37th Annual Summer Case Writer's Workshop  
Lipscomb University  
Nashville, TN      July 9-11, 2015

2015 Call for Cases – Due Date 5/31/2015

Information and registration:
http://www.lipscomb.edu/business/societycaseresearch37thconference

Who should attend?

Case Writers at all stages – prospective authors who want to learn what case writing is all about; new authors that desire feedback, help, and encouragement; and experienced authors who want their cases professionally reviewed.

What’s the scoop?

Learn About Case Writing. The Annual Summer Case Writer’s Workshop helps prospective authors, new authors, and experienced authors of case writing learn how to prepare cases for classroom use and publication. Concurrent groups meet over 1.5 days to discuss each case submitted. As a case author, you will receive feedback from a group of fellow case writers to help improve your case and teaching note. In each group, the author is present; a chair facilitates the feedback process; a scribe takes notes (so the author can listen to the comments and engage with the reviewers). Participants in each group have read the case before the workshop and come prepared to offer constructive feedback and suggestions on how a case and accompanying teaching note might be improved.

You do not have to submit a case to attend. Individuals interested in exploring case writing as an alternative to traditional research are encouraged to attend. Note, we will
also offer a preconference workshop on Thursday for those that are new to case writing. In addition, all conference attendees will get the opportunity to review up to five cases as part of their conference attendance.

Publish Your Case. Abstracts of all cases accepted for presentation will be published in the Conference Proceedings. Cases presented at the workshop are eligible for submission to the *Journal of Case Studies*, a blind refereed publication sponsored by the Society for Case Research.

Have a Good Time. Workshop participants are a friendly, enthusiastic group who get together to help each other with case writing and case teaching. On Friday evening, we will go to dinner at a historic restaurant and attend the Grand Ole Opry, a great entertainment experience for you and your family.

Where? The conference will take place on the campus of Lipscomb University in Nashville, TN. Located 11 miles from Nashville’s Airport and 3 miles from downtown, the New York Times has called Nashville “Nowville” as one of the nation’s most promising cities to live, work and play in. A vibrant, diverse economy has attracted a diverse population. Nashville is a large college town with an exciting nightlife and fascinating historical sites.

Types of cases? Cases are encouraged in ALL BUSINESS DISCIPLINES. Participants will review cases from within and outside their discipline, a particular strength of the SCR workshop. This leads to cases with broader perspectives. SCR journals accept both decision and descriptive cases.

Send your submissions to Dr. Andy Borchers, Chair of Management and Marketing at Lipscomb University,
When? July 9-11, 2015. A pre-conference workshop for new case writers will be offered on July 9th. The conference will then begin with a welcome dinner that same day and sessions will run from 8 am on Friday, July 10th to 1 pm on Saturday, July 11th.

Cost? Conference cost is $195 for all conference activities, transportation and meals. Housing is available at two nearby Hampton Inns (Green Hills and Brentwood) and is participant paid. Specify “Lipscomb/SCR” to obtain a discounted rate.

Casewriter Q&A

Q: What's the difference between a decision and descriptive case?

A: The choices are a decision case or a descriptive case. Decision cases ask students to make a decision. Descriptive cases state what happened and students are then asked to evaluate what happened.

Both decision and descriptive cases can be primary OR strictly secondary sourced.

Primary research cases are ones for which authors interview case participants (and possibly include additional secondary sources). All participants interviewed must sign a release. Secondary sourced cases are completely from secondary sources. Authors have no direct contact with any person in the case or any person associated with the organization mentioned in the case. All secondary sources must follow proper APA citation protocols.
The primary difference between a decision and a descriptive case is what the author asks the student to do. Descriptive cases are often harder to write because they do not have an easy ending such as, "what should I do now as my boss expects an answer in the morning...." A good decision case should have a clear call to action at the end of the case. Descriptive cases usually end without a direct call to action for the student.

SCR journals accept **BOTH** decision and descriptive cases.

**Q: What's a “hook” and why is it so important?**

**A:** Like any good story, a well-written case or critical incident needs a hook, that “ah-ha” decisive moment that compels students to keep reading and draws them in. Field research coupled with your knowledge of the discipline your case covers will help you create an interesting review of a situation based on research and interviews (decision case) or secondary sources (descriptive case). But you aren’t done until you get your hook to start the case or incident. This is the place to communicate the drama and significance of your work. Think about the hook as you interview in the field and aim for a quote or comment that draws in students and potential adopters.