

# W A C R A<sup>®</sup>

The World Association for Case Method Research & Application

## Twenty-Second International Conference July 3 - 6, 2005

### CONFERENCE PROGRAM

Conference Site:  
**Mendel University**  
Zemedelska 1  
**BRNO, CZECH REPUBLIC**

CONFERENCE LOCATION & HOTEL	POST CONFERENCE TOUR HOTELS
<p><b>Mendel University</b> <b>Pavel Zufan – Contact</b> Zemědělská 1 <u>BRNO, CZECH REPUBLIC</u> Tel: +420-545-132 500 Fax +420-545-132 535 Email: <a href="mailto:zufan@mendelu.cz">zufan@mendelu.cz</a> Website: <a href="http://www.mendelu.cz">www.mendelu.cz</a></p> <p><b>Continental Hotel</b> Kounicova 6, 602 00 BRNO, CZECH REPUBLIC Tel: +420-541-519-111 Fax: +420-541-211-203 email: <a href="mailto:info@continentalbrno.cz">info@continentalbrno.cz</a> <a href="http://www.continentalbrno.cz">http://www.continentalbrno.cz</a></p> <p><i>Registration will take place at the Continental Hotel on Sunday, July 3, from 16.30 – 17:45.</i></p>	<p><b><u>THURSDAY, JULY 7</u></b> <b>Continental Hotel</b> Kounicova 6, 602 00 BRNO, CZECH REPUBLIC Tel: +420-541-519-111 Fax: +420-541-211-203 email: <a href="mailto:info@continentalbrno.cz">info@continentalbrno.cz</a> <a href="http://www.continentalbrno.cz">http://www.continentalbrno.cz</a></p> <p><b><u>FRIDAY, JULY 8</u></b> <b>Hotel Regent</b> U Světa 750, 379 01 Třeboň Tel. +420-384-721-394-5 Fax +420-384-721-396 Email: <a href="mailto:marketing@bohemia-regent.cz">marketing@bohemia-regent.cz</a> <a href="http://www.bohemia-regent.ca">http://www.bohemia-regent.ca</a></p> <p><b><u>SATURDAY, JULY 9</u></b> <b>Holiday Inn Prague Congress Centre</b> Na Pankráci 15 / 1684 140 21 Praha 4 Czech Republic Tel: +420 296 895 000 Fax: +420 296 895 010 E-mail: <a href="mailto:main@holidayinn.cz">main@holidayinn.cz</a> <a href="http://www.holidayinn.cz">http://www.holidayinn.cz</a></p>

## Twenty Second International WACRA® Conference

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**Program Cover Design:** WACRA® Staff

**Acknowledgment:** WACRA® gratefully acknowledges the support of the conference hosts.

## 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 fifty countries. The organization'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, and conferences, including an annual international meeting 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 have included Lausanne, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal, Canada; Leysin, Switzerland; Warsaw, Poland, Edinburgh, Scotland, Marseille, France, Cáceres, Spain, Budapest, Hungary, Lund, Sweden, Mannheim, Germany, Bordeaux, France and Buenos Aires, Argentina. WACRA 2006 will be hosted by Queensland University of Technology in Brisbane, Australia, July 2-5, 2006. The 24<sup>th</sup> International Conference will take place at Instituto Tecnológico y de Estudios Superiores de Monterrey, Guadalajara, Mexico.

Membership is open to all individuals & organizations wishing to advance the objectives of the association. As a member you receive the WACRA NEWSletter, substantial discounts on WACRA publications, preferential rates at all WACRA® sponsored meetings, notices of all meetings and calls for papers. You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on a truly international scale.

Since 1998, WACRA® and ACT - The Academy for Creative Teaching - cooperate in a series of winter conferences on Creative Teaching. The first seven ACT conferences were held in Lucerne, Switzerland and in Vienna, Austria. The eighth ACT conference was held in San Juan, Puerto Rico and ACT 9 is scheduled to take place in Bolzano, Italy, January 3-6, 2006. Please visit the WACRA® homepage <http://www.wacra.org> for details and dates on other activities and future conferences.

For more information on WACRA® write to:

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Visit the WACRA® web site for additional information and conference up-dates:

[www.wacra.org](http://www.wacra.org)

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## TABLE OF CONTENTS

WACRA® 2005 Conference Program .....	1
Conference Organizing Committees.....	2
About WACRA®.....	3
WACRA® Executive and Advisory Boards .....	4
WACRA ® Program At-a-Glance .....	6
WACRA® 2005 Presenters, Facilitators, Moderators, Session Leaders .....	15
Conference Program and Schedule of Presentations .....	19
Abstracts of Presentations, Workshops and Sessions .....	36
Maps of Brno, Czech Republic .....	71
Call for Papers Academy for Creative Teaching Conference 2006 – Bolzano, Italy .....	73
Call for Papers for WACRA® 2006 in Brisbane, Australia.....	76
WACRA® Publications .....	80
IJCRA – The International Journal of Case Method Research & Application .....	81