

CALL FOR PAPERS CASE METHOD

Research, Application, Case Writing, Interactive Methods
35th International Conference

Rotterdam, The Netherlands

June 30 - July 5, 2018

Conference theme: “Learning by Doing – The Case for the Short Case”

The case method can play an important role in solving problems and in teaching problem-solving in academia and in industry, as well as in initiating and managing change. This conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. The conference solicits papers, cases and other contributions on teaching and research using cases, papers presenting methods for using, writing and collecting information for cases and papers discussing the underlying pedagogical and scientific bases. Papers and cases that address the following challenges of the conference theme are especially welcome

- Bridge theory and practice.
- Foster responsible, professional attitudes, values and personalities.
- Develop authentic leaders for sustainable change in organizations and societies.
- Promote ethical behavior to change organizational structures.
- The story-telling aspect of cases as it relates to understanding and implementing successful change management,
- Analysis innovation as basis for changes and environmental adaptation.

WACRA® conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome.

WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. The best paper/case are recognized.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages), or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from the WACRA web site below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.

Receipt of all proposals/papers will be acknowledged and the results of the review will be send by e-mail. **All proposals and papers are due on or before January 15, 2018. Completed papers received prior to March 31, 2018** will be considered for publication in the **refereed International Journal of Case Method Research & Application - IJCRA**. Conference language is English with tracks in Spanish and French. **Register on or before March 25, 2018.**

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