

World Association For Case Method Research & Case Method Application

W A C R A[®]

**WORLD-CLASS TEACHING
AND LEARNING**

Including
Poverty Alleviation, Continuing Education and Distance Learning

Twenty-Fifth International Conference

hosted by

**NAPIER UNIVERSITY
EDINBURGH, SCOTLAND
June 29 – July 2, 2008**



**WACRA[®] 23 Mackintosh Avenue NEEDHAM (BOSTON) MA 02492-1218 U.S.A.
Tel. +781-444-8982 e-mail: wacra@rcn.com Fax +781-444-1548 <http://www.wacra.org>
Conference Office: 3817 Tonsley Place, HIGH POINT, NC 27265-9278 U.S. A.
Tel. +336-404-6256 Fax +336-307-3185 e-mail: smithdmwacra@triad.rr.com**

W A C R A [®]

The World Association for Case Method Research & Application

Twenty-Fifth International Conference

June 29 – July 2, 2008

Conference Site:

Napier University

Craiglockhart Campus

EDINBURGH, SCOTLAND EH14 1DJ

CONFERENCE LOCATION & HOTELS

Napier University

Craiglockhart Campus
EDINBURGH, SCOTLAND EH14 1DJ

Tel: +44-131-455-4300

Fax +44-131-455-4540

Website: <http://www.napier.ac.uk>

Emergency contact information:

Rob Wilkinson – Contact

Napier University
Craiglockhart Campus – Room 2/49

Tel: +44-131-455-4300

Email: r.wilkinson@napier.ac.uk

Novotel Edinburgh Centre

**(Emily Young – Contact at Edinburgh
Convention Bureau)**

80 Lauriston Place
EH3 9DE EDINBURGH, SCOTLAND, UK

Tel: +44-131-656-3500

Fax: +44-131-656-3510

Email: Emily.Young@conventionedinburgh.com

<http://www.novotel.com/>

Post Conference Tour Hotels

Premier Inn Elmbank – July 3, 2008

10 Elmbank Gardens
GLASGOW

Tel: +44-(0)141-221-1000

Loch Ness Lodge – July 4, 2008

DRUMNADROCHIT

Tel: +44(0)1456-450-342

Aberdeen Douglas Hotel – July 5, 2008

43-45 Market Street
ABERDEEN

Tel. +44(0)870-701-4444

Express by Holiday Inn – July 6, 2008

1 Picardy Place
EDINBURGH

Tel. 44-(0)131-558-2300

Twenty Fifth International WACRA® Conference

Organizing Committee: Hans E. Klein (WACRA®), David Stevenson (Napier University), Bill Naumes (Univ. of New Hampshire), Peggy Naumes (Univ. of New Hampshire), Amelia Klein (WACRA®), Al Rosenbloom, St. Xavier University, Chicago, Illinois, U.S.A., Eduardo Rosker, Knowment, Buenos Aires, Argentina and Universidad del Rosario, Bogotá, Colombia

Conference Director: Hans E. Klein, WACRA®

Host: Napier University Business School, Edinburgh, Scotland

Local Committee: Rob, Wilkinson, David Stevenson, Jim Gallagher

Manuscript Peer Review: Denise Smith (WACRA® Conference Center), Joëlle Piffault-Hafsi, French/Spanish Language (HEC), Eduardo Rosker, Spanish Language (Knowment), Bill & Peggy Naumes, Case Colloquium (Univ. of New Hampshire)

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, Buenos Aires, Argentina, Brisbane, Australia, and Guadalajara, México. The 25th International Conference will take place at Napier University, Edinburgh, Scotland, June 29-July 2, 2008. For the 26th International Conference sites in St. Petersburg, Russia and Vancouver, Canada are being considered.

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, the ninth and tenth ACT conferences were held in Italy and ACT 11 was held in Munich, Germany. ACT 12 is scheduled for Sedona, Arizona, U.S.A, January 3-6, 2009. 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:

WACRA® - World Association for Case Method Research & Application

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**

Tel. +781-444-8982 e-mail: wacra@rcn.com Fax: +781-444-1548

Conference Office: 3817 Tonsley Place, HIGH POINT, NC 27265 U.S.A.

Tel. +336-404-6256 Fax +336-307-3185 e-mail: smithdmwacra@triad.rr.com

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

www.wacra.org

WACRA® Executive Board

Executive Director

Dr. Hans E. Klein

WACRA, Inc.
NEEDHAM (BOSTON), MA U.S.A.

Director Technology

Dr. Josef Broder

UNIVERSITY OF GEORGIA
ATHENS, GEORGIA, U.S.A.

Director Entrepreneurship

Dr. Ricardo Hernández Mogollón

UNIVERSITY OF EXTREMADURA
CÁCERES, SPAIN

Director Education

Dr. Amelia J. Klein

WHEELOCK COLLEGE
BOSTON, MASSACHUSETTS, U.S.A.

Director Development & Membership

Dr. Joëlle Piffault

H.E.C.
MONTREAL, QUEBEC, CANADA

Director Information Systems

Dr. Robert DeMichiell

DEMICHIELL ASSOCIATES
WATERFORD, CONNECTICUT, U.S.A.

Director Communications

Dr. Keith Martin

FAIRFIELD UNIVERSITY
FAIRFIELD, CONNECTICUT, U.S.A.

Director Marketing & Public Relations

Dr. Lars Bengtsson

LUND UNIVERSITY
LUND SWEDEN

Director Sponsor Management

Dr. Charles Patti

Denver University
DENVER, COLORADO, U.S.A.

Director Agricultural Business

Dr. Pavel Zufan

MENDEL UNIVERSITY
BRNO, CZECH REPUBLIC

Director Marketing

Prof. Pierre Mora

BORDEAUX ECOLE DE MANAGEMENT
BORDEAUX, FRANCE

Director Latin America

Prof. Eduardo Rosker

KNOWMENT
BUENOS AIRES, ARGENTINA

WACRA® Advisory Board

Botswana

Dr. Mbaki A. Chamme, University of Botswana, GABORONE
BOTSWANA

Canada

Dr. Taïeb Hafsî, H.E.C., MONTREAL, CANADA

Dr. Laurent Lapierre, H.E.C., MONTREAL, CANADA

China

Dr. Jane Jackson, The Chinese University of Hong Kong, HONG
KONG, CHINA

Kenya

Dr. Peter Lewa, United States International University (USIU),
NAIROBI, KENYA

Kuwait

Dr. C.P. Rao, Kuwait University, SAFAT, KUWAIT

Scotland

David Stevenson, Napier University, EDINBURGH, SCOTLAND

Slovenia

Dr. Janko Kralj, University of Maribor, MARIBOR, SLOVENIA

Spain

Dr. Alfonso Vargas, University of Huelva, HUELVA, SPAIN

Sweden

Dr. Bengt Kjellén, University of Stockholm / University of Trollhättan,
UDDEVALLA, SWEDEN

United States

Dr. James Camerius, N. Michigan Univ., MARQUETTE, MI, U.S.A.

Dr. Patricia Ann Brock, Pace University, NEW YORK, NY, U.S.A.

Dr. George Dupuy, Shorter College, ROME, GA, U.S.A.

Dr. Emiliano Gonzalez, Univ. of St. Thomas, HOUSTON, TX, U.S.A.

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

Dr. Stephanie Hurt, Meredith College, RALEIGH, NC, U.S.A.

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

Dr. Joseph A. McHugh, KM Associates, DEDHAM, MA, U.S.A.

Dr. Ronald Patten, DePaul University, CHICAGO, IL, U.S.A.

Dr. Peter Olson, Mountain Sate Univ., Martinsburg, WV, U.S.A.

Dr. Ramón Ariel Quesada, Miami Dade College, MIAMI, FL, U.S.A.

Dr. Anthony T. Sallustio, Pace University, NEW YORK, NY, U.S.A.

TABLE OF CONTENTS

WACRA® 2008 Conference Program	1
Conference Organizing Committees.....	2
About WACRA®.....	3
WACRA® Executive and Advisory Boards	4
WACRA ® Program At-a-Glance	6
WACRA® 2008 Presenters, Facilitators, Moderators, Session Leaders	12
Conference Program and Schedule of Presentations	15
Abstracts of Presentations, Workshops and Sessions	30
Maps of Edinburgh, Scotland.....	63
Call for Papers for WACRA® 2009 in St. Petersburg, Russia.....	66
Call for Papers Academy for Creative Teaching Conference 2009 – Sedona, Arizona, U.S.A.....	70
WACRA® Publications	74
IJCRA – The International Journal of Case Method Research & Application	75