

Saturday - June 25, 2011

Breakfast at Conference Hotels: Crowne Plaza / Holiday Inn Express

10:00 - 13:30 WACRA® Executive and Advisory Board Meeting and Lunch

Venue: Crown Plaza Dublin Northwood Conference Hotel

Session 1

Sunday – June 26, 2011

Breakfast at Conference Hotels: Crowne Plaza / Holiday Inn Express

WICS – WACRA Interactive Case Sessions will take place on Monday afternoon

Facilitators: Hans Klein, Joelle Piffault Hafsi, Irene Lange, Eduardo Rosker, James Spalding

Participants: Bata, Brunic Celli, Buttarò, Cortes, Hernandez, Kumar, Lopez de Guereño, Palmer, Rasha, Shirokova, Starov, Villarreal, Zamulin

18:00 - 19:00 REGISTRATION

Pick up conference materials, event admission tickets, name tags, information
Venue: Crowne Plaza Hotel

19:00 – 21:30 WELCOME RECEPTION AND DINNER

(for registered delegates & registered partners/spouses)

Crowne Plaza Conference Centre – Redwood Suite C

Dress Code: Casual Business Attire

Monday - June 27, 2011

Breakfast at Conference Hotels: Crowne Plaza / Holiday Inn Express

8:30 Late Registration

9:00 - 10:30 **Opening Plenary Session** *Session 2*

Venue: Crowne Plaza Conference Centre – Redwood Suite A)

Welcome – Introduction / Opening Remarks

Dr. Hans E. Klein, President & Executive Director, ACT-WACRA[®], Needham (Boston), U.S.A.

Moderator: Dr. Amelia Klein, Director of Education, ACT-WACRA[®], Needham (Boston), U.S.A.

TELL IT LIKE IT IS:

“ADDRESSING LIBERATION AND SOCIAL JUSTICE THROUGH CASE RESEARCH”

Dr. Samuel D. Henry, Portland State University, Portland, Oregon, U.S.A.

Dr. Donna Beegle, Communication Across Barriers, Tigard, Oregon, U.S.A.

10:30 - 11:00 Refreshments – Conference Foyer

Morning Concurrent Sessions - Tracks A & B

11:00 - 12:30 **Track A** *Session 3*

Venue: Redwood Suite A

Moderator: Elena Rasha, St. Petersburg University- GSOM, St. Petersburg, Russia

Presenters:

GLOBAL DIALOGUE: USING VIDEO TO ENHANCE THE INVOLVEMENT OF STUDENTS OF TWO BUSINESS SCHOOLS - RUSSIA AND THE U.S. - IN THE PROCESS OF MUTUAL LEARNING EACH OTHER'S VALUES

Dr. Andrey Zamulin, St. Petersburg State University, St. Petersburg Russia

THE IMPACT OF CALCULUS ON EVERYDAY LIFE

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

THE ROLE OF RESEARCH ETHICS BOARDS IN CASE RESEARCH

Dr. John Walsh, University of Guelph-Humber, Toronto, Ontario Canada

11:00 - 12:30 Track B

Session 4

Venue: Room 9/10

Moderator: Dr. Mejai Avoseh, University of South Dakota, Vermillion South Dakota U.S.A.

Presenters:

CASES OF NEED: VOICES FROM PRISON ON ADVICE TO NEW TEACHERS FROM INMATES

Janice L. Nath, University of Houston – Downtown, Houston, Texas, U.S.A.

TEACHING CASES IN SERVICE-LEARNING FOR CONNECTING ACADEMIC CONTENT WITH COMMUNITY ENGAGEMENT: PREPARATION, PRAXIS, AND PERFORMANCE

Christine Cress, Portland State University, Portland, Oregon, U.S.A.

TEACHING BASIC FRENCH WITH TECHNOLOGY

Dr. Anthony Sallustio, Iona College, New Rochelle, New York, U.S.A.

12:30 - 13:30 Lunch – Touzai Restaurant at Crowne Plaza Hotel
(for registered delegates & registered partners only)

Afternoon Concurrent Sessions - Tracks A & B

13:30 - 15:00 Track A

Session 5

Venue: Redwood Suite A

Moderator: Joelle Piffault, HEC, Montreal Quebec Canada

Presenters:

FRENCH WINE SMALL AND MEDIUM SIZE FIRMS FACING THE GLOBAL CRISIS
Prof. Pierre Mora, BEM Bordeaux Management School, Talence, France

FROM TEXT- TO TECHNOLOGY-BASED CASE STUDY: A FOCUS ON PLAGIARISM

Dr. Patricia Brock, Walden University, Somerville New Jersey U.S.A.

MENTORING FACULTY MEMBERS: NARRATIVES FOR DISCUSSING INCIDENTS OF ACADEMIC DISHONESTY

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

13:30 - 15:00 Track B

Session 6

Venue: Room 9/10

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

Presenters:

NORTH GEORGIA ACE: A CO-OP DECISION IN THE RETAIL HARDWARE INDUSTRY
Kip Pirkle, University of Georgia, Athens Georgia U.S.A.

POLICING THE NOTTING HILL CARNIVAL: TAMING A WICKED PROBLEM
Jonathan Tritter, University of Warwick, Coventry, United Kingdom
Grier Palmer, University of Warwick, Coventry, United Kingdom

THE POWER OF INTERIOR DESIGN
Krishna Kumar, Indian Institute of Management Lucknow, Lucknow, India

15:00 - 15:30 Refreshments – Graduate Building Lobby First Floor

15:30 - 17:00 Track A (English WICS) Session 7

Venue: Redwood Suite A

Facilitators: Dr. Hans Klein, WACRA, Needham, Massachusetts, U.S.A.
Dr. James Spalding, Bellarmine University, Louisville Kentucky, U.S.A.
Irene Lange, California State University, Fullerton, California U.S.A.

Presenters:

DEVELOPING AN APPLIED TEACHING CASE STUDY OF POLICE PARTNERSHIP:
CAPACITY BUILDING FOR ACADEMICS, STUDENTS, PROFESSIONALS AND
ORGANISATIONS

Jonathan Tritter, University of Warwick, Coventry, United Kingdom
Grier Palmer, University of Warwick, Coventry, United Kingdom

ONA CLINIC: ENTREPRENEURSHIP IN HEALTH CARE
Galina Shirokova, St. Petersburg University, GSOM, St. Petersburg Russia

REWARDS GALORE
Krishna Kumar, Indian Institute of Management Lucknow, Lucknow, India

15:30 – 17:00 Track B (Spanish WICS) Session 8

Venue: Room 9/10

Facilitator: Dr. Eduardo Rosker, WACRA, Knowment, Buenos Aires, Argentina
CESA – Colegio de Estudios Superiores de Administración – Bogotá,
Colombia

Presenters:

ASOPESCAR: INVERSIÓN SOCIAL DE NORPETROL VENEZUELA
Josefina Bruni Celli, IESA-Instituto de Estudios Superiores de Administracion,
Caracas, Venezuela

DESARROLLO Y POBREZA: CASO ASOFRUTAS
Juan Alejandro Cortes Ramirez, Universidad Pontificia Bolivariana, Medellin, Antioquia
Colombia

19:30 GALA DINNER AND AWARDS
(for registered delegates & partners/spouses)

Venue: Crowne Plaza Conference Centre – Redwood Suite C

Dress code: Business Attire

Tuesday - June 28, 2011

Breakfast at Conference Hotels: Crowne Plaza / Holiday Inn Express

Morning Concurrent Sessions - Tracks A & B

9:00 - 10:30 Track A **Session 9**

Venue: Redwood Suite A

Moderator: Dr. Janice Nath, University of Houston-Downtown, Houston, Texas, U.S.A.

Participants:

USING EVIDENCE TO ASSESS TEACHER CANDIDATE'S UNDERSTANDING OF CULTURALLY AND LINGUISTICALLY DIVERSE STUDENT NEEDS: TWO CASES

Kim Ilosvay, Portland State University, Portland, Oregon, U.S.A.

Dr. Samuel Henry, Portland State University, Portland, Oregon, U.S.A.

A CASE STUDY OF A PROFESSIONAL STUDY GROUP

Maika Yeigh, Portland State University, Portland, Oregon, U.S.A.

Dr. Samuel Henry, Portland State University, Portland, Oregon, U.S.A.

FROM POVERTY TO DOCTORATE: ONE WOMAN'S JOURNEY

Dr. Donna Beegle, Communication Across Barriers, Tigard, Oregon, U.S.A.

9:00 - 10:30 Track B **Session 10**

Venue: Room 9/10

Facilitator: Ann Unterreiner, Valdosta State University, Valdosta, Georgia, U.S.A.

Participants:

REDUCING "DISTANCE" IN DISTANCE EDUCATION THROUGH TECHNOLOGY AND HUMANISTIC CONSIDERATIONS: THE CASE OF A UNIVERSITY

Dr. Mejai Avoseh, The University of South Dakota, Vermillion, South Dakota, U.S.A.

LOUISE ROY: INTRAPRENEURSHIP THROUGH ORGANIZATIONAL CHANGE (A-D)

Joëlle Piffault, HEC, Montréal, Québec, Canada

CHARLES SIROIS ET ENABLIS RÉSEAU ENTREPRENEURIAL (2011)

Laurent Lapierre, HEC, Montréal, Québec, Canada

10:30 - 11:00 Refreshments – Conference Foyer

11:00 - 12:30 Track A

Session 11

Venue: Redwood Suite A

Moderator: Dr. Peggy Anderson, Metro State College of Denver, Centennial, Colorado, U.S.A.

Participants:

EDUCATIONAL PROGRAMS: HELPING ACHIEVE DREAMS FOR FIRST GENERATION STUDENTS

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

Lynda LeClair, Sam Houston State University, Huntsville, Texas, U.S.A.

TEACHER CHANGE AND THE IMPLEMENTATION OF PROFESSIONAL DEVELOPMENT NEW YORK CITY PUBLIC SCHOOLS WORK WITH IDENTITY

Dr. Lucia Buttaro, Adelphi University, Garden City, New York, U.S.A.

FORMAL AND INFORMAL MENTORING IN ACADEMIA FOR THE 21ST CENTURY

B. Gloria Guzman Johannessen, Texas State University, San Marcos, Texas, U.S.A.

Ann Unterreiner, Valdosta State University, Valdosta, Georgia, U.S.A.

11:00 - 12:30 Track B

Session 12

Venue: Room 9/10

Facilitator: Dr. Laurent Lapierre, HEC, Montréal, Québec, Canada

Participants:

RUSSIAN CASE STUDIES CENTER WWW.CASE-CENTER.RU: AS THE BASIS FOR CREATING AND DISSEMINATING NEW KNOWLEDGE

Sergei Starov and Elena Rasha, GSOM-St. Petersburg State University, St. Petersburg, Russia

THE ALBERTA / HASKAYNE EXECUTIVE MBA PROGRAM: THE CASE OF A SUCCESSFUL REGIONAL PROGRAM

Jack Kulchitsky, University of Calgary, Calgary, Alberta, Canada

KICKAPOO COFFEE – AN ENTREPRENEURIAL CASE STUDY

Douglas Schreder, National Louis University, Chicago, Illinois, U.S.A.

12:30 - 13:30 Lunch – Touzai Restaurant at the Crowne Plaza Hotel

(for registered delegates & registered partners only)

13:30

Free Time

Dinner suggestion: “The Bank”, a land mark restaurant on College Green in Dublin Centre. The Public Bus for returning to the conference hotels stops in front of the restaurant.

The buses to and from the city centre are 16A, 33, 41A, 41B, 41C

Wednesday - June 29, 2011

Breakfast at Conference Hotel: Crowne Plaza / Holiday Inn Express

9:00 - 10:30 Plenary Session

Session 13

Venue: Crowne Plaza conference Centre - Redwood Suite A

Moderator: Dr. Anthony Sallustio, Iona College, New Rochelle, New York, U.S.A.

“ECCH Presentation”

Hayley Goldsmith, *ecch*, Cranfield University, Wharley End, Beds, United Kingdom

“MEN, AGING AND ENVIRONMENT TRENDS: AN INTERVENTION FRAMEWORK BASED ON CASE STUDIES TO EFFECTIVELY MANAGE THE MALE LIFE TRAJECTORY”

Dr. Evelyn J. Bata, University of Maryland-University College, Adelphi, Maryland, U.S.A.

10:30 - 11:00 Refreshments – Conference Foyer

Morning Concurrent Sessions - Tracks A & B

11:00 - 12:30 Track A

Session 14

Venue: Redwood Suite A

Moderator: Dr. Audrey Cohen, Kingsborough Community College, New York, New York, U.S.A.

Presenters:

SEXUAL HARASSMENT—A HOT TOPIC FOR BUSINESS

Dr. Shirley Ezell and Dr. Marcella Norwood, University of Houston, Houston, Texas, U.S.A.

DEVELOPMENT AND EFFECTIVE LEADING OF STUDENT TEAM WORK

Martina Chládová and Miroslav Lorenc, University of Economics-Prague, Prague, Czech Republic

DEVELOPING STUDENTS INTO GLOBAL CITIZENS: THE CASE FOR INFUSING SERVICE-LEARNING INTO ACADEMIC AND PROFESSIONAL CAREERS

Dr. Michael Savage and Dr. Lawrence Carroll, Elmhurst College, Elmhurst, Illinois, U.S.A.

11:00 - 12:30 Track B - Spanish Session

Session 15

Venue: Room 9/10

Moderator: Eduardo Rosker, WACRA, Knowment, Buenos Aires, Argentina and
CESA – Colegio de Estudios Superiores de Administración – Bogotá,
Colombia

Presenters:

LA FORMACIÓN DEL ADMINISTRADOR Y LA COMPRENSIÓN DEL SABER
ADMINISTRATIVO: AVANCES EN EL ESTADO DEL ARTE

Juan Alejandro Cortés Ramirez, Universidad Pontificia Bolivaria, Medellin, Antioquia
Colombia

DEBEMOS, QUEREMOS,... ¿PODEMOS?: APLICACIÓN DEL MÉTODO DEL CASO
EN UN CONTEXTO DOCENTE TRADICIONAL: UN CASO PARTICULAR
Aritza López de Guereño and Dr. Oskar Villarreal, Universidad del País Vasco, Bilbao,
Bizkaia, España

LA ÉTICA EN EL SALÓN DE CLASES

Dr. Hugo Becquer Paz Quintero, Escuela Militar De Aviación Marco Fidel Suarez, Cali,
Valle Del Cauca, Colombia

12:30 - 13:30 Lunch – Touzai Restaurant at the Crown Plaza Hotel

(for registered delegates & registered partners/spouses only)

11:30 - 12:30 Track A

Session 16

Venue: Redwood Suite A

Moderator: Gloria Johannessen, Texas State University-San Marcos, San Marcos,
Texas, U.S.A.

Presenters:

CROSS-CULTURAL CASE STUDY CONVERSATION: WHEN PLAGIARISM MIGHT
NOT BE PLAGIARISM

Dr. Patricia Brock, Walden University, Somerville New Jersey U.S.A.

RUNNING HEAD: PLAGIARISM IN HIGHER EDUCATION: TIPS AND
RECOMMENDATIONS FOR ITS PREVENTION

Dr. Lucia Buttaro, Adelphi University, Garden City, New York, U.S.A.

COLLABORATION CHALLENGES ACROSS CONTINENTS & CULTURES:

INTERNATIONAL CASE STUDIES OF DYSLEXIA RESEARCH PROJECT

Dr. Peggy Anderson, Metro State College of Denver, Centennial, Colorado, U.S.A.

Regine Meier-Hedde, Dyslexia Therapy, Hamburg, Germany

13:30 - 15:00 Track B - Spanish Session

Session 17

Venue: Room 9/10

Moderator: Juan Alejandro Cortés Ramirez, Universidad Pontificia Bolivaria,
Medellin, Antioquia COLOMBIA

Presenters:

PRIMEROS PASOS DE LA MARCA PAÍS: "COLOMBIA ES PASIÓN"

Eduardo Rosker, CESA – Colegio de Estudios Superiores de Administración, Bogota, Colombia

EL "METODO DE CASOS" Y LA EXPERIENCIA DEL ALUMNO-PROFESOR EN LA ASIGNATURA FRANCES PARA ASIMILAR LA MULTICULTURALIDAD

Tatiano Enache de Ioan, Universidad Metropolitana, Guarenas, Caracas, Venezuela

EL USO DE CASOS PARA MEDIR LA CAPACIDAD EXPORTADORA DE LAS EMPRESAS

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

15:00 - 15:30 Refreshments - Conference Foyer

15:30 - 16:00 Closing Session

Session 18

Venue: Crowne Plaza conference Centre - Redwood Suite A

Dr. Hans E. Klein, President & Executive Director, ACT-WACRA[®], Needham (Boston), U.S.A.

17:50 Departure for Optional Dinner from the Crowne Plaza Hotel
(separate advance registration required)

18:45 Arrival at the Irish House Party and Socializing in the Sitting Room
DINNER AND ENTERTAINMENT (separate advance registration required)
Venue: "The Irish House Party" – (Irish Ceili)
Dress Code: Business Casual

22:00 Return to Conference Hotel

Thursday, June 30 – Sunday, July 3, 2011

Educational-Cultural Post Conference Tour

The tour starts at the Crowne Plaza Hotel Dublin-Northwood and ends in Limerick at the Clarion Hotel, a ten minute taxi ride from Shannon International Airport.

Day 1- Departure 9.00 (after breakfast). Bring your luggage to the lobby before breakfast. Dublin via Tipperary, Blarney Castle, Woolen Mills to Parknasilla. Overnight at the Parknasilla Resort & Spa Hotel near Sneem.

Day 2 - Travel over Moll's Gap onwards to Killarney for some free time and onwards around the Ring of Kerry. Overnight at the Parknasilla Resort & Spa Hotel near Sneem.

Day 3 -Travel to Talbert, take the ferry across the Shannon and onwards to the Cliffs of Moher and through the Burren National Park to Limerick. Overnight at the Clarion Hotel in Limerick.

Day 4 - Day tour to Galway and return to Limerick. Overnight at the Clarion Hotel in Limerick.

Day 5 – Tour ends after breakfast, **depart for home or other destinations**. Bon voyage!

Irish Rail connection: Limerick – Dublin

Limerick Junction to Dublin Heuston	<u>Departure</u>	<u>Arrival</u>
	09:34	11:15
	10:31	12:25
	11:34	13:23

Fare: Euro 29.00

