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Society for Case Research Meeting on Winthrop Campus

Winthrop University

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Society for Case Research Meeting on Winthrop Campus

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 facilities 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.

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