



Summer 7-10-2014

Society for Case Research Meeting on Winthrop Campus

Winthrop University

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Winthrop University, "Society for Case Research Meeting on Winthrop Campus" (2014). *Winthrop News 2014*. 127.

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Society for Case Research Meeting on Winthrop Campus

Quick Facts

- Organizer Cara Peters, associate dean of the College of Business Administration and a marketing professor, said the workshop has attracted 57 attendees from across the nation to share case studies on various companies.
- Faculty members will then take the case studies, along with suggested questions, and use in their courses at their home institutions.



Cara Peters

ROCK HILL, SOUTH CAROLINA – Winthrop University is host to the **36th annual Society for Case Research's summer writing workshop** July 10-12.

Organizer **Cara Peters**, associate dean of the **College of Business Administration** and a marketing professor, said the workshop has attracted 57 attendees from across the nation to share case studies on various companies. Faculty members will then take the case studies, along with suggested questions, and use in their courses at their home institutions.

Some of the companies which were the focus of the cases include:

- **Chipotle** and issues related with its supply chain
- **T-Mobile** and its merger with **Metro-PCS**
- **Starbucks** and its operations in India
- **Carolina Ingredients** and its information systems

As part of the conference, the group also will tour the **NASCAR Museum** in Charlotte, North Carolina.

Founded in 1978, the society facilitates the exchange of ideas leading to the improvement of case research, writing and teaching. It publishes three scholarly journals, the **Business Case Journal**, the **Journal of Case Studies** and the **Journal of Critical Incidents**.

For more information, contact **Judy Longshaw**, news and media services manager, at 803/323-2404 or e-mail her at longshawj@winthrop.edu.

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