

CASE RESEARCH ASSOCIATIONS AND SUGGESTED READING ON THE CASE METHOD

AAEA Pre-Conference Workshop: Case Studies: Their Future Role in Agricultural
and Resource Economics
July 27, 2002

While acknowledging the availability of myriad multi-disciplinary case research topics, associations dedicated to the case method share the objectives of using the case method in teaching, training, and planning. Conferences emphasizing the case method provide opportunities for conference participants to critique and encourage each other's case method research and writing.

Partial List of Associations Dedicated to Case Research:

The World Association for Case Method Research and Application (WACRA)

<http://www.wacra.org/>

Publication Possibilities: WACRA assists in the development of manuscripts for publication in "double blind refereed international, state of the art books;" Conference Proceedings.

North American Case Research Association (NACRA)

<http://nacra.net/>

Publication Possibilities: Case Research Journal, Conference Proceedings

Southwest Case Research Association (SWCRA)

<http://www.mgt.smsu.edu/swcra/>

Publication Possibilities: The Journal of Applied Case Research, Conference Proceedings.

Society for Case Research (SCR)

<http://www.sfcr.org/>

Publication Possibilities: Business Case Journal, Annual Advances in Business Cases (included in Primis case database), Conference Proceedings.

The Case Association (CASE) (Formerly the Eastern Case Writers Association).

<http://mars.wnec.edu/eam/case>

Publication Possibilities: Conference Proceedings

The Western Case Research Association (WCA)

<http://newton.uor.edu/FacultyFolder/Jspee/wca/main.htm>

Publication Possibilities: Conference Proceedings

The Case Teaching Network

<http://www.mailbase.ac.uk/lists/case-teaching/>

An internet-based network established to support research into the case study method in business and management education.

MERLOT

<http://www.merlot.org/Home.po>

MERLOT is a free and open resource designed primarily for faculty and students of higher education. Links to online learning materials are collected here along with annotations such as peer reviews and assignments.

Publication Possibilities: On-line publication of case materials.

Suggested Reading:

Erskine, J., M. Leenders & L. Mauffette-Leenders. 2001. Teaching With Cases. London, Ontario: Ivey-University of Western Ontario.

Feagin, J., Orum, A., & Sjobert, G. (Eds.). 1991. A Case for the Case Study. North Carolina: University of North Carolina Press.

Klein, H. (Ed). 1999. Interactive Teaching and the Multimedia Revolution: Case Method & Other Techniques. Boston: World Association for Case Method Research & Application.

Harling, K. & Misser, E. 1998. "Case Writing: An Art and A Science". *International Food and Agribusiness Management Review*, 1(1), 119-138.

Leenders, M., J. Erskine & L. Mauffette-Leenders. 2001. Writing Cases. London, Ontario: Ivey-University of Western Ontario.

Mauffette-Leenders, L., J. Erskine & M. Leenders. 2001. Learning with Cases. London, Ontario: Ivey-University of Western Ontario.

Wassermann, S. 1994. Introduction to Case Method Teaching: A Guide to the Galaxy. New York: Teachers College, Columbia University.

Westgren, R. & Zerring, K. 1998. "Case Study Research Methods for Firm and Market Research". *Agribusiness*, 14(5) 415-424.

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