



NACRA
NORTH AMERICAN CASE
RESEARCH ASSOCIATION

CASE RESEARCH JOURNAL

CALL FOR CASES

Special Issue on **MULTIDISCIPLINARY CASES**

The *Case Research Journal* will publish a *special issue of MULTIDISCIPLINARY CASES*, to be edited by Professor Eric Dolansky (Brock University).

The **submission deadline is October 31, 2020**, for targeted publication in February 2021.

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 key element sought for in these cases is a problem or decision that cannot be properly addressed from only one functional perspective. For example, a pricing decision, though usually in the domain of marketing, could also rely on information and analysis from operations (e.g. how to lower the costs sufficiently), accounting (how income is recorded), strategy (how the pricing fits the overall company planning). The cases for this special issue should focus on how those different areas can work together to make an appropriate decision.

Like anything else, execution is key, as the same pricing issue could be written as a marketing case alone. Making it a multidisciplinary case requires case information sufficient to do analysis and form recommendations from different perspectives. While not strictly necessary, co-authorship across disciplines would be strongly encouraged.

Though this multidisciplinary focus may seem to run counter to the usual requirements for a *CRJ* case, there is still the need for focus and a tight instructor's manual. The difference is that rather than focus on a theory, concept, or model from one discipline, the focus of the IM is on the overlap between the functional areas. Put another way, the purpose of the cases to be published in this special issue is not that they could be taught in any one of several disciplines, but rather that the interaction between the disciplines is stressed. These cases can better reflect business practice, where departments or areas within a business do not exist, work, or make decisions in isolation from one another.

Cases from any disciplines, as long as more than one discipline is represented in the case and IM will be considered. For the special issue, cases can take a number of different forms though the primary focus is on traditional decision-style cases (typically no longer than 10 pages of narrative). Cases in forms that are not listed above will also be considered and authors are encouraged to consult with the special issue editor 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 the special issue editor 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 the special issue editor.

The information in the case narrative needs to be sufficiently rich for those using the case to approach the problem from the multiple perspectives described above. We suggest that prior to submission the author(s) pay special attention to whether the analyses and theories discussed in the IM are well matched with case information.

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/>.

NACRA Conference – Special Session

There is an upcoming special session on multidisciplinary cases planned to be held at the NACRA 2019 annual conference (October 10-12, 2019, in Tempe, Arizona). Authors interested in submitting a case and IM to this special issue are encouraged to attend this session. This would give authors one year from that time to prepare and submit a case before the special issue deadline.

Furthermore, authors are encouraged to submit the case they intend for this special issue to the NACRA 2020 conference (to be held in San Antonio, Texas in October 2020) to receive feedback prior to journal submission.

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

For further information regarding this issue or a potential submission, please contact:

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