

CASE RESEARCH JOURNAL

CALL FOR CASES: Special Issue on SHORT CASES

The *Case Research Journal* will publish a *special issue of SHORT CASES*, to be guest-edited by Professors Brent Beal (University of Texas at Tyler), Gina Grandy (University of Regina), and Charles Mossman (University of Manitoba).

The **submission deadline is November 14, 2016**, for targeted publication in 2017.

The *Case Research Journal (CRJ)*, published quarterly by the North American Case Research Association (NACRA) and XanEdu Custom Publishing, is dedicated to enhancing case research and publishing exceptional teaching cases. Founded in 1980, the *CRJ* is double-blind refereed and accepts about twenty percent of manuscripts submitted. Further information about the journal is available at www.NACRA.net by selecting the *Case Research Journal* link.

Domain of the Special Issue

The domain of the special issue is short cases that are rigorous and compact. They are considered *short in regards to the length of the narrative and / or the length of time to read or watch the case* (e.g., video case). Designed to allow the same in-depth analysis as a longer and more traditional case, short cases are decision-focused. They focus upon one or a narrow range of issues and must be able to be read or presented in less than 15 minutes. The instructor's manual for short cases is expected to be of the same quality (e.g., depth, length, theory-driven) as that which accompanies a traditional case published in *CRJ*.

We will consider short cases from any discipline. For the special issue, short cases can take a number of different forms including (but not limited to):

- **Short Written Cases.** Cases of no more than 6 pages (narrative AND exhibits). *Case narratives cannot be any longer than 4 pages (recommended 2-3 pages)*. As a part of the 6 pages, short written cases ***may*** include a select set of publicly-available outside sources that instructors may chose to require students to explore ahead of time or that instructors may introduce during the discussion of the case. For short cases with such 'outside' sources, there still must be a clear decision-focus and the case must be structured so that it could be used without access to these additional sources. All 'outside' sources referenced must be easily accessible and available for a period of at least 5 years after publication of the case.
- **Video Cases.** Illustration of decision-focused issue in video format no longer than 10 minutes in length (or one to three short videos of 3 – 5 minutes each).
- **Graphic Novel Style Cases.** Cases that are depicted through sequential art rather than traditional narrative or prose.
- **Previously Published CRJ Cases.** The special issue co-editors will also consider proposals by authors who wish to turn cases previously published in *CRJ* into short cases. The number of previously published cases to be accepted will be limited. The popularity and timeliness / recency of the published case are factors that will be considered by the special editors. Consult with the special issue co-editors by September 15 2016 before developing a short case from a published *CRJ* case.

We are open to cases in forms that are not listed above and authors are encouraged to consult with one of the special editors in advance of the submission deadline to discuss such ideas.

Focus and Methods

For this issue, the *CRJ* will publish decision-focused cases based on original, primary research. Issue-focused cases may also be considered, although authors interested in writing an issue-based case are encouraged to consult one of the special issue editors in advance. Preference will be given to cases where the protagonist and organization are named, rather than disguised, but disguised cases will be considered where the case scenario and/or issue warrant. Note: sensitive information, such as financial data, may be disguised to protect an individual's or organization's competitive position. Authors who intend to disguise information are encouraged to consult one of the special issue editors.

Methods: Cases should be based on original, primary research. Examples of such research include: interviews with key decision-makers in the organization; interviews with stakeholders affected by an organizational decision, issue, or problem; participant observation; review of primary materials, such as legal proceedings, congressional testimony, or internal company or stakeholder documents **supplemented** by appropriate secondary research (e.g., journalist accounts).

The *CRJ* does not publish cases based solely on secondary sources, such as journalistic accounts. It also does not publish fictionalized, composite, or hypothetical cases. Occasionally, the *CRJ* publishes papers about case writing and teaching. Such papers will be considered for this issue if they are relevant to the special topic domain.

An **Instructor's Manual** (teaching note) must accompany each case submission. The IM should follow the guidelines outlined at: <https://www.nacra.net/crj/Pages/edpol.php5>

North American Case Research Association

Authors are encouraged (but not required) to submit cases to the 2016 North American Case Research Association's annual meeting to be held in Harrah's Las Vegas, Nevada, October 6 – 8, 2016. This will enable authors to receive and respond to feedback on their cases prior to submission to the special issue. For details, visit:

<https://nacra2015.files.wordpress.com/2015/06/16-nacra-call-for-cases-10-12-2015.pdf>. At the time of submission, at least one author must be a member of NACRA. (Membership information is available at www.NACRA.net.)

Please note: Authors submitting a short case to the annual meeting should indicate in a footnote on the title that their case is targeted for submission to this special issue. This will help reviewers of the annual meeting understand the authors' intent to craft a short case.

Further Information

For further information regarding this issue or a potential submission, please contact:

Brent Beal
Guest Editor, *CRJ*
bbeal@uttyler.edu
Tel: 225-802-7015

Gina Grandy
Guest Editor, *CRJ*
gina.grandy@uregina.ca
Tel: 306-585-5647

Charles Mossman
Guest Editor, *CRJ*
charles.mossman@umanitoba.ca
Tel: 519-207-1654

John Lawrence, Editor, *Case Research Journal* jlawrence@nacra.net