**Professional Development Workshop Proposal**

**IACMR 2021 Conference, Xian**

Professional Development Workshops Date: June 20, 2021

**Title of the workshop: Business Cases Development: When East meets West**

**Full name and contact information of Chair/Organizer:**

William X. Wei PhD

Professor and Associate Dean

MacEwan School of Business

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President, International Case Research Association

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**Presenters, including affiliation, title (e.g., Associate Professor), address, phone number, fax number, and email**

Presentations from Case Publisher/Academics

**Presentation Title: Experience in Developing Leading Chinese Management Case Database**

Dr. Jingqin Su

Professor and Director, China Management Case Sharing Center

School of Economics and Management, Dalian University of Technology

No. 2 Linggong Road, Ganjingzi District

Dalian City, Liaoning Province, China, 116024

Email: [Jingqin@dlut.edu.cn](mailto:Jingqin@dlut.edu.cn)

**Presentation Title: Beyond Business Cases: How to develop social sciences cases**

Dr. Jingyue Xu

Associate Professor and Deputy Director, China Center for Social Science Cases

Renmin University of China

Email: xujingyue@rmbs.ruc.edu.cn

Tel: 86-10-62514524

**Presentation Title: Business Review: Indigenization of Harvard Business Review and Sloan**

**Management Review**

Spring Xuewei Liu

Deputy Editor-in-Chief

Business Review, Chinese Academy of Social Sciences Press

Highstreet Loft, 546 Chang Ning Road

Shanghai, China

Email: Spring.liu@ebusinessreview.cn

Tel: 86-21-61197900

**Presentation Title: Business Case Development and Evolution in Taiwan**

Dr. Chin-Ning Chu

Chung Yuan Christian University

200 Zhong-Bei Rd.,

Zhong-Li District, Yaoyuan City,

Taiwan, 320

Email: [zn.qu@icloud.com](mailto:zn.qu@icloud.com)

**Presentation Title: From Teaching Case to Case Research**

Dr. Dezhi Chen

Associate Professor and Director Case Center

Antai College of Economics and Management,

Shanghai Jiao Tong University

Email: [chendezhi@sjtu.edu.cn](mailto:chendezhi@sjtu.edu.cn)

**Presentation Title: Introduction of North American Case Research Association**

Dr. Eric Dolansky

Associate Professor of Marketing

Brock University

VP program

North American Case Research Association

Office: GSB 449

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905 688 5550 x5159

**Presentation Title: Publishing with Emerald Emerging Market Case Studies**

Dr. Michael M. Goldman

Associate Professor

University of San Francisco

Editor-in-Chief

Emerald Emerging Market Case Studies Journal

Email: mmgoldman@usfca.edu

Tel: (415) 422-5280

SFH 438

**Presentation Title: Publishing in Case Research Journal**

Dr. Gina Grandy

Editor, Case Research Journal

Dean and Professor (Strategy & Leadership)

Office: ED 508.2

E-mail: business.dean@uregina.ca

Tel: 306-585-4435

**Panel Discussion: Case Developing and Teaching Practice**

Panelists:

Dr. Haibo Hu

Professor and Dean

Jiangxi University of Finance and Economics

Dr. Taohua Ouyang

Professor

Beihang University

Dr. Jianyu Zhang

Professor and Associate Dean

Tianjin University of Finance and Economics

Dr. Howard Lin

Professor and Director, Canada-China Business Centre

Ryerson University

Dr. Xiaohua Yang

Professor and Director, China Business Studies Initiative

University of San Francisco

**Goals of the workshop** (i.e., learning objectives):

• To improve new, peer-reviewed business cases to be submitted to case publisher

• To promote the worldwide use of China case in various outlets

• To enhance the legitimacy and status of case research and pedagogy in Greater China and

beyond

• To exchange experience in developing cases and case database in a cross-cultural context

• To identify strategies in making classroom come alive through case teaching methods

• To learn the tools and techniques to create compelling teaching and research cases

• To investigate how case methods are used in leading business schools across the world

• To explore how to share your research in the classroom, academic peers and industry

**Contents of the workshop:**

The workshop focuses on the followings:

• Different approaches for managing class discussion

• Opportunities to use cases for further framing your case and creating an outline and

teaching note

• How to create a case teaching plan

• Challenges when writing cases;

• How to effectively manage the data collection and field research process

• Where and how to publish peer reviewed teaching case

• The role of teaching case in developing management theory

• How to develop case database

Intended participants and admission criteria for the participants

Participants include junior scholars conducting case research and publish teaching cases

• Time requirement of the workshop

3 hours