

CASE RESEARCH JOURNAL
**CALL FOR CASES: Special Issue on “Business at the Quarter-Century”: Disruptive Forces,
Crises, and Emerging Opportunities**

Special Issue Editors: **Sofy Carayannopoulos, Wilfrid Laurier University (scaryannopoulos@wlu.ca)**
 Armand Gilinsky, Jr., California State University (gilinsky@sonoma.edu)

The *Case Research Journal* will publish a **special issue on “Business at the Quarter-Century,”** with a submission deadline of November 15, 2024, for targeted publication in 2025. Those intending to submit a manuscript to this issue are strongly encouraged to submit a version of the case to the North American Case Research Association conference, to be held in Orlando, Florida in October 2024. The submission deadline for the conference is June 17, 2024.

The *Case Research Journal (CRJ)*, published quarterly by the North American Case Research Association (NACRA), is dedicated to enhancing case research and publishing exceptional teaching cases. *CRJ* is the leading academic journal for teaching cases in business and related disciplines with the equivalent of a “B+” RATING in the *Academy of Management Learning and Education Journal’s (AMLE)* article on the rankings of journals based on reputation with active scholars. *CRJ* cases are adopted over 100,000 times annually through Harvard Business School Publishing, with additional adoptions through other publishers such as Ivey Publishing and The Case Centre, giving *CRJ* the broadest distribution of any peer-reviewed case journal. *CRJ* cases are indexed in the Harvard Business Publishing case repository, ABI/INFORM Collection, ABI/INFORM Global, Business Premium Collection (Proquest), Proquest Central, Ulrichsweb and Cabell’s Directory for multiple disciplines. The journal’s ISSN number is 2328-5095. Further information about the journal is available at <https://nacra.net/case-research-journal/>.

Domain of the Special Issue: Business at the Quarter-Century

We are looking for cases on topics that are relevant to the times we live in, and that will be relevant to students as they grow into careers at this point in history. There are numerous technological, social, political, and environmental advances and changes, and the cases in the special issue are intended to focus on and reflect these changes and the challenges they bring.

As all *CRJ* cases are based on real life, people, and situations, any case written at this time would, of course, take place within the current context. For the Special Issue, we are seeking cases that center around topics that reflect new and current issues that businesses are confronting.

Ideas for topics relevant to the Special Issue may include (but are not limited to):

- Artificial Intelligence and its effect on business, management, and decision-making
- The volatile political environment, both within jurisdictions and globally
- The changing nature of the workplace as companies make choices post-pandemic
- The effect of, and response to, diversity, equity, and inclusion policies and initiatives
- The emergence of new market segments, from “Generation Alpha” to previously inaccessible global markets
- Digital currency and the effects on sales, documentation, ethics, and legal compliance
- Uncertain economic environments as operations, logistics, and external factors have an impact
- The changing focus on sustainability and environmental concerns
- New and emerging theoretical and conceptual lenses and their application to business decisions.

In other words, to be suitable for the special issue, the decision focus and key learnings must be about issues that reflect the new challenges confronting companies; the case and instructor's manual must go beyond, for example, taking place within a company that is changing its policies about coming to work in person. For example, a decision such as how to grow sales or market the products at a company that creates artificial intelligence programs would not meet the criteria for this issue, whereas a company asking how to harness artificial intelligence to reduce bias or reduce the costs of its recruitment and hiring practices, or create the marketing content itself, would be suitable.

We will consider cases from any business discipline, and at any length of manuscript, (within reason; as with any CRJ submission, case narrative length should usually be 10 pages or less; short cases are also welcome). For any submission, a full and complete instructor's manual is necessary. You can find resources for style, structure, and format at <https://nacra.net/case-research-journal/>.

Focus and Methods

For this issue, consistent with the approach of the Journal in general, the *CRJ* will publish decision-focused cases based on original primary field research. Cases based on archival data and secondary sources may be considered but authors are encouraged to consult the article published in *CRJ* on Publishing Secondary Sourced Cases (<https://nacra.net/wp-content/uploads/2022/04/Writing-and-Publishing-Secondary-Data-Cases-Formatted.pdf>) to understand the definition, terminology, and the *CRJ*'s perspective on such cases. 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 the special issue editors.

Cases based on original, primary field research will be prioritized for this special issue. 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).

CRJ does not publish fictionalized, composite, or hypothetical cases. To be considered for the special issue there must be a clear, focused decision and an identified decision-maker (protagonist). Descriptive or evaluative cases are not appropriate for *CRJ*, and therefore not accepted for the Special Issue.

An Instructor's Manual (IM, also known as a teaching note) must accompany each case submission. The IM should follow the guidelines outlined at: <https://nacra.net/case-research-journal/crj-editorial-policies-and-submission-guidelines/>. The theory and analysis used in the IM should reflect the general topic of the special issue and the discussion questions and responses must be consistent with the case data and the overall topic. Submissions lacking a comprehensive and complete IM will not be put under review.

Further Information

For further information regarding this issue or a potential submission, please contact the special issue editors (Sofy Carayannopoulos: scaryannopoulos@wlu.ca; Armand Gilinsky, Jr.: gilinsky@sonoma.edu) or the Case Research Journal editor (Eric Dolansky, edolansky@brocku.ca).