

CALL FOR CASES

# ***Western Casewriters Association Conference, March 22, 2012***

San Diego Marriott La Jolla  
La Jolla, California

***Submission deadline: January 12, 2012***

**<http://www.westerncasewriters.org>**

The Western Casewriters Association (WCA) Conference is held yearly in conjunction with the Western Academy of Management (WAM). Participants can attend both conferences. The WCA Conference is a unique opportunity to engage with other casewriters in a small group format to exchange feedback and polish a case, learn about using cases in the classroom, get a peer-reviewed conference and proceedings on a vita, and enjoy presentations from leading case researchers and case educators.

The WCA Conference is an excellent professional opportunity because it is a "developmental" meeting designed to provide feedback from experienced case researchers. Submissions are double-blind peer reviewed by at least two reviewers. Participants at the conference will have their cases reviewed by other authors. The objective is to help participants move their projects towards journal publication.

The format of the conference is primarily roundtable discussions. Each author will be grouped with four to six other case researchers and an experienced facilitator. Participants will provide detailed feedback on each others' cases. The feedback, although rigorous, is very friendly and meant to suggest avenues for improving and modifying case submissions. There are typically several presentations by experienced authors on case research and teaching.

Cases should deal with issues important to their disciplines, and have a clear learning objective for students. Cases are often framed around problems facing some decision maker in the organization. Cases may be based on field research or secondary sources, but must be entirely factual. Cases from all disciplines, and researchers of all experience levels, are welcome. Several mentored cases written by masters students were presented at last year's conference.

A proceedings is published that includes a synopsis of each case. Awards are given for the "Best Case in the Proceedings" and "Best Mentored Case" (to a student author(s) and the faculty supervisor).

**SUBMISSIONS:** Submit a case (with instructor's manual) by emailing it to the program chair, Leslie Goldgehn, at [lesliegoldgehn@gmail.com](mailto:lesliegoldgehn@gmail.com) (telephone 415-265-4983) It is preferred that cases follow the submission guidelines published at [www.westerncasewriters.org](http://www.westerncasewriters.org), but if you are preparing a case with plans to submit to specific journal with slightly different guidelines, we will be flexible with the formatting.

**REVIEWERS:** If you would like to review cases for the conference, please contact Leslie Goldgehn, at [lesliegoldgehn@gmail.com](mailto:lesliegoldgehn@gmail.com).

The Western Casewriters Association was started by Dick Eisenbeis in 1989 at the Western Academy of Management. It has convened annually since then, and cases first presented at the conference have gone on to be published in the top case journals and in text books. Past presidents of the Western Casewriters Association include Anne Lawrence, Armand Gilinsky, Assam Ghazzawi, Bruce Robertson, George Whaley, James Spee, Jeff Shay, Joan Winn, Joshua Mindel, Jyoti Bachani, Stephen McGuire, Teri Tompkins, V. Seshan, and Duane Helleloid.