

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

2009/2010 SWCRA OFFICERS

SWCRA President: **Steve Vitucci**, Texas A&M University-Central Texas
SWCRA President Elect: **Don C. Mosley, Jr.**, University of South Alabama
SWCRA Program Chair: **Rodney C. Vandever**, Purdue University
SWCRA Treasurer: **Charles (Chad) M. Carson**, Samford University
SWCRA Secretary: **Wilke D. English**, Texas A&M University-Central Texas
SWCRA Immediate Past President: **Alex Sharland**, University of South Alabama
SWCRA Archivist/Newsletter Editor: **Marlene M. Reed**, Baylor University
SWCRA Webmaster: **Gerald Kohers**, Sam Houston State University

2009/2010 SWCRA Track Chairs

Accounting/Finance
Jeff Miller, Augusta State University

Behavior/Ethics/Social Responsibility
Irfan Ahmed, Sam Houston State University

Human Resource Management/Organizational Culture
Carol J. Cumber, South Dakota State University

Marketing
Hank Maddux, Howard Payne University

Non-Profit Management/International Management
Donald Grunewald, Iona College

Small Business/Entrepreneurship
Tim D. Wise, Southern Arkansas University

Strategic Management/Business Policy
James Harbin, Texas A & M University - Texarkana

Case Embryo
Marlene M. Reed, Baylor University

Recipient of the 2010 McGraw-Hill/Irwin Distinguished Paper Award

Goofing Off is in the Eye of the Beholder: A Case of Trust
Mildred Golden Pryor, Texas A&M University – Commerce
Leslie A. Toombs, The University of Texas of the Permian Basin
Sonia Taneja, Texas A&M University – Commerce
Randy Odom, Texas A&M University - Commerce

Recipient of the 2010 Federation of Business Disciplines Outstanding Educator Award

Don C. Mosley, Jr., University of South Alabama

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

PROGRAM OVERVIEW

Wednesday, March 3

1:30 p.m. – 3:00 p.m. **Fostering Case Development as Graduate Pedagogy: Experience from the Field**
3:00 p.m. – 3:30 p.m. **SWCRA Coffee Break**, Welcome, and Networking
3:30 p.m. – 5:00 p.m. **Getting Published: Notes from the Editors and Successful Authors**
6:00 p.m. – 8:30 p.m. Dinner and Getting to Know Your Fellow Case Writers

Thursday, March 4

7:15 a.m. – 8:00 a.m. **Past Presidents' Breakfast Meeting**
8:00 a.m. – 9:30 a.m. Welcome, **SWCRA Breakfast and Business Meeting**
Pre-Registration for Case Writing Competition
10:00 a.m. – 12:00 p.m. **CASE SESSIONS**
1:00 p.m. – 1:30 p.m. **Case Competition Registration and Team Set-up**
1:30 p.m. – 3:45 p.m. **Case Competition Presentation**
4:00 p.m. – 5:00 p.m. **2011 Program Planning Meeting**
5:30 p.m. – 7:30 p.m. **Hospitality Gathering (On your own)**

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 3, 2010
(Wednesday)

1:30 p.m. – 3:00 p.m.

City View 6

SESSION A Fostering Case Development as Graduate Pedagogy: Experience from the Field

Short Abstract: The development of case statements and instructor’s manuals can provide for graduate students a significant capstone experience that integrates full disciplinary learning across courses. The requirement to enter a real organization, examine its issues, analyze its problems and formulate recommendations provides a culminating experience in which advanced study students extend their learning by taking theory to practice in a real-time learning laboratory deriving real-time solutions of practical value. In doing so, these students gain mastery of their subject and confidence in their ability to originate theory-based solutions with utility to a firm’s decision makers.

This session will explore three models in three different disciplines and share with participants lessons from the field on graduate learning derived from case development.

Session Chair: **Carol J. Cumber**, South Dakota State University

Panelists: **Joe Kavanaugh**, Sam Houston State University
Sanjay S. Mehta, Sam Houston State University

3:00 p.m. – 3:30 p.m.

City View 6

SWCRA Coffee Break

3:30 p.m. – 5:00 p.m.

City View 6

SESSION A Getting Published: Notes from the Editors and Successful Authors

Short Abstract: The session will feature the editor for *The Journal of Applied Case Research* and several reviewers for the journal. This session is for new and seasoned case writers. The ins and outs of getting your cases published will be shared. What makes a case attractive for publication? What is the process for submission and revision? What are the reviewers looking for and what can be done to bring your case to the editor’s attention and secure publication?

Session Chair: **Alex Sharland**, Editor, *The Journal of Applied Case Research*

Panelists: **Alex Sharland**, Editor, *The Journal of Applied Case Research*
Dan Jennings, Texas A&M University
Michael Menefee, Reviewer, University of North Carolina at Pembroke

6:00 p.m. – 8:30 p.m.

Off-site Restaurant TBD

SWCRA Social Dinner and Getting to Know Your Fellow Case Writers

Short Abstract: This is an opportunity to get the inside scoop on case writing in a very informal setting. Join us!

Location: **Meet Outside “The Draft” and travel to off-site restaurant**

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 4, 2010
(Thursday)

7:15 a.m. – 8:00 a.m.

City View 6

Past President's Meeting

8:00 a.m. – 9:45 a.m.

City View 6

SOUTHWEST CASE RESEARCH ASSOCIATION BREAKFAST AND BUSINESS MEETING

All SWCRA Members invited. Business meeting starts at 8:00 a.m.

WELCOME

PRE-REGISTRATION FOR CASE COMPETITION

10:00 a.m. – 10:30 a.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.
Must be present to win.

10:00 a.m. – 12:00 p.m.

City View 6

SESSION A Accounting/Finance

Session Chair: **Jeff Miller**, Augusta State University

A Question of Earnings Management: ExxonMobil

Judy Lewis, Texas A&M University – San Antonio

Sue Cullers, Buena Vista University

What Went Wrong at Starbucks? Financial Analysis and Business Evaluation

Julia Kwok, Northeastern State University

Elizabeth C. Rabe, Northeastern State University

Dream Job or Nightmare?

Thomas D. Tolleson, Texas Wesleyan University

Mary Smithee, Texas Wesleyan University

Community Organizing Association of Louisiana: A Case Study in Managerial Accounting and Ethics

Theresa Hrnecir, Southeastern Oklahoma State University

G. Stevenson Smith, Southeastern Oklahoma State University

Tom, Dick and Harry Help Haras Decide Whether Some Employees are beingDrug "Re-Tested" Too Often

Wilke D. English, Texas A&M University– Central Texas

Sarah Villanueva, Texas A&M – Central Texas

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 4, 2010
(Thursday)

10:00 a.m. – 12:00 p.m.

City View 6

SESSION B Human Resource Management/Organizational Behavior/Ethics/ Social Responsibility

Session Chair: **Carol J. Cumber**, South Dakota State University

Goofing Off is in the Eye of the Beholder: A Case of Trust

Mildred Golden Pryor, Texas A&M University-Commerce

Leslie A. Toombs, The University of Texas of the Permian Basin

Sonia Taneja, Texas A&M University-Commerce

Randy Odom, Texas A&M University-Commerce

Case Study for Highland County Memorial Hospital

Rodney C. Vandever, Purdue University

Dannish Pestonjee, University of North Carolina at Pembroke

Michael Menefee, University of North Carolina at Pembroke

Tom, Dick and Harry Contemplate the Difficult Decision of What to do with Brother McGoo?

Adam C. English, Campbell University

Wilke D. English, Texas A&M-Central Texas

Steve Vitucci, Texas A&M University – Central Texas

10:00 a.m. – 12:00 p.m.

City View 6

SESSION C Non-Profit Management/International Management

Session Chair: **Donald Grunewald**, Iona College

International Track

Jinantonix, Inc.

Alex Sharland, University of South Alabama

The Chinese Tire Tariff Dispute

Colin Pillay, Gannon University

Non Profit Track

St. Baldrick's Foundation

Donald Grunewald, Iona College

Christ Community Health Services of Augusta

Simon Medcalfe, Augusta State University

Nabil A. Ibrahim, Augusta State University

Jeffrey R. Miller, Augusta State University

The New Church Day Care

Jeanne Harris, University of South Alabama

Donald C. Mosley, Jr., University of South Alabama

Please make plans to visit the exhibits to receive information on the latest
books and newest education technologies.



Let exhibitors know how much we appreciate their presence and support!

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 4, 2010
(Thursday)

10:00 a.m. – 12:00 p.m.

City View 6

SESSION D Behavior/Ethics/Social Responsibility

Session Chair: **Irfan Ahmed**, Sam Houston State University

Stakeholders at ExxonMobil

Sue Andrews Cullers, Buena Vista University

10:00 a.m. – 12:00 p.m.

City View 6

SESSION E Marketing

Session Chair: **Hank Maddux**, Howard Payne University

The Worker Solution

Robert E. Stevens, Southeastern Oklahoma State University

Lawrence S. Silver, Southeastern Oklahoma State University

David Loudon, Samford University

Murski's Icehouse: Analyzing Data from Customers and Non-Customers

Patricia Forbus, Sam Houston State University

Susan Cooper, Sam Houston State University

Warner Phelps, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Michael Pass, Sam Houston State University

Murski's Icehouse: Critiquing the Surveys of Customers and Non-Customers

Patricia Forbus, Sam Houston State University

Susan Cooper, Sam Houston State University

Warner Phelps, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

John J. Newbold, Sam Houston State University

Lake Road Laundromat: Secondary Research Analysis

Maria Slaughter, Sam Houston State University

Michael Harris, Sam Houston State University

Lauren Marble, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

John J. Newbold, Sam Houston State University

Lake Road Laundromat: Primary Research Instrumentation

Maria Slaughter, Sam Houston State University

Michael Harris, Sam Houston State University

Lauren Marble, Sam Houston State University

Sanjay S. Mehta, Sam Houston State University

Michael Pass, Sam Houston State University

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 4, 2010
(Thursday)

10:00 a.m. – 12:00 p.m.

City View 6

SESSION F Strategic Management/Business Policy

Session Chair: **Jim Harbin**, Texas A & M University - Texarkana

J. C. Penny: Dealing with the Downturn

John K. Masters, Cameron University

The Alcatel-Lucent Merger and the Changing Global Telecommunications Industry

Syed Tariq Anwar, West Texas A&M University

Family Dollar Stores, Inc.

James L. Harbin, Texas A&M University-Texarkana

Patricia Humphrey, Texas A&M University-Texarkana

10:00 a.m. – 12:00 p.m.

City View 6

SESSION G Small Business/Entrepreneurship

Session Chairs: **Tim D. Wise**, Southern Arkansas University

Sports Stop

Charles M. (Chad) Carson, Samford University

Genealogy Family History Consultants

Lee Baldwin, University of Mary Hardin-Baylor

Ray White Lumber Company

Alan Wright, Troy University, Troy Campus

Lou May Meadows, Henderson State University

Jack Meadows, Henderson State University

Silver Dollar City: An Entrepreneurial Study

Timothy Wise, Southern Arkansas University

10:00 a.m. – 12:00 p.m.

City View 6

SESSION H Case Embryo (3)

Session Chair: **Mike Menefee**, North Carolina State at Pembroke

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 4, 2010
(Thursday)

1:00 p.m. – 1:30 p.m.

City View 6

Case Writing Competition Registration

A separate registration fee of \$35.00 will be charged for each participant in the case writing competition.

1:30 p.m. – 3:30 p.m.

City View 6

Case Writing Competition Presentation

During this period, the participating teams will be briefed on the target company. Teams will be able to meet to review briefing materials prior to the company's formal presentation. Following the formal presentation, the company's representatives will be available for questions from the teams.

Target Company will make presentation followed with a question and answer period.

3:00 p.m. – 3:30 p.m.

Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area.
Must be present to win.

4:00 p.m. – 5:00 p.m.

Executive Boardroom

2011 Program Planning Meeting

Chair: **Don C. Mosley, Jr.**

Everyone is invited to attend this meeting and help prepare for **2011**. All persons interested in being in the 2011 program as track chair, reviewer, discussant, etc. are encouraged to attend and share ideas to grow and further develop the art of case writing.

5:30 p.m. – 7:00 p.m.

Lone Star Ballroom A

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and listen to the music of a local Texas band. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day's conference activities before heading out to other association events, dinner, or the surrounding artistic activities.

SOUTHWEST CASE RESEARCH ASSOCIATION
A Division of NACRA

March 5, 2010
(Friday)

8:00 a.m. – 8:30 a.m.

Chaparral Board Room

Continental Breakfast for Case Writing Team

A light continental breakfast will be available for the registrants in the case writing competition.

8:30 a.m. – 11:30 a.m.

Chaparral Board Room

Case Writing Competition Continues

11:30 a.m. – 12:00 p.m.

Chaparral Board Room

Teams Submit Draft of Work Product

At the conclusion of the competition, each team will submit a working draft of their case and a plan of action for completion of the case within the timeline allowed.