



NACRA
NORTH AMERICAN CASE
RESEARCH ASSOCIATION

CASE RESEARCH JOURNAL

CALL FOR CASES

Special Issue on **WOMEN ENTREPRENEURS**

The *Case Research Journal* will publish a *special issue of WOMEN ENTREPRENEURS*, to be edited by Professors Charla Mathwick (Portland State University), Margaret Naumes (University of North Hampshire – *retired*) and Kyleen Myrah (Okanagan College).

The **submission deadline is October 31, 2019**, for targeted publication in 2020.

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. Founded in 1980, the *CRJ* is double-blind refereed and accepts about twenty percent of manuscripts submitted. Further information about the journal is available at <https://www.nacra.net/case-research-journal/>.

Domain of the Special Issue

The domain of the special issue is broadly defined as teaching cases on women's entrepreneurship. After studying the case, students should be able to put themselves into the shoes of the woman entrepreneur protagonist and formulate and defend alternative courses of action.

Appropriate topics include (but are not limited to):

- Women entrepreneurs leading:
 - in the fields of accounting, finance, HR, marketing, operations, technology, sustainability, consulting
 - international firms
 - social enterprise firms
 - tech firms
 - incremental and transformative change in organizations
 - during times of crisis
 - in male dominated industries
 - support organizations and initiatives for women's entrepreneurship
- Financing women-led start-ups
- Women entrepreneurs and work life balance
- Networking and support for women entrepreneurs

We will consider cases from any discipline. For the special issue, cases can take a number of different forms including (but not limited to):

- **Traditional Decision-style Cases.** Cases typically no longer than 10 pages of narrative.
- **Short Written Cases.** Cases of no more than 6 pages (narrative AND exhibits). ***Case narratives no longer than 4 pages (recommended 2-3 pages)***. As a part of the 6 pages, short written cases ***may*** include a select set of publicly-available outside sources that instructors may chose to

require students to explore ahead of time or that instructors may introduce during the discussion of the case. For short cases with such 'outside' sources, there still must be a clear decision-focus and the case must be structured so that it could be used without access to these additional sources. All 'outside' sources referenced must be easily accessible and available for a period of at least 5 years after publication of the case.

- **Video Cases.** Illustration of decision-focused issue in video format no longer than 10 minutes in length (or one to three short videos of 3 – 5 minutes each).
- **Graphic Novel Style Cases.** Cases that are depicted through sequential art rather than traditional narrative or prose.

We are open to cases in forms that are not listed above and authors are encouraged to consult with one of the special editors in advance of the submission deadline to discuss such ideas.

Focus and Methods

For this issue, the *CRJ* will publish decision-focused cases based on original, primary research. Issue-focused cases may also be considered, although authors interested in writing an issue-based case are encouraged to consult one of the special issue editors in advance. 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 one of the special issue editors.

Methods: Cases should be based on original, primary research. 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).

The *CRJ* does not publish cases based solely on secondary sources, such as journalistic accounts. It also does not publish fictionalized, composite, or hypothetical cases. Occasionally, the *CRJ* publishes papers about case writing and teaching. Such papers will be considered for this issue if they are relevant to the special topic domain.

An **Instructor's Manual** (teaching note) must accompany each case submission. The IM should follow the guidelines outlined at: <https://www.nacra.net/case-research-journal/editorial-policies-and-submission-guidelines/>.

North American Case Research Association

At the time of submission to the special issue, at least one author must be a member of NACRA. (Membership information is available at <https://www.nacra.net/>).

Further Information

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