

**Saturday - July 2, 2005**

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**8:00 - 8:55** Breakfast at Continental Hotel

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**9:00 - 10:00** Standard Setting Committee Meeting at Continental Hotel

***Session 1***

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**10:00 - 13:30** WACRA® Executive and Advisory Board Meeting and Lunch  
at Continental Hotel

***Session 2***

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**15:00 - 22:00** Bus departs from Continental Hotel for Optional Life Small Brewery Case Study.  
(Separate registration).

Dress code: comfortable (street) clothing (includes transportation, food and some beer).

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**Sunday – July 3, 2005**

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**7:30 - 8:55** Breakfast at Continental Hotel

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**9:00** Bus departs from Continental Hotel for Mendel University

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**9:30 - 10:00** Registration for WICS participants at the University

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**Morning Sessions** Concurrent Sessions - Tracks A, B

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

**Session 3**

**Case Colloquium Director:** Dr. James Camerius, Northern Michigan University, MARQUETTE, MICHIGAN, U.S.A.

**Participants:**

Dr. Tjeerd Boonman, Instituto Tecnológico de Estudios Superiores, ZAPOPAN, JALISCO, MEXICO, Dr. Stephen Bowden, Waikato Management School, HAMILTON, NEW ZEALAND, Matt Casado, Northern Arizona University, FLAGSTAFF, ARIZONA, U.S.A., Dr. Edmundo González Zavaleta, ITESM-Campus Estado de México, ATIZAPAN DE ZARAGOZA, MÉXICO, Dr. Ricardo Hernández, University of Extremadura, CACERES, SPAIN, Eva Jarasova, University of Economics-Prague, PRAHA, CZECH REPUBLIC, Iva Kirovova, VSB Technical University of Ostrava, OSTRAVA, CZECH REPUBLIC, Dr. Chan H. Lee, Minnesota State University, MANKATO, MINNESOTA, U.S.A., Martin Lukes, University of Economics-Prague, PRAHA, CZECH REPUBLIC, Margaret Naumes, University of New Hampshire, DURHAM, NEW HAMPSHIRE, U.S.A., Dr. William Naumes, University of New Hampshire, DURHAM, NEW HAMPSHIRE, U.S.A., Marcela Papalova, VSB Technical University of Ostrava, OSTRAVA, CZECH REPUBLIC, Dr. C. P. Rao, Kuwait University, SAFAT, KUWAIT, Dr. Douglas Sanford, Jr., Towson University, TOWSON, MARYLAND, U.S.A., Dr. James Spalding, Bellarmine University, LOUISVILLE, KENTUCKY, U.S.A., Dr. Joan Winn, University of Denver, DENVER, COLORADO, U.S.A.

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**10:00 - 11:00** **Track B** Cross National Teaching Forum

**Session 4**

**Program Chair:** Dr. Amelia Klein, Wheelock College, BOSTON, MASSACHUSETTS, U.S.A.

**Participants:**

Armand Bajard, University Montesquieu Bordeaux IV / Bordeaux Business School, BORDEAUX, FRANCE, Ana Gil-García, Joaquín Villegas, Northeastern Illinois University, CHICAGO, ILLINOIS, U.S.A., Dr. Elizabeth Hawthorne, Richard J. Daley College, CHICAGO, ILLINOIS, U.S.A., Dr. Gloria Johannessen, California State University–Pomona, POMONA, CALIFORNIA, U.S.A., Dr. Pierre Mora, Bordeaux Ecole de Management, TALENCE, FRANCE, Dr. Al Rosenbloom, Dominican University, RIVER FOREST, ILLINOIS, U.S.A., Dr. Eduardo Rosker, UCES Universidad Ciencias

Sunday – July 3, 2005

Empresariales y Sociales, BUENOS AIRES, ARGENTINA, Christine Sudzina, Millburn Middle School, MILLBURN, NEW JERSEY, U.S.A., Dr. Pavel Zufan, Mendel University, BRNO, CZECH REPUBLIC

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**11:00 - 11:30 Refreshments**

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

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**11:30 - 12:30 Track B Cross National Teaching Forum (cont.)**

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**12:30 - 13:30 Lunch (for registered WICS participants only)**

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**13:45** Bus departs Mendel University for Continental Hotel

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**16:30 - 17:45 Registration at Continental Hotel. Pick up event admission tickets, name badges, conference information, etc.**

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**18:00 - 22:00** Bus departs Continental Hotel for Mendel University  
**Welcome Reception:** Rector Prof. Ing. Stanislav Prochazka, DrSc  
Dinner at Mendel University. Dress Code: Business attire

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**22:00** Bus departs from Mendel University for Continental Hotel

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**Monday - July 4, 2005**

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**7:30 - 8:55** Breakfast at Hotel

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**9:00** Bus departs from Continental Hotel for Mendel University

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**9:00 - 10:30** **Opening Plenary Session** *Session 5*

**Moderator:** Dr. Charles Patti, Queensland University of Technology, BRISBANE, QUEENSLAND, AUSTRALIA

**“WELCOME”**

Dr. Pavel Zufan, Mendel University, BRNO, CZECH REPUBLIC  
Dr. Hans E. Klein, Executive Director, ACT-WACRA®, NEEDHAM (BOSTON), U.S.A.  
Vice Rector Prof. Ing. Jana Stavkova, CSc, Mendel University, BRNO, CZECH REPUBLIC

**“A BRITISH CZECH EXPERIENCE”**

Dr. Ian Patrick Cowley, Mendel University, Brno, Czech Republic

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**10:30 - 11:00** Refreshments

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**11:15** **Bus leaves from Mendel University** for optional tour to Olomouc. Separate registration. Returns to Hotel by 16:30. Tour includes transportation, guided walking/shopping, lunch (pay-as-you-go). See further details on website registration form.

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

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**11:00 - 12:00** **Track A** *Session 6*

**Moderator:** Maria van Dessel, Queensland University of Technology, BRISBANE, QUEENSLAND, AUSTRALIA

**Presenters:**

EXPLORING THE EDUCATIONAL INTERFACE BETWEEN INDUSTRY AND ACADEMY

Dr. Carl-Johan Asplund, Dr. Lars Bengtsson, Lund Institute of Technology – Lund University, LUND, SWEDEN

THE INTERPLAY OF CASE STUDY AND GROUNDED-THEORY RESEARCH  
METHODS IN EXPLAINING FOREIGN-MARKET EXPANSION  
Zsuzsanna Vincze, Pan-European Institute, TURKU, FINLAND

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

*Session 7*

**Moderator:** Armand Bajard, University Montesquieu Bordeaux IV / Bordeaux  
Business School, BORDEAUX, FRANCE

**Presenters:**

HARNESSING MULTIMEDIA AND INTERACTIVE-ASSESSMENT TECHNOLOGIES TO  
PROMOTE AND EVALUATE COGNITIVE PROGRESSION AND CRITICAL THINKING  
IN THE CLASSROOM

Dr. Lynda Hodgson, Virginia Commonwealth University, RICHMOND, VIRGINIA, U.S.A.

TWENTY STRATEGIES FOR FACILITATING CASE DISCUSSIONS AND ENGAGING  
STUDENTS

Dr. Mary Sudzina, University of Dayton, DAYTON, OHIO, U.S.A.

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

*Session 8*

**Moderator:** Dr. Douglas Sanford, Towson University, TOWSON, MARYLAND, U.S.A.

**Presenters:**

INFORMED CONSENT IN RESEARCH FOR DEVELOPING CASE STUDIES  
Robert Hendersen, Grand Valley State University, ALLENDALE, MICHIGAN, U.S.A.

UNDERGRADUATE NURSING RESEARCH AND THE WEB – AN INTERACTION  
EFFECT

Dr. Marlene Rosenkoetter, Medical College of Georgia, John Rosenkoetter, East Central  
Regional Hospital, AUGUSTA, GEORGIA, U.S.A.

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

*Session 9*

**Moderator:** Evelyn Bata, University of Maryland, ADELPHI, MARYLAND, U.S.A.

**Presenters:**

OCEANA UNIVERSITY: RECRUITING INTERNATIONAL STUDENTS

Dr. Charles Patti, Queensland University of Technology, BRISBANE, QUEENSLAND,  
AUSTRALIA

CASE STUDY: WAGE-PAYMENT SYSTEM IN A FOREST ENTERPRISE

Stanislava Lišková, Pavel Tomšík, Mendel University of Agriculture and Forestry, BRNO,  
CZECH REPUBLIC

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11:00 - 12:00 **Track E**

**Session 10**

**Moderator:** Dr. Taïeb Hafsi, École des Hautes Études Commerciales (HEC),  
MONTREAL, QUEBEC, CANADA

**Presenters:**

MARIE-LOUISE ROY: IN TUNE WITH THE INNER SELF

Dr. Joëlle Piffaut-Hafsi, École des Hautes Études Commerciales (HEC), MONTREAL,  
QUEBEC, CANADA

CASOS DEL MARKETING TRUJILLANO EN PERÚ: ESTRATEGIAS DE SOLUCIÓN

Dr. Ramón Ariel Quesada, Instituto Superior Politécnico José A. Echeverría, HABANA,  
CUBA

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12:00 - 13:30 **Lunch**

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

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

**Session 11**

**Moderator:** Dr. Ronald Patten, DePaul University, Chicago, Illinois, U.S.A.

**Presenters:**

CASE WRITING PROCESS, LESSONS LEARNED

Florina Guadalupe Arredondo, Tecnológico de Monterrey, NUEVO LEON, MEXICO

DESIGNING MULTIPLE DISCIPLINE CASES

Dr. Carl Johan Asplund, Lund Institute of Technology, LUND, SWEDEN

Dr. Paula Jordan, National-Louis University, TAMPA, FLORIDA, U.S.A.

APPLICATION OF WRITTEN CASES IN MBA PROGRAM AT THE FACULTY OF  
ECONOMICS OF VSB-TU OSTRAVA

Iva Kirovová, VŠB-Technical University Ostrava, OSTRAVA, CZECH REPUBLIC

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

**Session 12**

**Moderator:** Dr. Samuel Henry, Portland State University, PORTLAND, OREGON,  
U.S.A.

**Presenters:**

IMPLEMENTATION OF THE CASE METHOD AT THE UNDERGRADUATE LEVEL: A  
STUDY ELABORATED BY TECNOLÓGICO DE MONTERRREY, CAMPUS  
GUADALAJARA

Dr. Jorge Alfonso González González, ITESM Campus Guadalajara, JALISCO, MÉXICO

THE NATIONAL-LOUIS UNIVERSITY EXPERIENCE REVISITED AGAIN – REVISION OF THE MBA PROGRAM

Dr. Edward Weiss, Dr. Doug Schreder, National-Louis University, CHICAGO, ILLINOIS, U.S.A.

LAUNCHING EXPERIENTIAL LEARNING AND CASE METHOD APPROACHES IN CZECH BUSINESS CLASSES

Eva Jarošova, Martin Lukeš, Joan Winn, University of Economics-Prague, PRAHA, CZECH REPUBLIC

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13:30 - 15:00 **Track C**

**Session 13**

**Moderator:** Dr. Dr. William Naumes, University of New Hampshire, DURHAM, NEW HAMPSHIRE, U.S.A.

**Presenters:**

VINICULTURE, WINE PRODUCTION AND WINE CONSUMPTION IN THE CZECH REPUBLIC

Helena Chládková, Pavel Tomšík, Mendel University of Agriculture and Forestry, BRNO, CZECH REPUBLIC

FROM A DETERMINIST TO A CONTINGENT APPROACH TO THE DIVERSIFICATION / PERFORMANCE LINKAGE: EFFECTS ON THE CONTENTS VALIDITY OF TRADITIONAL RELATED DIVERSIFICATION INDICATORS

Samia Belaounia, Rouen Graduate Business School, MONT SAINT AIGNAN, FRANCE

PROMOTING FORMATIVE INTERACTION IN THE CLASSROOM THROUGH MID-TERM EVALUATIONS: THE UNIVERSITY OF GEORGIA EXPERIENCE

Dr. Josef Broder, The University of Georgia, ATHENS, GEORGIA, U.S.A.

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13:30 - 15:00 **Track D**

**Session 14**

**Moderator:** Dr. John Goss, Shenandoah University, WINCHESTER, VIRGINIA, U.S.A.

**Presenters:**

LILIANE BRUNEAU: BUSINESS VENTURES, CREATIVITY, AND A PASSION FOR FASHION AND GOOD CAUSES

Dr. Joëlle Piffault, Dr. Taïeb Hafsi, École des Hautes Études Commerciales (HEC), MONTREAL, QUEBEC, CANADA

TEACHING STRATEGY USING THE CASE METHOD; THE MICHELIN CASE EXAMPLE

Marie-Florence Lamy, Groupe Esc Rouen, MONT-SAINT-AIGNAN, FRANCE

MANAGEMENT CONTROL AND BOLDNESS: A CASE STUDY OF THE GLENBOW MUSEUM

Andrée Lafortune, École des Hautes Études Commerciales (HEC), MONTREAL, QUEBEC, CANADA

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**13:30 - 15:00 Track E**

**Session 15**

**Moderator:** Grier Palmer, University of Warwick, COVENTRY, WARWICKSHIRE, U.K.

**Presenters:**

AUTOMATING A SMALL BUSINESS FOR GROWTH AND DEVELOPMENT: A CASE STUDY IN PROGRESS

Darius Joseph, Nova Southeastern University, FORT MEYERS, FLORIDA, U.S.A.

JOURNEY TO SMALL BUSINESS ENTREPRENEURSHIP: PERSONAL EXPERIENCES MAKE THE CASE

Matthias Eggertsson, Nova Southeastern University, POMPANO BEACH, FLORIDA, U.S.A.

ORGANIZATIONAL ARCHITECTURE, MANAGERIAL ECONOMICS AND THE NOT-FOR-PROFIT ORGANIZATION

Dr. Edward Weiss, National-Louis University, CHICAGO, ILLINOIS, U.S.A.

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**15:00 - 15:30 Refreshments**

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**15:30 - 16:30 Plenary Session**

**Session 16**

**Moderator:** Dr. Eduardo Rosker, Knowment, BUENOS AIRES, ARGENTINA

**“CENTRAL AND EASTERN EUROPEAN MANAGEMENT DEVELOPMENT ASSOCIATION (CEEMAN)”**

Bernard Beatty, Wake Forest University, PINNACLE, NORTH CAROLINA, U.S.A.

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**16:35** Bus leaves Mendel University for Continental Hotel

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**16:35 – 18:30 Free Time**

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**18:30 – 22:00** Bus departs from the Continental Hotel for ***Gala Dinner and Awards at Spilberk Castle*** (*elegant restaurant; splendid view of Brno*) Dress code: Business Attire.  
At 22.00 bus departs for Hotel.

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**Tuesday - July 5, 2005**

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**7:30 – 8:25** Breakfast at Hotel

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**8:30** Bus departs from Continental Hotel for Mendel University

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

**Session 17**

**Moderator:** Dr. Marie-Hélène Jobin, HEC Montreal, Quebec, Canada

**“CASE WRITING: ALTERNATIVE PARADIGMS”**

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

Margaret J. Naumes, University of New Hampshire, Durham, New Hampshire, U.S.A.

Dr. Janice Nath, University of Houston, Houston, Texas, U.S.A.

Dr. Al Rosenbloom, Dominican University, River Forest, Illinois, U.S.A.

Dr. Anthony Sallustio, Pace University, New York, New York, U.S.A.

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**10:30 - 11:00 Refreshments**

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**11:00 - 12:00** Depart on foot from Mendel University to visit *Tugenhat Villa*. Registered delegates and partners return to Mendel University for lunch and afternoon excursion to Lednice.

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

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**11:00 - 12:00 Track A**

**Session 18**

**Moderator:** Zsuzsanna, Vincze, Pan-European Institute, TURKU, FINLAND

**Presenters:**

USING MULTIPLE CASE METHOD APPROACHES IN A TAX RESEARCH COURSE

D. Larry Crumbley, Nicholas Apostolou, Louisiana State University, BATON ROUGE, LOUISIANA, U.S.A.

USING CASES IN A MIXED LEARNING ENVIRONMENT: MEETING THE CHALLENGES OF HIGHER EDUCATION REFORM

María van Dessel, Queensland University of Technology, BRISBANE, QUEENSLAND, AUSTRALIA

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

*Session 19*

**Moderator:** Bernard Beatty, Wake Forest University, PINNACLE, NORTH CAROLINA, U.S.A.

**Presenters:**  
SOLUTION OF PROBLEM “HOW AND WHERE TO PRODUCE”  
Renata Kučerová, Mendel University of Agriculture and Forestry, BRNO, CZECH REPUBLIC

USING THE CASE STUDY APPROACH IN A UNIVERSITY MULTICULTURAL CLASSROOM TO INFORM TEACHING/LEARNING PRACTICES IN DEALING WITH DIVERSITY  
Dr. Emiliano Gonzalez, University of St. Thomas, HOUSTON, TEXAS, U.S.A.

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

*Session 20*

**Moderator:** Dr. Lars Bengtsson, Lund Institute of Technology, LUND, SWEDEN

**Presenters:**  
STRATEGIC MANAGEMENT – AN ON-LINE COLLABORATION OF TWO CLASS GROUPS SEPARATED BY A SMALL POND AND SIX TIME ZONES  
Dr. Carl Johan Asplund, Lund Institute of Technology, LUND, SWEDEN  
Dr. Paula Jordan, National-Louis University, TAMPA, FLORIDA, U.S.A.

A SCENARIO-BASED CONTEXTUALIZATION METHOD: DESCRIPTION, DISCUSSION AND POSSIBLE USES  
Armand Bajard, Univ. Montesquieu-Bordeaux IV and Bordeaux Business School, BORDEAUX, FRANCE

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

*Session 21*

**Moderator:** Dr. Ricardo Hernández, University of Extremadura, CACERES, SPAIN

**Presenters:**  
ORGANIZING INFORMATION FOR ACTIVE LEARNING  
Dr. Ramón Ariel Quesada, J.A. Echeverría Technical University, HABANA, CUBA

STORYTELLING, A NEW APPROACH TO THE CASE METHOD  
Igor Calzada, MIK, S. Coop, MONDRAGÓN, GIPUZKOA, SPAIN

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11:00 - 12:00 **Track E**

*Session 22*

**Moderator:** Dr. Mary Sudzina, University of Dayton, DAYTON, OHIO, U.S.A.

Tuesday – July 5, 2005

**Presenters:**

THE USE OF CASES IN INSTRUCTIONAL TECHNOLOGY AND IN PREPARING  
TOMORROW'S TEACHERS

Amy Leh, California State University-San Bernardino, SAN BERNARDINO,  
CALIFORNIA, U.S.A.

CRISIS PREVENTION FOR THE BRITISH ROYAL FAMILY

Marcela Papalová, VŠB Technical University of Ostrava, OSTRAVA, CZECH REPUBLIC

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**12:00 - 13:00 Lunch**

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**13:15 -** Bus departs from Mendel University for excursion to **Lednice Castle**, cultural evening with folk music, wine-tasting and dancing in *Cejkovice*. **For registered delegates and registered partners/spouses.**  
Dress code: comfortable clothing, flat shoes for the afternoon. Light sweater for evening.

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**23:00** Return to the Continental Hotel

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**Wednesday - July 6, 2005**

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**7:30 – 8:25** Breakfast at Hotel

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**8:30** Bus departs from Continental Hotel for Mendel University

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

**Session 23**

**Moderator:** Dr. Elizabeth Hawthorne, Daley College-City College of Chicago, CHICAGO, ILLINOIS, U.S.A.

**“CULTURE - A CRITICAL CONSIDERATION WHEN USING INTERACTIVE TEACHING”**

**Panel Discussion:**

Dr. Ron Patten, DePaul University, Chicago, Illinois, U.S.A.  
Dr. Anthony Sallustio, Pace University, New York, New York, U.S.A.  
Dr. C. P. Rao, Kuwait University, Safat, Kuwait  
Prof. Eduardo Rosker, Knowment, Buenos Aires, Argentina  
Dr. Pierre Mora, Bordeaux Business School, Bordeaux, France

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**10:30 - 11:00 Refreshments**

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**Morning Sessions** Concurrent Sessions - Tracks A, B, C, D, E, F

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**11:00 - 12:00 Track A Learning With Cases Interactive Workshop**  
**“Helping Student Work Smarter, Not Longer Hours”**

**Session 24**

**Facilitator:** Dr. James A. Erskine, University of Western Ontario, LONDON, ONTARIO, CANADA

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

**Session 25**

**Moderator:** Dr. Paula Jordan, National-Louis University, TAMPA, FLORIDA, U.S.A.

**Presenters:**

TEACHERS' SELF AND PEER ASSESSMENTS BASED ON CASE CONSTRUCTION,  
APPLICATION AND ANALYSIS  
Ana Gil-García, Joaquín Villegas, Northeastern Illinois University, CHICAGO, ILLINOIS,  
U.S.A.

COURSE EVALUATION AND THE ONLINE STUDENT: THEORIES, PRACTICE AND  
PROBLEMS IN EVALUATING DISTANCE EDUCATION COURSES  
Dr. Peter Olson, Utica College, UTICA, NEW YORK, U.S.A.

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

**Session 26**

**Moderator:** Robert Hendersen, Grand Valley State University, ALLENDALE, MICHIGAN, U.S.A.

**Presenters:**  
CULTURAL CONSTRAINTS TO EFFECTIVE CASE METHOD OF LEARNING  
Dr. C.P. Rao, Kuwait University, SAFAT, KUWAIT

USING RACIALLY AND ETHNICALLY DEFINED CULTURE AND CLASS AS CATALYSTS FOR TEACHING  
Dr. John Goss, Shenandoa University, WINCHESTER, VIRGINIA, U.S.A.

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

**Session 27**

**Moderator:** Dr. Joëlle Piffault, Dr. Taïeb Hafsi, École des Hautes Études Commerciales (HEC), MONTREAL, QUEBEC, CA

**Presenters:**  
SETTING UP OF A MARKETING SKILLS PORTFOLIO  
Dr. Pierre Mora, Bordeaux Ecole de Management, TALENCE, FRANCE

IMPROVING THE ALIGNMENT BETWEEN AN INTEGRATIVE BUSINESS SIMULATION AND A CHANGING MBA CURRICULUM – PART 2  
Dr. Paul O'Neill, Dr. John Kerrigan, National-Louis University, CHICAGO, ILLINOIS, U.S.A.

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11:00 - 12:00 **Track E**

**Session 28**

**Moderator:** Dr. Louis Mancuso, Xavier University of Louisiana, NEW ORLEANS, LOUISIANA, U.S.A.

**Presenters:**  
THE WIRELESS WAR IN JAMAICA  
Paul Golding, University of Technology, Jamaica, KINGSTON, JAMAICA

CATHAY PACIFIC AIRWAYS – WHAT NEXT?  
Dr. John Hulpke, Cubie Lau, Hong Kong University of Science & Technology, Teresa Ho, Teleadapt, HONG KONG, CHINA

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11:00 - 12:00 **Track F**

**Session 29**

**Moderator:** Samia Belaounia, Rouen Graduate Business School, MONT SAINT AIGNAN, FRANCE

**Presenters:**

THE USE OF THE TECHNIQUE OF BUSINESS SIMULATION IN THE EDUCATION PROCESS

Edmundo González Zavaleta, ITESM - Campus Estado de México, ATIZAPAN DE ZARAGOZA, MÉXICO

FINANCIAL INNOVATION AND CAPITAL STRUCTURE-HINDUSTAN LEVER LIMITED  
Dr. Yatin Bhagwat, Grand Valley State University, GRAND RAPIDS, MICHIGAN, U.S.A.

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**12:00 - 13:00 Lunch**

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

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**13:00 - 15:00 Track A Writing Field Based Cases Interactive Workshop** **Session 30**  
“Tools And Concepts To Use In A Step By Step Process”

**Facilitator:** Dr. James A. Erskine, University of Western Ontario, LONDON, ONTARIO, CANADA

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**13:00 - 15:00 Track B** **Session 31**

**Moderator:** Dr. Irene Lange, California State University-Fullerton, FULLERTON, CALIFORNIA, U.S.A.

**Presenters:**

NEW ISSUES IN TEACHING ONLINE WITH CASE STUDIES

Dr. Mary Sudzina, University of Dayton, DAYTON, OHIO, U.S.A.

Christine Sudzina, Millburn Middle School, MILLBURN, NEW JERSEY, U.S.A.

THE EVOLUTION OF *WOMEN'S WORK*: GLOBAL WOMEN'S ISSUES

Carol Cumber, Diane Rickerl, South Dakota State University, BROOKINGS, SOUTH DAKOTA, U.S.A.

SAINT-GOBAIN: THE EXPANSION OPTIONS

Ashok Som, ESSEC Business School, CERGY PONTOISE, FRANCE

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**13:00 - 15:00 Track C** **Session 32**

**Moderator:** Dr. Carl-Johan Asplund, Lund Institute of Technology – Lund University, LUND, SWEDEN

**Presenters:**

CASE STUDIES FOR DEVELOPING CULTURAL PLURALISM

Dr. Samuel Henry, Portland State University, PORTLAND, OREGON, U.S.A.

TYPES OF BUSINESS ETHICS PROBLEMS AND STRATEGY ALTERNATIVES TO RESOLVE THEM DERIVED FROM CASE STUDIES WRITTEN BY STUDENTS: KUWAIT AND EGYPT

Dr. Ahmed Maher, Kuwait University, SAFAT, KUWAIT

A RE-ENACTMENT OF THE FRENCH REVOLUTION IN A 21<sup>ST</sup> CENTURY CLASSROOM: SOCIAL AND POLITICAL IDEALS IN FRANCE AND BRITAIN IN THE 18<sup>TH</sup> CENTURY TAUGHT WITH THE "REACTING" METHOD

Michael Rosenfeld, Dr. Anthony Sallustio, Pace University, NEW YORK, NEW YORK, U.S.A.

TEACHING MINORITY ENTREPRENEURS BUSINESS PLANNING USING ANDRAGOGY – A CASE STUDY

Dr. Louis Mancuso, Xavier University of Louisiana, NEW ORLEANS, LOUISIANA, U.S.A.

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13:00 - 15:00

**Track D**

**Session 33**

**Moderator:** Dr. Al Rosenbloom, Dominican University, RIVER FOREST, ILLINOIS, U.S.A.

**Presenters:**

HUMANIZING CALCULUS

Dr. Georgia Pyrros, University of Delaware, NEWARK, DELAWARE, U.S.A.

CASE STUDIES FOR TEACH LEADERS: LOOKING FOR THE VALUE

Janice Nath, University of Houston, HOUSTON, TEXAS, U.S.A.

CASE STUDY PERFORMANCE, INTELLIGENCE AND PERSONALITY

John Parkinson, York University, NORTH YORK, ONTARIO, CANADA

STUDYING MARKETING BY MEANS OF FRENCH LITERATURE

Anastasija Marcheva, D. Tsenov Academy of Economics, SVISHTOV, BULGARIA

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13:00 - 15:00

**Track E**

**Session 34**

**Moderator:** Margaret Naumes, University of New Hampshire, DURHAM, NEW HAMPSHIRE, U.S.A

**Presenters:**

WEATHER HEDGING IN GAS INDUSTRY

Jiří Hnilica, Prague University of Economics, PRAGUE, CZECH REPUBLIC

DIALOGUE, ART, AND REFLECTION STRATEGIES FOR CRITICAL LITERACY: TWO MINI-CASE STUDIES

B. Gloria Johannessen, California State University-Pomona, POMONA, CALIFORNIA, U.S.A.

HANDS-ON CYBER TEACHING: EFFECTIVE VIRTUAL CLASSROOM STRATEGIES  
FOR NON-TRADITIONAL OLDER ADULTS

Evelyn Bata, University of Maryland University College, ADELPHI, MARYLAND, U.S.A.

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13:00 - 15:00 **Track F**

**Session 35**

**Moderator:** Dr. Charles Patti, Queensland University of Technology, BRISBANE,  
QUEENSLAND, AUSTRALIA

**Presenters:**

A LIBERALIZED OR SAFEGUARDED CEMENT INDUSTRY IN JAMAICA  
Paul Golding, University of Technology, Jamaica, KINGSTON, JAMAICA

CHANGING TECHNOLOGY AND ITS IMPACT ON FAMILIES AND CONSUMERS IN A  
GLOBAL SOCIETY

Dr. Patricia McCallister, Eastern Illinois University, CHARLESTON, ILLINOIS U.S.A.

SCHOOL LEADERSHIP AND READING COMPREHENSION STRATEGIES: A 2004  
FULBRIGHT TEACHING AND RESEARCH EXPERIENCE

Ana Gil-García, Northeastern Illinois University, CHICAGO, ILLINOIS, U.S.A.

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15:00 - 15:30 **Refreshments at UCES**

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15:30 - 17:00 **Plenary Closing Session**

**Session 36**

**Facilitators:**

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

Dr. Pavel Zufan, Mendel University, Brno, Czech Republic

Dr. Charles Patti and Maria van Dessel, Queensland University of Technology, Brisbane, Australia

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

Conference Adjourns

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17:05 Bus leaves Mendel University for Continental Hotel

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17:05 - 19:00 **Free Time**

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19:00 - 23:30 Departure on foot (10 minute walk) from the Continental Hotel for optional *Cultural Evening and  
Dinner* (Separate registration) at **Besedni** Restaurant.

Dress code: **Business Attire.**

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23:00 **Return to Hotel**

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**Thursday – Sunday, July 7-10, 2005**

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**7:30 - 8:00** Breakfast at Hotel - Pay for your incidentals on Wednesday evening

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**POST CONFERENCE EDUCATIONAL-CULTURAL TOUR**

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**DAY 1 - THURSDAY, JULY 7**

**8:00** Departure from Continental Hotel for Prace – the Peace Monument of the battle of three emperors in 1805, followed by a visit of Zuran – a hill from which Napoleon organized his troops, and a visit to Slavkov Castle (Austerlitz). Lunch.

**14:00** Arrival at Moravsky kras Caves. Two hour boat tour followed by free time and dinner in *Skalni Mlyn*. Return to Continental Hotel in Brno.

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**DAY 2 - FRIDAY, JULY 8**

**9:00** Pay for your incidentals on Thursday evening.  
Departure from Continental Hotel for *Namest nad Oslavou* (lunch) and *Telc*.

**18:00** Arrival in Trebon. Overnight. Dinner at the hotel. Settle your incidentals.

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**DAY 3 – SATURDAY, JULY 9**

**9:00** Departure for *Cesky Krumlov* – tour, lunch in *Ceske Budejovice* (pay as you go). Travel to Karlstejn Castle.

**16:30** One guided tour of Karlstejn Castle. Travel to Prague. Overnight at Holiday Inn Prague. Dinner.

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**DAY 4 – SUNDAY, JULY 10**

**9:00** Bus transfer to Castle Hill. Guided walk beginning at the Castle Hill and ending at the Old Town Square. Tour ends.

*(Travel in modern tour bus, includes 3 nights hotel & breakfast, 2 lunches & 3 dinners, admission fees, guides, and entertainment.)*

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