**CASE STUDY CONFERENCE**

***Developing Teaching Cases Together for Management Education***

**JANUARY 26-27, 2017**

**MIDDLE EAST TECHNICAL UNIVERSITY**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ANKARA**

**CALL FOR CASES**

**Important Dates**

**December 16, 2016—Submission of case synopsis**

**December 23, 2016—Decisions to authors; conference registration opens**

**January 16, 2017—Registration and full case submission deadline**

Without doubt the case study has evolved as a champion of pedagogical tools in management education at all levels. For almost 100 years there has been a growth in the adoption of case study methodologies in business schools to promote students’ active participation that enables their own learning. This conference aims to enhance the know-how regarding the “teaching case” as a method adopted and disseminated in the Turkish management education environment by supporting local case writers to develop their own teaching cases, suited for the Turkish economic and cultural context, in addition to demonstrating best practices in this field. Faculty members and doctoral students who would like to enhance their skills on how to develop effective teaching cases, teaching notes, or on new case approaches are invited to join the event. The conference is free of charge and will be conducted in English.

Cases geared towards business school courses (e.g., accounting, entrepreneurship, ethics, finance, HRM, organizational behavior, strategy, technology and operations management, other topics) are welcome. The conference will allow for a discussion format, which allows participants to offer constructive suggestions about each other’s cases with the goal of helping case writers develop teaching cases in the Turkish context that support participant centered learning and are suitable for publication in textbooks and refereed case journals. The conference will also include sessions on **Global case study usage and challenges in the Turkish context**, **Using your research to develop teaching case studies**, and **Multimedia Cases** by renowned keynote speakers.

Submissions should include (1) a cover page including: title, name, affiliation, address, cell phone numbers, institutional website, and e-mail address of the author(s), (2) a case synopsis (not exceeding 2 pages) providing

* title of the case
* teaching objectives of the case (subject area, theories used, target audience)
* type of case (based on field research, published sources, or generalized experience) and data collection sources
* industry and time period of case event
* case summary, including the dilemma faced by the case protagonist(s)

**See below for a sample case synopsis.**

Writers may also submit their complete cases and teaching notes (not exceeding 20 pages) including the above items (without a summary). Final case submissions should be geared towards the criteria that will be used for review (see below). Accepted authors need to submit their completed cases by the registration deadline.

**See conference links on CAT website for further instructions (**[**www.cat.ba.metu.edu.tr**](http://www.cat.ba.metu.edu.tr)**).**

**Correspondence:** **casestudyalliance@gmail.com**

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