

*Call For Cases & Vignettes*

**Atlantic Schools of Business 42<sup>nd</sup> Annual  
Conference**

***Business As Usual?***

**Dalhousie University**

<http://asb.acadiau.ca/2012conference/index.html>

**Halifax, NS**

**SEPTEMBER 28-30, 2012**

**CASE TRACK**

**Area Interest Chair: Robert MacDonald, Crandall University**

This track invites interested individuals to submit unpublished cases (complete with teaching note) or extended vignettes (with suggested teaching themes) describing a real decision-making situation faced by an actual manager or organization at a specific point in time. Those with experience in case writing, new to case writing or with an interest in case writing are encouraged to submit to this track. Authors of accepted cases / vignettes will be expected to discuss the case / vignette at the conference. Please submit your case via the EasyChair conference system (see details following) not later than **August 5, 2012** (no extensions will be given).

Cases should be designed to sustain a 60 to 75 minute class discussion and should be between 4,000 to 4,500 words and no more than 15 pages single-spaced (exhibits and the Teaching Note are not included in the page limit). Vignettes should be 250 to 1,000 words and be designed to sustain a 20 to 30 minute class discussion. The Teaching Note should provide answers / discussion to several questions stemming from the case / vignette content.

Individuals interested in assembling a symposium or workshop should prepare a detailed description of its overall purpose and focus and the specific role of each participant. Please submit details of the symposium or workshop proposal via the EasyChair conference system (see details following) not later than **August 5, 2012**.

## **Judging Criteria**

The case / vignette and teaching note will be evaluated based upon the following criteria.

1. Relevance for undergraduate or graduate business programs (current management trends, issues, concerns, clear decision focus and decision-maker)
2. Effectiveness of Presentation (interesting narrative style, clear information for decision-making, accurate and complete data for analysis and decisions)
3. Value and Content of Teaching Note (synopsis of case, clear case objectives and suggested courses, discussion questions and suggested answers, linkage to underlying concepts and theory, suggested teaching pattern or flow)
4. Presentation (meets requirements on length and format, exhibits aid decision-making)

## **Style Instructions**

Papers are to be prepared using Times New Roman 11. Please include page numbers.

All papers should be in Microsoft Word format. PDF format will not be accepted.

Left and right margins should be 1.25 inches, while 1.5 inches is required for top and bottom margins. All paragraphs should be indented one-half inch. Text should be fully (left and right) justified. Hyphenating words is encouraged to obtain more even word-spacing.

The first page of the case should include the title of the case / vignette but all other indicators of authorship should be removed in the text to permit anonymous review.

## **Important Dates**

August 5	Deadline for receipt for paper and symposium submissions.
August 26	Notification of acceptance status
September 2	Last day to register at lower rate
September 9	Notification of award winners
September 9	Deadline for receipt of amended papers
September 28	Start of 42nd ASB Conference
September 30	Close of the conference

Please note that accepted case studies will have their **abstracts only** published in the conference proceedings.

Individuals interested in **acting as reviewers** are encouraged to contact the Area Interest Chair.

## **Contact Details for Area Interest Chair**

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## **Guidelines for Submitting Papers via EasyChair**

1. Go to the ASB 2012 submission page: <https://www.easychair.org/conferences/?conf=asb2012>
2. If you already have an EasyChair account, skip to step #3. If not, create an account in EasyChair:
  - a. Go to the EasyChair website: [www.easychair.org](http://www.easychair.org)
  - b. On the top of the page, click on “Click here to log in”.
  - c. The EasyChair login page opens. Under the login box, click on “sign up for an account”.
  - d. Type in the two-word sequence you see on the screen and click on “Continue”.
  - e. Enter your name and e-mail address and click “Continue”.
  - f. Check your e-mail: You will receive a message from EasyChair.
  - g. Click on the link in the message you get from EasyChair.
  - h. Enter your personal information; all starred (\*) fields are required. Note your password must be at least 8 characters.
  - i. Click “Create my account” at the bottom of the page.
  - j. Your account is created! Make a note of your username and password for future reference.
3. Log in using your EasyChair username and password.
4. Click “New Submission”. Select the appropriate track for your paper and click “Continue”.
5. On the page that appears, provide correspondence information, identify the author(s), title and category, and upload an abstract and paper.