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ACT18 in Rome, Italy
January 3 - 7, 2016
Register before November 8, 2015

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From the Executive Board

The Board is delighted to announce that the

- **18th Creative Teaching Conference will take place in Rome, Italy** from January 3-7, 2016. Conference Hotel is the Radisson Blu Rome Hotel featuring a sleek, minimalist design, each of the 232 rooms (including 23 Junior Suites and 14 ease of access rooms) offer free high-speed, wireless internet, individual climate control and free access to the health center gym. The stylish Restaurant Sette, serves delectable cuisine and the rooftop restaurant Zest, a casual restaurant, serves breakfast, lunch and dinner. The 5* Hotel is located in the enchanting center of Rome near Termini, in proximity of attractions and within walking distance of the Colosseum, the Opera House, the Forum ruins and within easy reach of the subway, the main railway station and transportation from and to Leonardo de Vinci-Fiumicino International Airport. At the airport, take the convenient (30 minute) Leonardo Express train to Termini Station and walk 5 minutes to the Radisson Blu Conference Hotel (details on pp 11 & 17).

There are many reasons to visit one of the most famous tourist destinations in the world. A walk through ROME, any time of the year, is a walk through time and history spanning over 2,000 years (see page 3). It is especially enjoyable in Winter. In January there are no crowds, no 100-degrees days, lower airfares and accommodation prices, sightseeing without advance reservations - more on p. 4.

The conference title is “Effective Interactive Teaching”. For the Calls for Papers (English and Spanish), the Preliminary Conference Program and other details go to pages 3, 4, 11, 12, 13, 14, 15 and 17. Submit papers, panel and workshop proposals for ACT18 NOW for an expedited review and register before Nov. 8, 2015 (refer to page 15 of the NEWSletter for registration details).

- **From July 3 - 8, 2016, WACRA will meet in Lima, Peru at Pontificia Universidad Católica del Perú (PUCP) for the 33rd International Conference on Case Method Research & Application.** The host of the conference will be the Facultad de Gestion y Alta Direccion. The University was founded in Lima in 1917 and today is Peru’s number one university, one of the twenty-five best universities in Latin America and the only Peruvian university to be listed in the international rankings among the top five-hundred universities in the world. Refer to pp. 5 and 9. Join WACRA in Lima next July, engage in discussions conference hosts and colleagues from around the world and learn about the fascinating Inca and Spanish heritage of Peru.

- The 32nd WACRA conference in Odense, Denmark, June 28 to July 2, 2015, was an enriching, memorable event. Delegates from Australia, Canada, Colombia, Germany, France, Israel, Mexico and the US joined in presenting and discussing completed and on-going research and exploring joint ventures and exchanges.

Participants of the 2015 Post Conference tour experienced an exciting educational and cultural adventure traveling through Denmark and Sweden.

- The International Journal of Case Method Research & Application - IJCRA, “your journal”, is in its 11th year of publishing ‘state of the art’ papers on Case Method Research and Application (four issues per year with a Spanish language issue from time to time). IJCRA provides WACRA members, case writers and case teachers from around the world the opportunity to share their work with colleagues, to learn from colleagues and to create an international network for case writing, case teaching and interactive teaching applications. The International Journal of Case Research and Application (IJCRA) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally.

- The WACRA Publication Partnership Project - W3P can assist members to develop partnerships that focus on producing high quality manuscripts suitable for IJCRA publication.

- For your promotion and tenure applications (P&T), you should know that Cabell lists IJCRA in its Directory of Publishing Opportunities in Management. Cabell is the largest citation index and directory of academic journals in the U.S.A. Deans and department chairs do consider for P&T decisions papers published in a journal listed by Cabell.

- All WACRA activities, including the extensive review/rewriting/editing efforts for IJCRA publications, are financed through membership dues and program revenues. Please take the time NOW and renew your membership.

Hans Klein

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Why Travel to Rome?

Better to see something once than to hear about it a thousand times (Asian Proverb)

Rome is the city of echoes, the city of illusions, and the city of yearning (Giotto di Bondone) (Italian painter & architect)

There are many reasons to visit one of the most famous tourist destinations in the world. A walk through ROME is a walk through time and history spanning over 2,000 years. The city is a UNESCO World Heritage Site famous for its numerous archaeological sites, monuments, statues, obelisks, columns, bridges - and fountains. Travelers to Italy’s capital will find the city to be an enormous open air museum, encountering historic ruins such as the Colosseum (symbol of Rome) - the largest amphitheater ever built in the Roman Empire. Other important sites of ancient ROME include the Roman Forum, Domus Aurea, Circus Maximus, Pantheon, Trajan’s Column, and Baths of Caracalla.

ROME is one of the world’s greatest centers of art, a paradise for photographers and one of the most photogenic cities in Europe. Historvius [www.historvius.com] highlights examples of places to explore (with a sense of adventure and cameras in hand):

Ostia Antica

Ostia contains the amazingly well preserved remains of Rome’s ancient port – it’s quiet, fascinating and just great to explore.

The Colosseum

Once the largest amphitheatre of the Empire, where gladiators, criminals and lions alike fought for their lives, the Colosseum is an absolute must for any tour of Rome.

Villa dei Quintili

Of all the places to visit in Rome, Villa dei Quintili is one of the most forgotten. Yet this ancient villa, once home to Emperor Commodus (the baddie in Gladiator), is captivating. It remains in good nick all-in-all, and you can even see Commodus’ private gladiatorial training arena.

San Clemente

Ever hear of Mithras? If things had gone differently you might be worshiping the guy. A popular Roman deity, there were Mithraeaum across the Empire. One example is under the beautiful San Clemente. There’s much to see in the depths of this church – so when considering what to see in Rome, definitely check this out.

Palatine Hill

The Palatine Hill was the Primrose Hill of its day – where all those who wanted to see and be seen had a pad. Today it’s among the most visited of Rome’s tourist attractions and houses some of the city’s most impressive ancient sites. Don’t miss the small museum and the houses of Augustus and Livia.

Roman Forum

One of the most famous places to visit in Rome, the Forum was the centre of Roman life. Today it lacks its former grandeur and needs a bit of imagination to really get the idea – until the oft-touted Roman theme park is built of course.

Vatican Museums

You can’t come to Rome without visiting the Vatican Museums which are rightfully placed among the top sights in Rome. From frescoes by Raphael and the sarcophagus of the Junius Bassus to the famed Sistine Chapel, they house a comprehensive collection of artwork and historical pieces from throughout history.

Via Appia Antica

If ‘all roads lead to Rome’ then this was the ancient world’s biggest superhighway and is a key entry on any list of what to see in Rome. Not only was it Rome’s most prominent artery, it was also the burial place of choice for many of Rome’s citizens and today you can see a host of tombs and public buildings.

Hadrian’s Villa

The private residence of one of Rome’s most famous Emperors liked building villas as well as walls. Nowadays the remains of Hadrian’s Villa are a bit of a trek and may not often feature among the top places to visit in Rome. But if you put in the effort, you won’t be disappointed.

Most visitors travel to ROME during the summer months. Traveling off season has many advantages and can enhance one’s travel experiences. Following are five great reasons to visit ROME in the winter suggested by residents of the Eternal City [www.the-beehive.com]

Rome often brings to mind snapshot images from a warmer time of year.

continued to page 4
**Why Travel to Rome in Winter?**

when the city is bathed in that sunny and delicious glow. While the months of March through November are indeed a beautiful time of year to be in Rome, there’s definitely a higher price tag to go with it and in more ways than just financial. Here are some very compelling reasons to consider coming to Rome in winter months.

1. **No crowds.** High season in Rome runs at least 8 months – from March through October and is slowly starting to extend into a 9th month with November. It starts off slow, but then Rome gradually starts bursting at the seams and the popular spots in particular can be suffocating. Yet come the winter months, and in particular January and February, and you expect to see tumbleweeds blowing down the street. Not that Rome is ever a ghost town, but there’s just more breathing room in the winter.

The Big 3 – Rome, Florence and Venice – become different cities especially in January and February. In a way you can even say that they seem to be returned to their residents when the insanely large crowds have all but disappeared.

One of the main reasons is because of the weather. Most people equate blue skies and dazzling sunshine with Italy and they would be correct. However, while colder temperatures, rain and grey skies don’t coincide with many people’s preconceived ideas of Italy – it also makes for an experience that is unique and yet just as wonderful if not more so.

You can still find clear blue skies and sunny days in winter, but walking in Rome’s center on a crispy cold night with the golden glow of its street lights and the city wrapped in fog, mist or rain will also make some great memories and moody photographs. With the lack of crowds, the sights, the smells are much easier to appreciate and that’s when you can truly experience the magic here.

2. **Lower airfares and accommodation prices.** It’s difficult to predict airline fares, but rates in January and February are on average several hundred US dollars less during these months than at other times of the year and even lower if you are internet savvy or have a great travel agent. Within Europe, low cost airlines such as RyanAir, Easy Jet, AirOne, Transavia to name a few are always a bargain, but even more so during low season.

3. **Sightseeing.** Rome can be sensory overload – traffic, people, and so much to see. Going to the Vatican Museums when you are already fatigued is a recipe for disaster, but fatigued you will feel after waiting in a queue in the heat of summer for over an hour. Want to visit the Borghese gallery in the summer and didn’t reserve weeks in advance? It’s not likely you will get a reservation at the last minute. Visiting when it’s less busy, you’ll not only cruise right into many of these places, often without reservations, but you’ll also have more breathing room to actually enjoy what you’re looking at.

4. **Food.** Our favorite time of year for food here is the winter. Artichokes, greens galore, chestnuts, cavolo nero (kale, used for ribollita soup), and citrus – clementines, mandarins and Sicilian blood oranges called tarocchi. There’s nothing like a glass of red wine and a hearty Tuscan soup on a cold, dreary day or a cup of thick hot chocolate with panna (whipped cream) to warm you up or a cozy cocktail near the Colosseum when the rain is coming down. And gelato knows no season!

5. **Slowing Down – a true holiday experience.** When you take all of the above together – it causes you to slow down. Your energy isn’t sapped by the heat or the crowds, some rain may make it so that you find yourself with a good book in a cozy café or with your partner or friend sharing a drink and good conversation instead of non-stop sightseeing. The shorter daylight hours urge you to get up earlier to take advantage of the daylight and to get a bit more sleep at night. While it’s great to see everything – you have to reconcile with the fact that you really won’t see and do everything – so take this time during Rome’s winter season to enjoy the city in a different way. Need more incentives to visit Rome?
The ancient Inca city of Machu Picchu, named a UNESCO World Heritage Site in 1983, sits high in the forests of Peru, and is still a source of mystery and awe to visitors. Nearby Cuzco, with its own fascinating history and culture, is the starting point for many a journey through the Sacred Valley of the Incas. At the height of its power, the Inca Empire extended over 3,000 miles from Chile to Colombia. Its capital Cuzco fell in 1533 to Spanish conquistador Francisco Pizarro who then transformed it using the Inca buildings as a stone quarry for his new Spanish colonial town. Cuzco is filled with festivals, open air markets, crafts, folk art and traditional weaving.

A tiny indigenous woman – bundles from head to toe in colorful embroidery, wrapped in a bright handwoven shawl and capped in a tall, mannish hat – quietly shuffles past a backdrop of stately Spanish colonial architecture in Cuzco’s main square. Both Cuzco and Machu Picchu, enshrined in the Quechua name given to the shining jewel of the Inca kingdom: Cuzco. This city offers visitor a fascinating glimpse into the history and culture of two mighty empires: the Spanish and the Inca.

NAVEL OF THE WORLD - This was the Quechua name given to the shining jewel of the Inca kingdom: Cuzco. This city offers visitor a fascinating glimpse back in time to a Spanish colony literally built on the foundations of the defeated Inca Empire. At the height of its power, the Inca Empire extended over 3,000 miles from Chile to Colombia. Its capital, Cuzco, fell in 1533 to Spanish conquistador Francisco Pizarro, who then transformed it using the Inca buildings as a stone quarry for his new Spanish colonial town. Little of the original Inca city remains, apart from the marvelous stone foundation walls that showcase the Inca’s astounding mastery of stone masonry. The beauty and craftsmanship of Inca walls would be difficult for today’s experts to replicate, even with modern tools. Mortarless seams are so tight that not even a slim paper can be introduced between stones. Irregular polygons are artistically fitted, and one of the most impressive examples is an enormous 12-sided stone in a wall at Hatunrumiyoc, right in Cuzco center. Incas had neither straightedge nor square neither steel or iron tools to the shape the immense boulders. It is still a mystery as to how such perfection and artistry could be achieved with rudimentary instruments.

Vibrant and colorful indigenous traditions survive today. The city’s vibrant and colorful indigenous traditions survive today. The city’s traditions survive today. The city’s traditions survive today. The city’s traditional weaving. Irresistibly adorable children in native dress toting baby llamas will invite you to take their photo (for a price). Frequent festivals with dancing and fantastic caricature masks are worth exploring (check the tourist office for dates). Open air markets around the main square in Cuzco, Plaza de Armas and San Pedro beckon with crafts, folk art and impressive traditional weaving.

Deep in the jungle, days from Cuzco on foot, an impregnable fortress ensconced in a cloud forest resides on a mighty mountain: Machu Picchu. This hidden city is a testament to the ingenuity and craftsmanship of the Incas. It is believed that Spanish conquistadors never located Machu Picchu, so perfectly was the royal city hidden in its remote location, accessible only by treacherous footpath. In fact, it was not until 1911, when locals revealed its neglected ruins to scholar Hiram Bingham, that its significance was first understood. Machu Picchu became the most important archeological discovery in South America of its time. Today you can experience for yourself the arduous trek from Cuzco to Machu Picchu. The Inca Trail, recommended only for the fittest of hikers, must be booked well in advance because, for conservation purposes, only a limited number of people are allowed to walk it annually. In stark contrast to the Inca Trail, the Hiram Bingham train offers the height of luxury in its finely finished cars with hardwood, brass fixtures and enormous windows for observing the dramatic scenery. Guests receive a sumptuous breakfast and a four-course meal upon return. There are more affordable trains from Cuzco for those on a tighter budget. Once atop Machu Picchu, visitors are struck by the beauty of the surroundings and the vertiginous slopes that sharply dive to the valley below. The location was clearly chosen for safety from attack rather than practicality. Most astonishing is the ingenuity of the Incas’s civil engineering. The terraces are built on a complex drainage system to prevent flooding while a mountain spring feeds a system of canals to 16 fountains scattered throughout the enclave. Here again is the beautiful unadorned masonry, marvelously pieced together by the Incas, even in this improbable location. Today we can only marvel at the remnants of a magnificent empire exhibited in the clever engineering and the artistry of the stones the Incas left behind. From Cuzco to Machu Picchu, visitors will see tradition mixed with Spanish heritage in a dramatic setting.

Adapted from AAA Southern NE Elizabeth Woolhouse.
The International Journal of Case Research and Application (IJCRA) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally. The WACRA Publication Partnership Project responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCRA publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary coauthors (individuals willing to work with and support lead authors) can find each other. To build the database, WACRA is asking lead authors and coauthors to submit the following:

**Lead authors**: Choose from your work an article that has IJCRA potential. This could be a case study under development, an article about innovation in teaching, etc. Submit a 1 - 2 page summary of the research to the WACRA database. The summary should include a section on each of the following: the purpose of the research, the methodology, the findings (if available), and the conclusions (if determined). Please also include your name, school and department affiliation, current email address, native language, and whether you prefer a coauthor within your discipline. Lead authors are encouraged to post a representative example of their English-language usage. A lead author may also wish to upload a three minute video clip of himself in which he talks about: the topic of his research/case, the methodology, the findings, and the conclusions.

**Coauthors**: Submit a brief summary of the kinds of partners with whom you would like to collaborate. This may include colleagues in a specific discipline, colleagues who share a specific research focus, or colleagues from a specific region in the world. Coauthors should be willing to work with lead authors to put ideas into proper English, to help organize the paper according to accepted academic standards, and to help format the paper according to IJCRA guidelines. Please also include 1 – 2 pages from one of your published articles, a discussion of your own research and publication interests, and your name, school and department affiliation and current email address.

**Partnership**: Coauthors will contact lead authors with whom they are willing to work. Lead authors and coauthors will mutually decide if they want to form a partnership.

When you have formed a partnership, the lead author should inform WACRA so that the entry can be deleted from the database. W3P papers submitted to IJCRA will undergo the same rigorous, blind peer review as all other papers.

**Need Help Publishing Your Scholarly Work?**

WACRA Publication Partnership Project (W3P)

Investigación y Aplicación de Casos) es la publicación oficial de WACRA y como tal aspira a publicar artículos de alta calidad, de todo el mundo, que capture la innovación y creatividad en el aprendizaje y en los métodos interactivos de enseñanza. El Proyecto WACRA de Publicación Asociada responde al interés de los miembros de desarrollar asociaciones basadas en WACRA enfocadas en producir artículos de alta calidad publicables en IJCRA. Para facilitar W3P, WACRA está estableciendo una base de datos para que autores principales (individuos que están buscando socios) y coautores (autores secundarios) (individuos que buscan trabajar y apoyar a los autores principales). Para construir esta base de datos, solicitamos a autores y coautores envíen lo siguiente:

**Autores principales**: elijan de su trabajo un artículo que tenga potencial para IJCRA. Esto podría ser un caso en desarrollo, un artículo sobre educación, etc. Envíe un resumen de 1 / 2 páginas a WACRA. El resumen debe incluir el propósito de su investigación, la metodología, los resultados (si es posible) y las conclusiones (si se han determinado). Por favor, incluya su nombre, su institución y afiliación de su departamento, su email, idioma nativo, y si prefiere un coautor dentro de su disciplina. Se alienta a los autores principales que envíen un ejemplo representativo de su nivel de inglés, que puede ser por escrito o en un video de 3 minutos donde hable acerca de su investigación.

**Coautores**: envíen un resumen de los tipos de socios con los cuales les gustaría colaborar. Esto puede incluir colegas en una específica disciplina, colegas que compartan un mismo enfoque de investigación, o colegas de alguna específica región del mundo. Los coautores deben estar disponibles de poner en correcto inglés las ideas o redacciones, ayudar a organizar los artículos de acuerdo a standards académicos aceptables, y ayudar a formatear el artículo según las guías de WACRA. Por favor, también incluyan 1 / 2 páginas de algún artículo publicado, un resumen de su propia investigación e interés en publicar, así como su nombre, institución, afiliación de su departamento y email.

**Asociaciones**: los coautores se contactarán con los autores principales con los cuales quieran trabajar y entre ambos decidirán si desean formar esta asociación. Cuando hayan formado una asociación los autores principales le informarán a WACRA, así se podrá quitar sus nombres de la base de datos. Los artículos W3P enviados a IJCRA serán tratados con la misma rigurosidad (doble revisión a ciegas) que los demás artículos.
ROME SCENES

The above sites are within walking from the conference hotel and an easy ride to Leonardo da Vinci - Fiumicino International Airport.
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, doctoral consortia and conferences, including international meetings 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: Lausanne & Leysin, Switzerland; London, UK; Enschede, Holland; Boston, U.S.A.; Limerick & Dublin, Ireland; Bratislava, Slovakia & Vienna, Austria; Montreal & Vancouver, Canada; Warsaw, Poland; Edinburgh, Scotland; Marseille & Bordeaux, France; Cáceres, Spain; Budapest, Hungary; Lund & Stockholm, Sweden; Berlin & Mannheim, Germany; Buenos Aires, Argentina; Brno, Czech Republic; Brisbane, Australia; Guadalajara, Mexico, Barranquilla, Colombia, Istanbul, Turkey, Odense, Denmark.

Membership is open to all individuals and organizations wishing to advance the objectives of the association. You have the opportunity for networking, consulting and to associate with professionals working with cases and interactive methods on an international scale.
CALL FOR PAPERS

CASE METHOD
Research, Application, Case Writing, Interactive Methods - 33rd International Conference
Case Teaching & Writing, Distance & Continuing Education, Multimedia, Simulations

Lima, Peru
hosted by Pontificia Universidad Católica del Peru
July 3-8, 2016

“Learning by Doing - The Art and Craft of Interactive Teaching”

The case method can play an important role in solving problems and in teaching problem-solving, as well as in initiating and managing change. Thus 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. 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 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 most innovative presentation and the outstanding paper 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 way of e-mail. All proposals and papers are due on or before January 15, 2016. Completed papers received prior to March 31, 2016 will be considered for publication in the refereed International Journal of Case Method Research & Application. Conference language is English with tracks in German, French, Spanish and Turkish. Visit www.wacra.org for further details or contact WACRA directly.

Register before March 25, 2016.

Please post or share this invitation with colleagues!
El método de casos puede jugar un importante rol en la enseñanza de resolución de problemas en academia y en la resolución de problemas en la industria, así como en el comienzo de un cambio en la gestión. Este congreso provee, a los participantes, oportunidades de aprender más acerca de la enseñanza utilizando el método de casos y enfoques didácticos relacionados dentro de una variedad de ámbitos educativos. Los participantes tendrán una gran oportunidad de reunirse con colegas de todo el mundo para intercambiar experiencias y la posibilidad de formar alianzas para la investigación.

El congreso solicita artículos, casos y otras contribuciones académicas y profesionales relacionados a la enseñanza e investigación utilizando casos; artículos que presenten métodos de recolección de información, uso de la misma y redacción de casos; y, artículos que destaquen las bases científicas y pedagógicas del método.

Serán especialmente bienvenidos los artículos y casos que atiendan a estos objetivos así como aquellos que relacionen teoría y práctica; los que promuevan responsables actitudes profesionales, valores y personalidades; que desarrollen auténticos líderes para el cambio sustentable en las organizaciones y sociedades; que promuevan conductas éticas para cambiar las estructuras organizacionales; el aspecto narrativo de los casos en relación a la comprensión e implementación del exitoso cambio en la gestión; que analicen la innovación como base para el cambio y adaptación al entorno.

Los congresos de WACRA son foros interdisciplinarios, multidisciplinarios para académicos y profesionales en disciplinas tales como: negocios, comunicación, educación, ingeniería, historia, leyes, medicina, psicología, políticas públicas, trabajo social, etc. Y practitioners en negocios, industria, educación y gobierno.

Los artículos solicitados para analizar la teoría y práctica pueden ser casos, simulaciones, videos, y otros métodos didácticos para resolución de problemas, gestión del cambio e innovación. Se dará prioridad a los artículos que sean interdisciplinarios, internacionales y/o comparativos. Alentamos la presentación de artículos que demuestren la aplicación de casos en la educación universitaria y en la capacitación empresarial, utilizados en diversos contextos y la evaluación del método de casos y sus formas relacionadas, en el proceso de enseñanza-aprendizaje. Se aceptarán, también, propuestas de redacción y desarrollo de casos reales. Así como el foco principal de los congresos de WACRA está puesto en la utilización de los casos para enseñanza y resolución de problemas, de igual forma se aceptarán artículos sobre investigaciones realizadas con el método de casos. WACRA está particularmente interesada en artículos académicos que traten sobre la comprensión y colaboración entre disciplinas y países. Serán reconocidos el mejor caso y el mejor artículo.

Los envíos deben incluir: (1) una página carátula que incluya: título, nombre, afiliación, dirección, teléfono, fax y e-mail del autor(es); (2) un resumen que no exceda las 4 páginas o el artículo completo que no debe exceder las 12 páginas. Por favor, descargue los lineamientos, para redacción y presentación de su artículo, del website de WACRA (wacra.org). El resumen debe establecer claramente los objetivos, marco y naturaleza de la propuesta y responder a los criterios utilizados para su revisión. El nombre del autor (es) no debe incluirse en la página resumen para facilitar la revisión a ciegas de su artículo. Se confirmarán las recepciones de sus artículos y los resultados de la revisión, vía e-mail. Todas las propuestas de casos y artículos deben recibirse antes del 15 de enero de 2016. Los artículos completos recibidos antes del 31 de marzo del 2016 serán considerados para su publicación en IJCRA—International Journal for Case Method Research and Application-la revista internacional de WACRA.

Cada delegado registrado está invitado a presentar hasta dos artículos donde el autor (a) sea coautor, el segundo artículo será considerado según el espacio disponible en el congreso.

El idioma oficial del congreso será el inglés pero también contará con tracks en español y francés.
Este congreso provee, a los participantes, de oportunidades de aprender y compartir con expertos y colegas, métodos y enfoques de Enseñanza Creativa. El énfasis está puesto en “Enseñanza y Aprendizaje” a través de Workshops interactivos y en el compartir investigaciones o aplicaciones de formación. Los métodos presentados y discutidos incluyen el método de casos y enfoques de metodologías relacionadas en variados contextos académicos. Los participantes tendrán una interesante oportunidad de reunirse con colegas de todo el mundo con quienes pueden forjar asociaciones para investigación o educación.

Los Congresos de ACT y WACRA son foros multidisciplinarios e internacionales para académicos en áreas tales como negocios, educación, ingeniería, leyes, medicina, trabajo social y practicantes en la industria, educación y gobierno.

Se solicitan artículos que demuestren prácticas y propuestas de Enseñanza Creativa.

Se dará prioridad a los artículos que sean innovativos, interdisciplinarios y/o internacionales. Se alienta el envío de artículos que informen sobre la aplicación de la enseñanza y aprendizaje creativo en programas universitarios o de formación empresaria y artículos que reporten la evaluación de esos métodos.

Las propuestas y los artículos serán evaluados con un proceso de doble revisión a ciegas, siendo sus bases: a) originalidad; b) lo apropiado del tema para una audiencia interdisciplinaria; c) lo adecuado de la investigación; y, d) la contribución a la comprensión de los temas de enseñanza y aprendizaje.

Los envíos deben incluir: 1) una página de presentación con título del trabajo, nombre, afiliación, dirección, teléfono, mail, fax de los autores; 2) un resumen de la propuesta que no exceda las 4 páginas o el artículo completo que no exceda las 15 páginas. Los lineamientos para la redacción del artículo están en la página web de WACRA. El resumen debe establecer, claramente, los objetivos del trabajo, su marco conceptual y la naturaleza de la propuesta, además, debe responder a los criterios que se utilizan para su evaluación. El nombre del autor/es no debe aparecer en la página con el resumen para facilitar la revisión a ciegas.

Se notificará, la recepción de su artículo y los resultados de la revisión, por email. Todas las propuestas y artículos deben ser enviadas antes de Noviembre 3, 2015 para ser considerada su publicación en IJCRA. Las inscripciones al Congreso deben ser realizadas antes de Noviembre 8, 2015.

Para mayores detalles visite nuestra página web o contáctese directamente con nosotros.

W A C R A ® North Carolina Conference Office (Denise Smith):
www.wacra.org Tel. +336-404-6256    Email: denise.smith@wacra.org Fax +336-307-3185

Le agradecemos que anuncie o comparta esta invitación con sus colegas!

"Radisson Blu Hotel Rome" - A C T 18 Conference Hotel

The Radission Blu Hotel Rome is located in the enchanting center of Rome near Roma Termini in proximity to endless attractions and within walking distance of the Colosseum, the Opera House, the Forum ruins and easy reach of subway stations, the main railway station and the Fiumicino International Airport. Featuring a sleek, minimalistic design, each of the 232 rooms (including 23 Junior Suites and 14 ease of access rooms) offer free high-speed, wireless internet, individual climate control and free access to the health center gym. The Radisson houses the Restaurant Sette, a stylish eatery that serve delectable cuisine and the rooftop restaurant Zest, a casual restaurant serving breakfast, lunch and dinner.

Address: Via Filippo Turati 171 Rome, Italy IT-00185 Tel. +39 (06) 44 48 41. From the airport take the Leonardo Express Train to Roma Termini Station. One way adult ticket is Euro 14.00, journey time is 30 minutes, with trains every 30 minutes, fastest public transport to the center of Rome, no prior booking required, first departure from Rome at 5.50 and the last at 22.50, from the airport: first departure a 6.38 and the last at 23.38.

To reserve your room, please complete the Hotel Registration Form on page 17 print it and send it by fax or as an email attachment directly to the Radisson hotel reservations.roma@radissonblu.com Fax +39 (06) 44 48 43 97.

Enseñanza eficaz"
Investigación y Aplicación – Redacción de Casos, y Educación a Distancia

Roma, Italia
domingo, 3 de enero a jueves, 7 de enero de 2016

Viernes, 1 de Enero y Sabado, 2 de Enero, 2016
Llegada el viernes Enero 1, o sabado, Enero 2 de 2016 y beneficio en tarifa especial del hotel de la conferencia. Las tarifas especiales también se aplican después de la conferencia sujetas a disponibilidad.

Domingo, 3 de Enero, 2016
Llegada al Fuimicino- Leonardo de Vinci Aeropuerto Internacional de Roma (FCO). Tome el tren desde el aeropuerto hasta la estación de Roma Termini y caminar hasta el Radission Blu Hotel en la calle Via Filippo Turati no. 171.

Lunes, 4 de Enero, 2016
09.00 - 10.30 Apertura Sesión Plenaria
10.30 - 11.00 Refrigerio
11.00 - 12.30 Continuación Sesión Plenaria
12.30 - 13.30 Almuerzo
13.30 - 15.00 Sesiones Simultáneas
15.00 - 15.30 Refrigerio
16.00 - 22.00 Tour guiado a pie y la Cena de Gala y Entrega de Premios en un famoso restaurante.

Martes, 5 de Enero, 2016
Planeé su día de acuerdo a sus intereses. Sugerencias: visita museums (consulte la pagina 3), camina la Ciudad Eternal, toma un tour de la ciudad , ir de compras, explora la cultura de café.

Miércoles, 6 de Enero, 2016
09.00 - 10.30 Sesión Plenaria
10.30 - 11.00 Refrigerio
11.00 - 12.30 Continuación Sesión Plenaria
12.30 - 13.30 Almuerzo
13.30 - 15.00 Sesiones Simultáneas
15.00 - 15.30 Refrigerio
15.30 - 16.30 Sesiones Simultáneas La conferencia aplaza.

Sugerencia: The Nutcracker, Teatro dell Opera di Roma, January 2, 3, 5 2016

"El objetivo principal de la educación es creer personas capaces de hacer cosas nuevas, y no simplemente repetir lo que otras generaciones dicieron". Jean Piaget

A C T - W A C R A®
North Carolina Conference Office (Denise Smith):
Tel. +336-404-6256   Email: denise.smith@wacra.org   Fax +336-307-3185

Para la WACRA será un gusto contar con su presencia
CALL FOR PAPERS, PRESENTATIONS AND PANELS

ACT18 Conference
"Interactive Teaching and Learning"
Rome, Italy
January 3 - 7, 2016

The 18th “Creative Teaching” conference provides opportunities for participants to learn from and to share with experts and colleagues innovative creative teaching approaches and methods. The emphases are on ‘Teaching and Learning’ through interactive workshops and by sharing of research and teaching/training applications. The methods discussed and presented include the case method and related instructional approaches in a variety of educational settings including distance learning. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research/teaching partnerships. ACT and WACRA® conferences are interdisciplinary, multinational forums for scholars in the disciplines and professional fields such as business, education, engineering, law, medicine, public policy, social work and practitioners in business and industry, education and government.

Papers are solicited that report on Creative Teaching practices and proposals. Priority will be given to papers that are innovative, interdisciplinary, and/or international. Papers reporting the application of creative teaching and learning in university and professional training programs in diverse settings and papers on the evaluation of such methods and its related forms for teaching and learning are encouraged.

Proposals and papers will be evaluated through a blind peer review process on the basis of (a) originality; (b) the appropriateness of the topic for an interdisciplinary audience; (c) the technical adequacy of the inquiry; and (d) the contribution to the understanding of teaching/learning issues.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and email 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 our 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 your proposal/paper will be acknowledged and the results of the review will be sent by way of email. All proposals and papers are due on or before November 3, 2015. Completed papers received prior to December 31, 2015 will be considered for publication in the International Journal of Case Method Research & Application - IJCRA. Conference registrations are due on or before November 8, 2015. For further details visit the WACRA web site or contact ACT-WACRA directly.

ACT - WACRA®
ACADEMY FOR CREATIVE TEACHING and
THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION
www.wacra.org
Conference Office (Denise Smith): Tel. +336-404-6256 Fax +336-307-3185
Email: denise.smith@wacra.org

Please post or share this invitation with colleagues!
Preliminary Program

ACT18 - Eighteenth CREATIVE TEACHING CONFERENCE
"Interactive Teaching and Learning"
“La pedagogie creatrice - La pedagogia creativa"

Rome, Italy
January 3-7, 2016

Thursday, January 1 and Friday, January 2, 2015

Arrive on Friday, January 1, or Saturday, January 2, 2016 and visit the Eternal City.
The special conference hotel rates are available on January 1 and January 2 and after the conference (except Dec. 31, 2015).


Sunday, January 3, 2016


Monday, January 4, 2016

09.00 - 10.30 Opening Plenary Session
10.30 - 11.00 Refreshment Break
11.00 - 12.30 Plenary Session continued
12.30 - 13.30 Lunch
13.30 - 15.00 Concurrent Sessions
15.00 - 15.30 Refreshment Break
16.00 - 22.00 Gala and Awards Dinner

Tuesday, January 5, 2016

Plan your day according to your interests. Suggestions: Museums, walk through the Imperial City, take a City tour, Colosseum, Vatican City, shopping, explore the café culture and relax. Suggestion: The Nutcracker, Teatro dell Opera di Roma, January 2, 3, 5, 2016

Wednesday, January 6, 2016

09.00 - 10.30 Plenary Session
10.30 - 11.00 Refreshment Break
11.00 - 12.30 Plenary Session continued
12.30 - 13.30 Lunch
13.30 - 15.00 Concurrent Sessions
15.00 - 15.30 Refreshment Break.
15.30 - 16.30 Concurrent Sessions Conference Adjourns

Please post or share this invitation with colleagues!
**W A C R A ® - REGISTRATION FORM**

**ACT 16 Creative Teaching Conference**

**ROME, ITALY, January 3-7, 2016**

### Please print!

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### Registration Package

Includes Conference Material; Lunch and Refreshments during Conference (Monday and Wednesday), Dinner on Monday. **Leonardo da Vinci-Fiumicino airport** (FCO) has excellent connections to major European and US airports.

**Book your room directly with the "Radisson Blu Hotel Rome",**

**Via Filippo Turatino no. 171, reservations.roma@radissonblu.com**

Details on pages 11 & 17. Use the form on page 17.

Delegates & guests are required to wear conference name tags at all times for admittance to events and for security.

### WACRA Member Registration Rates:

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<th>*1 Delegate: Member Fee for delegate</th>
<th>*1 Partner/spouse Fee</th>
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<td>US$ 795</td>
<td>US$ 295</td>
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### Non-WACRA Member Registration Rates:

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<th>*1 Partner/spouse Fee</th>
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<td>US$ 295</td>
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### WACRA 2016 Membership Dues - includes access to IJCRA Journal

### WACRA® Publications (refer to page 16 for details)

### Send Check - preferred - (drawn on US bank made payable to WACRA®) or Charge to Visa/MC - only! - below

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### Travel insurance option!

"Worldwide Trip Protector - Travel Insured"

[www.travelinsured.com/](http://www.travelinsured.com/)

### Return this form with payment to:

**W A C R A® - 23 Mackintosh Ave**

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

**Tel. +781-444-8982 Fax: +781-444-1548**

**Email: wacra@rcn.com [http://www.wacra.org](http://www.wacra.org)**

**Conference Office (Denise Smith)**

**3817 Tonsley Place High Point, NC 27265 U.S.A.**

**Tel. +336-404-6256 Email: denise.smith@wacra.org**

Upon receipt of payment, presentations, workshops etc., will be scheduled and logistical details and other conference information will be mailed. **Refund policy:** Conference Registration Fees (less $150) will be refunded upon written request received prior to Dec 5, 2015 or alternatively, a replacement may be named. Optional Tours/Events/Activities: 85% will be refunded upon written request received prior to Nov 26, 2015, 25% prior to Dec. 1, 2015.
WACRA® - Member Application/Renewal

Last Name ___________________________ First Name ______ Title ________________ Institution/Company __________________________

Street __________________________________ City, State, Zip Code, Country __________________________

Tel. ( ) __________________________ Fax: ( ) __________________________ email __________________________

Home Address: __________________________ Street City, State, Zip Code, Country __________________________ Tel. ( ) __________________________

Check type of Membership: ___ Regular (US $85) ___ Library Rate (US $1,050) ___ Organization (US $700) ___ Associate (Advanced Students) (US $75) ___ Retired Faculty (US$45)

Please include in your check the appropriate amount if you wish to receive one or more WACRA publications on Case Method Research & Application. Add $8 ($45 international orders) per book for handling & postage. Refer to details below.

Return this form with payment (check drawn on US bank or pay with credit card: Visa/MC only)

WACRA Conference CDs and PUBLICATIONS

Conference Proceedings CDs Odense, Denmark 2015; Vienna, Austria, 2015; Istanbul, Turkey 2014, Paris, France 2014, Berlin, Germany 2013; Casablanca, Morroco; 2013, Stockholm, Sweden 2012; Seville, Spain 2012; Dublin, Ireland 2011; Barranquilla, Colombia 2010; Cologne; Germany 2010; Vancouver, Canada 2009; Sedona, U.S.A.2009; Edinburgh, Scotland 2008; Munich, Germany 2008; Guadalajara, Mexico 2007; Lucca, Italy 2007; Brisbane, Australia 2006. (ISSN 1931-7549) Each CD: Member price $45, non-member $55.

Books in print:

Interactive Innovative Teaching & Training 570 pg - (ISBN 1-877868-22-1) member $45 (non-member $55);
Interactive Teaching & Learning in a Global Context 590 pg - (ISBN 1-877868-20-5) member $45 (non-member $55);
Interactive Teaching & Learning Across Disciplines and Cultures 500 pg - (ISBN 1-877868-18-3) member $45 (non-member $55);
Teaching: Complex Demands Require Innovation 505 pages - (ISBN 1-877868-16-7) member $45 (non-member $55);
International Case Collection 200 pages (ISBN 1-877868-12-4) member price $40 (non-member $45)
Creative Interactive Teaching 536 pages - (ISBN 1-877868-14-0) member price $45 (non-member $55);
Interactive Teaching and the Multimedia Revolution (ISBN 1-877868-11-6) member price $45 (non-member $55);
Interactive Teaching and Learning (ISBN 1-877868-09-4) member price $45 (non-member $55);
Interactive Teaching and Emerging Technologies, 428 pages - (ISBN 1-877868-08-6) member $45 (non-member $55);
Teaching and Interactive Methods, 570 pages - (ISBN 1-877868-07-8) member price $45 (non-member $50);
Radisson Blu Rome - Reservation Request for

Lastname: ___________________________________
Firstname: ___________________________________
Institution: ___________________________________
Postal Code: ________  City & Country: ___________________________________
Telephone: ___________________________________
Fax / e-mail: ___________________________________

ROOM INFORMATION

Arrival: ________________  Departure: ________________

Additional nights at conference rates before and after the conference are subject to availability.


Single Room (1 person): EUR 115.00 + City tax euro 7.00 per pers. per night (Vat and Breakfast included).

Double Room (2 persons): EUR 125.00 + City tax euro 7.00 per pers. per night (Vat and Breakfast included).

*The nights of Dec 31 + Jan 01 are high season in Rome for New Year’s Eve. For only these 2 nights, the following rates apply: Euro 200.00 double (for single use) and Euro 215.00 double room + City tax Euro 7.00 per pers. per night. (VAT and Breakfast included).

Booking and payment conditions

* Payment at the hotel. To book and pay, please provide a credit card number including the expiration date. Cancellation without penalty is possible until 14 days prior to the arrival date, thereafter, and in case of no-show, the first night's accommodations will be charged to your credit card. Check-in 14.00, Checkout 12.00.

Credit Card Information

The hotel accepts the following cards: VISA, DINERS, AMEX, EC / MC (please circle your card)

Credit Card number:  ________________________________
Expiration date:  ________________________________
Name of credit card holder:  ________________________________
Signature:  ________________________________

Please print and send this form directly to:
Reservations Department, Radisson Blu es. Hotel
e-mail: reservations.roma@radissonblu.com - Fax No. + 39 (06) 44 48 43 97
on or before December 3, 2015

Radisson Blue
Confirmation number: