. Robert Hendersen, Grand Valley State University, Allendale,
Michigan, U.S.A.

Presenters:

IS THE IMAX MPX SYSTEM A SOLUTION FOR MULTIPLEXES UNDER PRESSURE?

Dr. John McDonnell, Queensland University of Technology, Brisbane, Queensland,
Australia

ZERO UNDERSTANDING

Dr. Gayle Kerr, Queensland University of Technology, Brisbane, Queensland, Australia

THE EXPECTED AND THE UNEXPECTED: CASES OF URBAN COLLEGE
STUDENTS AND PROFESSORS

Prof. Janice Nath, University of Houston-Downtown, Houston, Texas, U.S.A.

11:00 - 12:30 **Track D**

Session 25

Venue: B226, Level 2, B Block, Gardens Point

Moderator: Dr. Louis Mancuso, Xavier University of Louisiana, New Orleans,
Louisiana, U.S.A.

Presenters:

THE CASE METHOD AS AN ALTERNATIVE FOR COMPETENCE DEVELOPMENT AND EVALUATION

Prof. Juan Alejandro Cortés Ramirez, Universidad Pontificia Bolivariana, Medellín, Antioquia, Columbia

THE USE OF THE CASE STUDY METHOD IN THE PROCESS OF INTERNATIONALIZATION OF A GROUP OF SMALL AND MEDIUM VENEZUELAN ENTERPRISES

Dr. Dan Stefan Ioan, Universidad Metropolitana de Caracas, Caracas, Miranda, Venezuela

SPEAKOUT LIMITED: MORE THAN JUST A BRAND

Mr. Simon Moore, Queensland University of Technology, Brisbane, Queensland, Australia

12:30 - 13:30 Lunch

Venue: foyer, Level 1, B Block, Gardens Point Campus of QUT

Afternoon Sessions Concurrent Sessions - Tracks A, B, C, D

13:30 - 14:30 Workshop A

Session 26

Venue: B223, Level 2, B Block, Gardens Point Campus, QUT

Moderator: Dr. Al Rosenbloom, St Xavier University, Chicago, Illinois, U.S.A.

Presenters:

THE CASE METHOD IN DIFFERENT PEDAGOGICAL PERSPECTIVES

Dr. Bengt Kjellén, Stockholm University / University West, Uddevalla, Sweden

QUOTABLE VALUE: A CASE OF INCREASING VALUE

Dr. Martie-Louise Verreyne, The University of Queensland, St Lucia, Queensland, Australia

13:30 - 14:30 Track B

Session 27

Venue: B224, Level 2, B Block, Gardens Point Campus, QUT

Moderator: Prof. Lanna Andrews, University of San Francisco, San Francisco, California, U.S.A.

Presenters:

BUILDING BRIDGES OF OPPORTUNITY

Ms. Elizabeth Macpherson, Queensland University of Technology, Brisbane, Queensland, Australia

KEY SUCCESS FACTORS IN TODAY'S WINE SECTOR

Prof. Pierre Mora, Bordeaux Business School, Bordeaux, France

13:30 - 14:30 Track C

Session 28

Venue: B225, Level 2, B Block, Gardens Point Campus, QUT

Moderator: Dr. Alfonso Vargas-Sanchez, University of Huelva, Huelva, Spain

Presenters:

A MODEL FOR ACTION RESEARCH USING THE CASE METHOD ANALYSIS

Dr. Jorge Alfonso González, ITESM Campus Guadalajara, Jalisco, México

PERU'S NORTHEASTERN TOURIST CIRCUIT (CTN)

Dr. Otto Regalado Pezúa, Universidad ESAN, Monterrico Chico, Surco, Lima, Peru

14:30 - 15:00 Refreshments

Venue: Foyer, Level 1, B Block, Gardens Point Campus of QUT

15:00 - 16:15 Closing Session

Session 29

Venue: B117, Level 1, B Block, Gardens Point Campus, QUT

Facilitators:

Dr. Hans E Klein, WACRA, Needham (Boston), U.S.A.

Prof. Charles H. Patti, Queensland University of Technology, Brisbane, Queensland, Australia

Dr. Jorge Alfonso Gonzalez Gonzales and Gustavo Fernandez, ITESM, Guadalajara, Mexico

Conference Adjourns

16:30 – 17:30 Free Time

17:30 – 21:30 OPTIONAL CULTURAL DINNER

(Separate registration—includes transportation, food and cricket demonstration).

Venue: *The Pavilion, Allan Border Field, 1 Bogan Street, Breakfast Creek. Tel: 3292-3155*

Departure from Royal on the Park Hotel (Cnr Alice and Albert Streets, Brisbane) at 17.30

Capturing a long and illustrious tradition of Australia as a great cricketing nation, delegates will be in the home of the Queensland Bulls cricket team. Demonstrations by Queensland Bulls coaches and players will provide an enviable opportunity to gain insights into the tricks and trades of this splendid sport. The Pavilion provides a magnificent setting for a delicious buffet meal. Cash bar.

Dress Code: Comfortable (street) clothing—bring a light sweater

21:30 Return to Hotels

Thursday – Sunday, July 6-9, 2006

POST CONFERENCE EDUCATIONAL-CULTURAL TOUR OPTIONS

Brisbane/Cairns: July 6 – 10, 2006

06 July (Thursday) 10.40am -Depart from Brisbane to Cairns.

Note: Departure time may have changed!

07 July (Friday) – Cairns

08 July (Saturday) – Cairns

09 July (Sunday) – Cairns

10 July (Monday) Cairns/Brisbane

Brisbane/Melbourne/Sydney: July 6 – 10, 2006

06 July (Thursday) 10.35am - Depart from Brisbane to Melbourne.

Note: Departure time may have changed!

07 July (Friday) – Melbourne

08 July (Saturday) – Melbourne/Sydney

09 July (Sunday) –Sydney

10 July (Monday) – Sydney (Tour ends in Sydney)

Further details on www.wacra.org

Click: Brisbane Conference Up-date, Conference Registration form,
Cultural/Educational Post Conference Touring

Contact at Group Travel Associates: Abdon Dantas
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